



July 2014  
Issue 7

## STATE OWNER NEWSLETTER

### *INSIDE THIS ISSUE*

- *Moving Forward*

### *Moving Forward*

In February 2009, I raised some red flags on a few concerns I had at that time:

- Corporate needs an increase in revenues to keep the company moving forward with new research and development, better support for each city operator and state owner, and more talented personnel to move the company forward.
- Many city operators own territories that they are not working, leaving them unavailable to sell to a prospective new franchise owner. They are not developing into multi-truck operations. We all need to sell more franchises.
- We need to provide national/regional marketing solutions to keep our city operators growing.

What have we done as a company since then?

- We tried different web companies for setting up sites and promoting them. Some of these have been huge disasters. During this time Google has changed their rules a few times, and each time it has created some setbacks. However, we have been working with EZ Nettools to develop an overall plan for web presence. Our infrastructure is in place so that changes can be made to all of the sites. All sites that are being set up by EZ Nettools are controlled by M-CO INC. We are creating a standardized look and feel, and we also own the URL addresses. This will eventually give the Corporate Office and our state owners more control or leverage over those operators who are with EZ Nettools. This concentrates our funds so that what we are doing for one area will help every one of our other operators. There are things that the operator still needs to do in order for EZ Nettools to be able to maximize their return. Reviews are huge and we need local reviews to make our sites move up organically. This will take effort from City *and* State Owners. Our EZ Nettools sites are working. They are evolving and changing to meet the needs of our Operators, State Owners, and our Corporate Office.
- We have introduced the concept of Maintenance Cleaning in the commercial arena, in order for our operators to gain more steady work with limited out-of-pocket marketing expense, and have increased our product line to support some of these new services. These tools will help our operators either expand, or see the need to sell off part of their area.
- We have kept things pretty much the same as they were before our discussion in February, 2009.
- We have initiated a lease/buyout program for state owners who want to retire or do something different.
- We have increased the product line that all city operators can sell to their customers.

Moving forward:

We all need to be on the same page, pulling together; we cannot be divided against each other. We need to be spending our time, money, effort, and energy in creating solutions to these problems, not creating discord between each other. We all need to be actively involved in helping our city operators provide the best product, process, and service for their customers. We all need to be involved in monitoring our city operators to ensure that they are ordering the proper amount of product, submitting their monthly reports, doing good quality work, signing up with EZ Nettools, and submitting reviews.

We all need to be involved in making more franchise sales.

I want some suggestions from each of you on what you can and will do to try and make a sale before the end of the year.

During our state owner webinar, Bruce Eckman made a presentation showing what our plans are for splitting up the web site to make it easier to sell a franchise, but this is going to take a lot more effort and financial commitment from each state owner in order to grow the business.

You need to ask yourself these questions: Am I committed to growing my Heaven's Best business? Am I a team player and am I willing to make sacrifices for the team?

Am I willing to put more time, effort and funding into the business? Do I like the business enough to stay in it, or is it time for me to move on and pursue other interests? How many more years do I want to be involved with Heaven's Best?

We have great people in this business who run city areas, entire states as a master franchisee, and those who work at the corporate office. Let's all join together and keep this company moving forward.