



January 2016
Issue 1

STATE OWNER NEWSLETTER

M-CO INC FDD as of 12/15/2015

Each of you will receive a new copy of the FDD for your review. Once you have reviewed it, you should sign the Acknowledgement of Receipt and fax or email it to the corporate office at 208-359-1236 or mcoinc@heavensbest.com. Once we receive it, we will send out the official contract for your signature. We would like to complete this as soon as possible.

The changes in the FDD are the ones we described in the December 2015 State Owner Newsletter.

The State Advertising Fund

The State Advertising Fund is discontinued as 12-31-2015. We may initiate a new fund in the future, but for now each State Owner will be responsible for their own marketing in their own state for franchise sales. Some of you have an outstanding balance, which will still need to be paid.

The corporate office will be advertising with Franchise Gator, as well as other advertising sources. We will charge you for the leads you receive for your state. We are still negotiating the cost per lead with each of these companies.

We expect each of you to be actively engaged in making new franchise sales. We would like to know what you try and what does and does not work for you.

Heaven's Best Website

In the next few days we will be switching our web site to new servers. We have tried to work out most of the bugs, but I am sure there will be some problems when we make the switch. Once we have the switch completed and functioning properly, we will begin advertising for franchise sales.

Leads from Existing Franchises

We want to step up our efforts by encouraging our existing franchisees to inform their friends, relatives, and customers about the opportunities available as a Heaven's Best Franchisee.

INSIDE THIS ISSUE

- *M-CO INC FDD as of 12-15-2015*
- *Heaven's Best Website*
- *Leads from Existing Franchises*
- *Year End Stats*

John Steiner is sending his operators a letter reminding them of the \$1,000 finder's fee. Enclosed with the letter will be ten one hundred dollar bills - these will be copies of course, not the real thing. But this will be a good visual to help motivate our operators to speak to their contacts about the Heaven's Best Franchise Opportunity.

Our operators can leave each customer a copy of our new tri-fold brochure with the inserts of the services that are now available. The back page of the tri-fold gives information on our franchise opportunities. This will help the customer understand the new services as well as the franchise opportunities for one or more of their contacts.

We would like each of you to pick one or two cities in your state that you would like to sell a franchise in. You should place a free ad on Craig's List and any other free site you can find to promote a franchise sale. Think of ways you can target the area to make a franchise sale.

We want each of you to think about ways you can find new franchisees for your state. We have some very intelligent state owners and as we all work together on franchise sales, they will happen.

Year End Stats

At the end of each year we need some particular stats from all of you regarding situation changes that took place in your state during the entire year of 2015. We will need this information turned into our office no later than **January 15, 2016**.

Please compile the following stats as of December 31, 2015:

The number of new areas you sold to your existing Operators:

The number of areas you deleted from existing Operators:

The number of new areas you sold to new Operators:

The name of any Operator who had their license agreement terminated:

The name of any Operator who did not renew their license agreement:

The number of areas that were transferred from one operator to another, with their names:

We also need the list of all of your operators and the number of licensed territories that each one has.