



STATE OWNER NEWSLETTER

INSIDE THIS ISSUE

- *Regional Seminars & New Services*
- *Franchise 50 Survey*

Regional Seminars & New Services

In the City Owner Newsletter we stated that we will have two day regional seminars this year and that we will be working out all the details with our state owners. We stated that a regional seminar will include anywhere from 1-5 states. We will be doing hands-on training on existing services and we will be introducing some new services as well. That is as far as we went in the City Owner Newsletter.

For your information only, we are expanding our services to include duct and dryer vent cleaning, carpet restretching, window washing, and water restoration. Our hands-on training in the regional seminars will include many of our existing services and all of the new ones except for the water restoration which will be scheduled for specific dates and times for those who are interested. If any of your city owners ask about the new services, you can tell them that you will be learning about it on March 25, 2015.

We will explain more of this in our next State Owner Webinar which will be held on March 25, 2015 at 4:00 pm MDT. We will be determining dates and locations for the regional seminars within the next month so we can get the information out to everyone well in advance. We need all state owners in attendance at this webinar. We will be sending out instructions on how to join the meeting.

We are excited about these new services and the benefits they will bring to our customers, each city operator, our state owners, and everyone who is part of Heaven's Best.

Franchise 50 Survey

In the city owner newsletter we included some of the results of the survey which we felt we should share with each city owner. We hope you will review what we included in the City Owner Newsletter. We have also included a few segments in this State Owner Newsletter. The explanation at the beginning and the end of each segment explains a little about the results. We

hope each of you will become familiar with these results. This can help you understand what your city operators may want or be looking for. These results show some of the strengths of our company and some of the weakness that we have. This is not meant to point fingers at anyone, but it is intended to help each of us become better at what we do.

A little more than half of our company participated in the survey which should give us a good cross reference of our company. A participant could choose to use their name, or they could be anonymous. We feel we have gotten feedback from those that are very happy, and those that are not very happy. This survey gives the unhappy operators a place to vent. All in all our operators are happy with the company as a whole, but the survey helps us better understand where we need to improve. Many people dislike participating in a survey, and some may not want to rock the boat by responding one way or another.



Heaven's Best Carpet Cleaning
franchisee satisfaction report

January 2015





Dear Entrepreneurs,

There are more franchise opportunities today than ever before and the timing has never been better for investing in a franchise business. That said, there are many factors to consider when buying a franchise and clearly one of the most important factors is franchisee satisfaction.

To measure satisfaction, we ask franchisees over 40 questions related to training & support, system communication, franchisor/franchisee relations, financial opportunity, market demographics, business lifestyle and overall satisfaction with their business. And we don't just survey a select group of franchisees - we invite every active franchise owner to participate in the survey process.

Satisfaction is one of the most critical factors every entrepreneur should consider before investing in a franchise. With thousands of opportunities to choose from, franchisees hold the key to understanding which are the best opportunities. I encourage you to get as much feedback as possible from current franchise owners before making your final investment decision. This report is your first step.

I hope that you find this information both interesting and useful in your franchise research. Franchising offers some wonderful opportunities and I wish you the best of luck with your new business investment.

Happy Franchising!

Michelle Rowan
President
Franchise Business Review

Average Rating: Overall Satisfaction Snapshot

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Training & Support						3.8
Franchise System						4.2
Leadership						4.1
Core Values						4.7
Franchisee Community						4.3
Self-Evaluation						4.4
Financial Opportunity						4.2
General Satisfaction						4.3
Overall (average)						4.2

Overall Satisfaction

For anyone researching a franchise, we understand how important it is to get feedback from current franchise owners. To expedite this process we invited all Heaven's Best Carpet Cleaning franchisees to participate in our independent satisfaction survey. 159 franchise owners elected to participate (approximately 62.40%).

Each of the seven areas evaluated for satisfaction are summarized here in the overall snapshot. In the pages that follow, we will explore each of these areas in detail. On pages 8-10 we provide comprehensive demographic and market information to help paint a full picture of franchise owners.

Average Rating: Training & Support

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Ongoing Support						4.1
Ads & Promotions						3.6
Effective Technology						3.8
Communications						3.8
Overall (average)						3.8

Training & Support

Ongoing Training & Support

How current franchisees rate the ongoing training and support they receive.

Advertising & Promotion

How current franchise owners rate the advertising marketing and promotional programs provided by their franchisor and how effective these programs are at developing and retaining business.

Effective Technology

How current franchise owners rate the effectiveness of the technology systems and tools provided by their franchisor.

Communications

How current franchise owners rate the overall communication between the corporate staff and franchise owners.

Franchise System

Ops & Systems

How current franchise owners rate the overall operation procedures and business operating systems provided by their franchisor.

Products & Services

How current franchise owners rate the overall quality of the products and/or services provided by their franchisor.

Competition

How current franchise owners rate their franchise system's competitiveness compared to other businesses in their local marketplace.

Innovation

How current franchise owners rate the innovation of the franchise system and the openness of their franchisor to experiment with new ideas.

Average Rating: Franchise System

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Ops and Systems						4.3
Products & Services						4.6
Competition						3.9
Innovation						3.8
Overall (average)						4.2

Leadership

Clear Vision

How current franchise owners rate the big picture company vision that their franchisor promotes.

Team Culture

How current franchise owners rate the overall culture of the company and whether or not a team environment is encouraged and promoted by senior management.

Involves Franchisees

How current franchise owners rate if franchisees have a voice in major company decisions.

Effective in Driving

How current franchise owners rate the overall effectiveness of the senior management team in driving the franchise company forward.

Average Rating: Leadership

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Clear Vision						4.3
Team Culture						4.3
Involves Franchisees						3.5
Effective in Driving						4.1
Overall (average)						4.1

Average Rating: Core Values

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Trust						4.7
Respect						4.7
Honesty & Ethics						4.7
Cares About Success						4.6
Overall (average)						4.7

Core Values

Trust

How current franchise owners rate the trustworthiness of their franchisor.

Respect

How current franchise owners rate the overall relationship with their franchisor and their level of respect for the entire franchise organization.

Honesty & Ethics

How current franchise owners rate their franchisor's corporate culture and the promotion of honest and ethical business practices.

Cares About Success

How current franchise owners rate the level to which their franchisor truly cares about the success of their business.

Average Rating: Franchisee Community

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Support Brand						4.4
Support Management						4.3
Actively Participate						4.0
Support Each Other						4.3
Overall (average)						4.3

Franchisee Community

Support Brand

How current franchise owners rate their fellow franchisees' support of the franchise brand itself.

Support Management

How current franchise owners rate their fellow franchisees' support of company leadership and management.

Actively Participate

How current franchise owners rate their fellow franchisees' own level of participation within the franchise community.

Support Each Other

How current franchise owners rate their fellow franchisees' support of each other, one of the key benefits of owning a franchise.

Self-Evaluation

Enjoy Operating

How current franchise owners rate their own personal enjoyment in operating their franchise business.

Enjoyment

How current franchise owners rate their own personal enjoyment in being part of the franchise organization as a whole.

Active Participant

How current franchise owners rate their own level of participation within their franchise organization.

Valued Member

How current franchise owners rate whether or not that they feel they are a valued member of franchise organization.

Average Rating: Self-Evaluation

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Enjoy Operating						4.5
Enjoyment						4.6
Active Participant						4.1
Valued Member						4.3
Overall (average)						4.4

Financial Opportunity

Fees

How current franchise owners rate the fairness of the fees they pay, given the value of the services and support they receive.

Total Investment

How current franchise owners rate the total investment they have made into their business and whether it is in line with their original expectations.

Financial Picture

How franchisees rate the current financial picture of their business relative to their expectations.

Long-Term Growth

How franchisees rate the long-term growth opportunity provided by their franchise business.

Average Rating: Financial Opportunity

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Fees						4.4
Total Investment						4.4
Financial Picture						3.8
Long-Term Growth						4.1
Overall (average)						4.2

Average Rating: Overall Satisfaction

	1 poor	2 average	3 good	4 very good	5 excellent	avg rating
Overall Opportunity						4.3
Overall Performance						3.8
Overall Satisfaction						4.3
Do It Again						4.5
Recommend						4.8
Overall (average)						4.3

General Satisfaction

In business as in life, you experience many ups and downs. We all have our share of bad days, bad weeks and bad years. At any given time, a franchisee will be dealing with various challenges and issues, both personal and business related, that effect their levels of satisfaction in certain areas. Because of this, we ask franchisees five broad questions related to their satisfaction. Of all of the questions we ask franchise owners, these two are clearly the most telling.

Overall Opportunity

How current franchisees rate the franchisor and the overall opportunity provided by the franchise system.

Overall Performance

How current franchise owners rate their overall performance as successful franchise operators.

Overall Satisfaction

How current franchise owners rate their overall satisfaction with their franchise as a whole.

Do It Over Again

How current franchisees responded when asked to rate the likelihood of making the same decision to invest in their franchise again, knowing what they know today.

Recommend

How current franchise owners rate their likeliness to recommend this franchise opportunity to others.

Market Information

Units/Territories Owned

The number of franchise units/territories owned by each franchise owner.

Additional Units/Territories

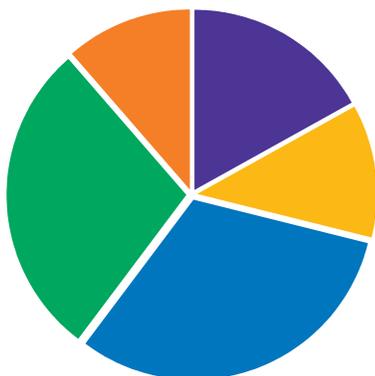
Asks whether or not current franchise owners are planning on purchasing additional franchise units/territories in the future. Please Note: In some systems, purchasing additional franchise units or territories may not be an option, or it may not be necessary given the business model.

Geographic Location

The breakdown of franchisees by location. Please Note: The results may not be representative of the franchisor's international operations. Please contact the franchisor for more information on this subject.

Market Size

The breakdown of current franchise owners by market size.



■ Major Metro (500,000+ population)	16.9%
■ Large Market (250,000 - 499,999 population)	12.0%
■ Medium Market (100,000 - 249,999 population)	31.3%
■ Small Market (50,000 - 99,999 population)	28.3%
■ Very Small Market (Under 50,000 population)	11.4%
Total:	100.0%

Units / Territories Owned

	0%	25%	50%	75%	100%	
5+ units / territories						23.0%
4 units / territories						12.4%
3 units / territories						14.9%
2 units / territories						26.7%
single unit / territory						23.0%

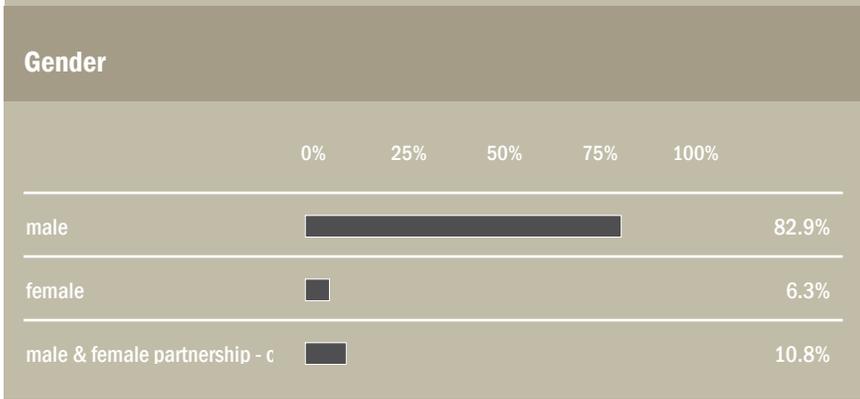
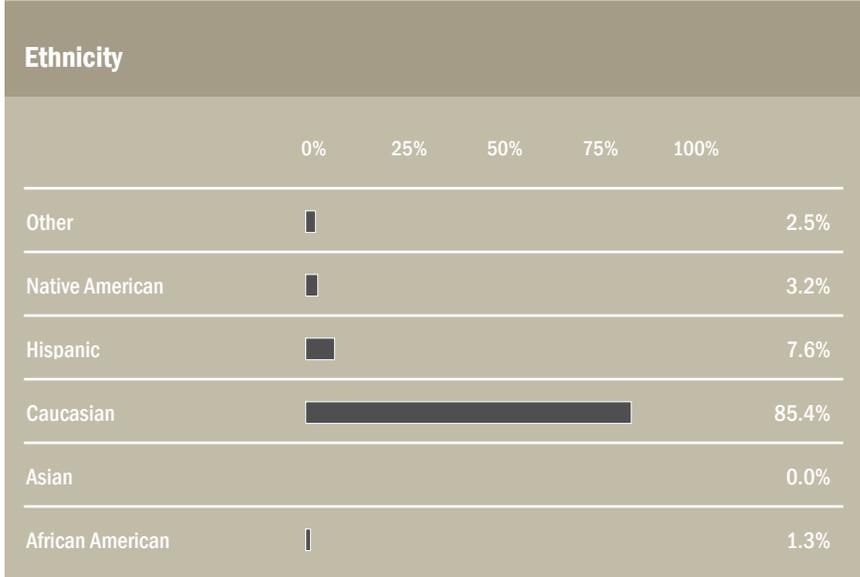
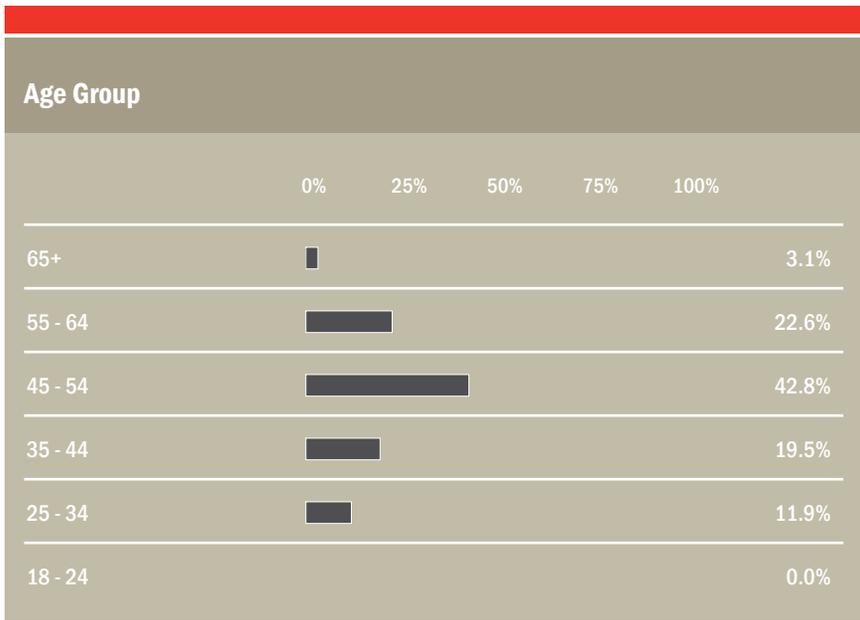
Additional Units

	no	probably not	maybe	probably	yes
Planning to buy more units?	40.3%	23.3%	26.4%	5.0%	5.0%

Geographic Location

	0%	25%	50%	75%	100%	
Northeast US						10.6%
Midwest US						21.1%
South US						29.8%
Canada						0.6%
International						0.6%
West US						37.3%

Franchisee Demographics



Age Group

The breakdown of owners by age.

Ethnicity

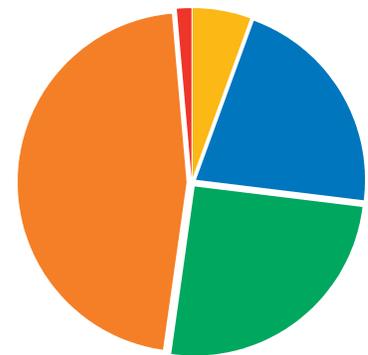
The breakdown of franchisees by ethnicity.

Gender

The breakdown of franchisees by gender.

Education

The breakdown of current franchise owners by highest level of education.



doctorate degree	0.0%
masters degree	5.7%
bachelor degree	21.4%
associate degree	25.2%
high school graduate	46.5%
did not graduate high school	1.3%
Total:	100.0%

Business Lifestyle

Work Hours

Looks at the breakdown of franchisees by the average hours they work each week.

Work-Life Balance

Looks at the breakdown of franchisees by how much work-life balance they feel they have.

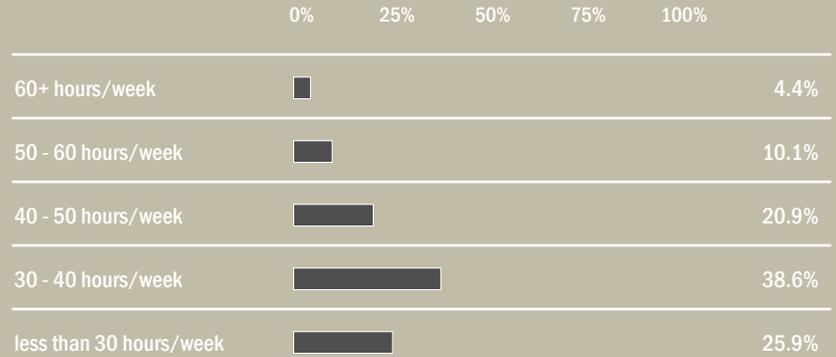
Evenings

Looks at the breakdown of franchisees by the average number of evenings they are required to work.

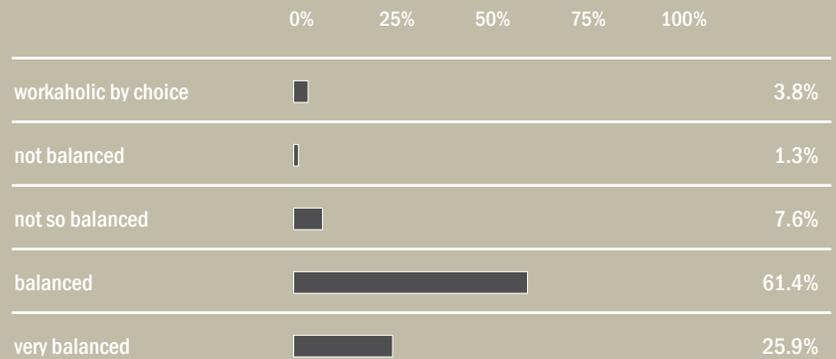
Weekends

Looks at the breakdown of current franchise owners by the average number of weekends they are required to work.

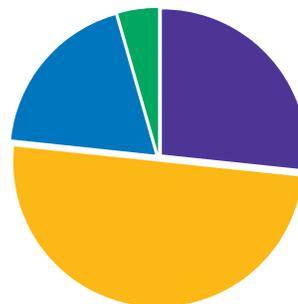
Work Hours



Work-Life Balance

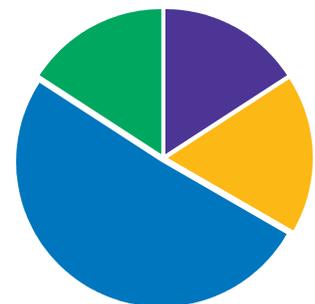


Evenings



■ almost never 26.6%
■ a couple times/month 50.0%
■ a couple times/week 19.0%
■ almost always 4.4%
 Total: 100.0%

Weekends



■ almost never 15.7%
■ a couple times/year 17.6%
■ a couple times/month 50.9%
■ almost always 15.7%
 Total: 100.0%

About this Survey

Survey Methodology

All active franchise owners were invited to participate in this survey process. New franchise owners that had just joined the system and had not been in business for 3 months or longer were not included. Additionally, any franchise owners that had left the franchise system prior to the survey process were not included.

Franchise owners were made aware of the survey process by their corporate office and encouraged to participate and share their honest feedback regarding their franchise experience. Franchise Business Review then contacted each franchisee individually and supplied them with their unique login information to complete the survey. Franchise Business Review made at least three attempts to reach each franchise owner directly by email, the postal service and/or by telephone.

The standard survey consists of a total of 53 questions. 37 questions relate directly to the franchise owner's experience. The remaining 16 questions are focused on market, lifestyle and personal demographic questions. Franchise owners had the option to complete the survey anonymously or choose to share their personal information.

Results represent the aggregated data from **159** surveys completed before January 2015.

Disclaimer

This report IS NOT intended to be an endorsement or recommendation by Franchise Business Review. Our franchisee satisfaction survey reports are designed to aid prospective investors in educating themselves about franchising. This report IS NOT intended to replace the typical due diligence process that any investor should personally undergo prior to making an investment decisions.

About Franchise Business Review

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. Franchise Business Review's services include commissioned franchise research projects leveraging proprietary survey processes and software, as well as industry-wide studies of franchisee satisfaction open to all North American franchise companies.

The firm administers the FBR50 - Franchisee Satisfaction Awards™ - an annual rating of the top franchise companies based on the highest level of overall franchisee satisfaction by participating companies. Franchise Business Review is headquartered in Portsmouth, NH and can be reached at 866-397-6680 or by visiting their company websites at www.FranchiseBusinessReview.com or www.FBR50.com.



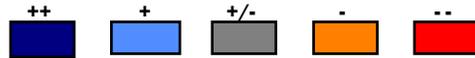
Heaven's Best Carpet Cleaning annual comparison



Heaven's Best Carpet Cleaning

annual comparison

Training & Support



Responses FSI

Ongoing Support

Year	++	+	+/-	-	--	Responses	FSI
January 2014	46	28	20	4	2	162	77.6
January 2015	44	33	17	6	1	160	78.6

Ads & Promotions

Year	++	+	+/-	-	--	Responses	FSI
January 2014	24	31	25	12	7	162	63.1
January 2015	26	30	27	10	7	159	64.6

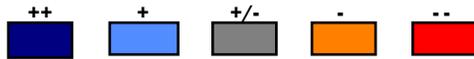
Effective Technology

Year	++	+	+/-	-	--	Responses	FSI
January 2014	29	34	28	7	2	161	70.0
January 2015	30	33	28	9	1	160	70.3

Communications

Year	++	+	+/-	-	--	Responses	FSI
January 2014	37	30	20	9	3	161	72.0
January 2015	33	31	24	9	3	160	70.3

Franchise System



Responses FSI

Ops and Systems

Year	++	+	+/-	-	--	Responses	FSI
January 2014	48	30	21	1	0	162	80.6
January 2015	51	31	14	4	0	159	82.2

Products & Services

Year	++	+	+/-	-	--	Responses	FSI
January 2014	62	29	7	1	0	161	88.0
January 2015	66	27	5	1	0	158	89.7

Competition

Year	++	+	+/-	-	--	Responses	FSI
January 2014	37	36	15	9	3	162	73.8
January 2015	35	36	18	8	2	159	73.7

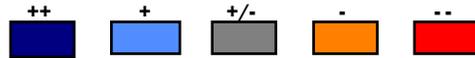
Innovation

Year	++	+	+/-	-	--	Responses	FSI
January 2014	31	36	23	9	2	162	71.3
January 2015	26	38	28	7	1	157	70.1

Heaven's Best Carpet Cleaning

annual comparison

Leadership



Responses FSI

Clear Vision

Year	++	+	+/-	-	--	Responses	FSI
January 2014	49	34	14	2	1	162	82.3
January 2015	47	39	11	2	1	158	82.6

Team Culture

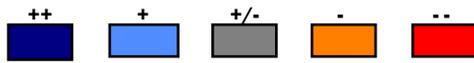
Year	++	+	+/-	-	--	Responses	FSI
January 2014	50	36	13	1	1	160	83.3
January 2015	47	39	11	3	1	158	82.0

Involves Franchisees

Year	++	+	+/-	-	--	Responses	FSI
January 2014	25	28	35	9	3	162	66.0
January 2015	18	29	41	10	3	157	62.6

Effective In Driving

Year	++	+	+/-	-	--	Responses	FSI
January 2014	37	44	15	1	3	162	77.8
January 2015	39	42	15	3	1	157	78.5



Core Values

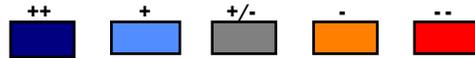
Responses FSI

Core Value	Year	++	+	+/-	-	--	Responses	FSI
Trust	January 2014	72	23	4	1	1	160	91.3
	January 2015	71	25	3	1	1	159	91.5
Respect	January 2014	73	25	2	1	1	160	92.3
	January 2015	77	21	1	1	1	159	93.4
Honesty & Ethics	January 2014	77	19	3	0	1	159	93.6
	January 2015	78	20	1	1	1	158	93.4
Cares About Success	January 2014	71	22	6	1	1	162	90.4
	January 2015	69	26	3	2	1	158	90.2

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annual comparison

Franchisee Community



Responses FSI

Support Brand

Year	++	+	+/-	-	--	Responses	FSI
January 2014	49	43	6	1	1	162	85.0
January 2015	47	44	7	1	1	157	83.8

Support Management

Year	++	+	+/-	-	--	Responses	FSI
January 2014	47	40	12	1	1	160	83.0
January 2015	47	43	8	1	1	154	83.3

Actively Participate

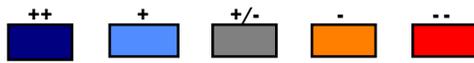
Year	++	+	+/-	-	--	Responses	FSI
January 2014	27	45	24	4	1	161	73.1
January 2015	27	50	18	3	1	159	74.7

Support Each Other

Year	++	+	+/-	-	--	Responses	FSI
January 2014	48	39	11	1	1	158	82.9
January 2015	47	40	9	1	3	158	81.5

What would your fellow franchisees Say About You?

Year	++	+	+/-	-	--	Responses
January 2014	12	61	25	2	0	158
January 2015	17	64	17	3	0	157



Self-Evaluation

Responses FSI

Enjoy Operating

Year	++	+	+/-	-	--	Responses	FSI
January 2014	58	37	3	2	0	161	87.4
January 2015	60	36	4	1	0	159	88.5

Enjoyment

Year	++	+	+/-	-	--	Responses	FSI
January 2014	64	30	5	1	0	159	89.5
January 2015	63	33	3	1	0	158	89.6

Active Participant

Year	++	+	+/-	-	--	Responses	FSI
January 2014	34	44	19	2	1	161	77.3
January 2015	32	47	20	0	0	158	78.0

Valued Member

Year	++	+	+/-	-	--	Responses	FSI
January 2014	41	43	15	1	0	157	81.1
January 2015	45	42	12	1	0	157	82.5

How much do you believe that Your Own Business affects the overall success of the franchise system?

Year	++	+	+/-	-	--	Responses	FSI
January 2014	43	46	7	4	0	161	
January 2015	44	46	6	3	0	157	

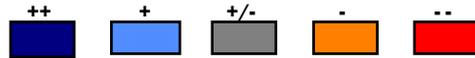
How has Your Attitude about your affiliation with your franchisor changed over the last year?

Year	++	+	+/-	-	--	Responses	FSI
January 2014	31	64	5	0	0	159	
January 2015	31	67	1	0	0	158	

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annual comparison

Financial Opportunity



Responses FSI

Fees

Year	++	+	+/-	-	--	Responses	FSI
January 2014	51	35	10	4	0	159	83.3
January 2015	57	31	8	3	1	159	85.5

Total Investment

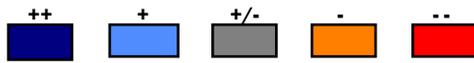
Year	++	+	+/-	-	--	Responses	FSI
January 2014	49	38	11	1	1	160	83.4
January 2015	52	37	8	3	0	158	84.7

Financial Picture

Year	++	+	+/-	-	--	Responses	FSI
January 2014	19	40	30	10	1	160	66.3
January 2015	25	38	28	6	3	158	69.3

Long-Term Growth

Year	++	+	+/-	-	--	Responses	FSI
January 2014	37	39	20	4	0	158	77.2
January 2015	39	38	20	3	1	157	77.5



General Satisfaction

Responses FSI

Would you recommend our franchise to Family or a Friend as a business opportunity?

January 2014	4	96	159
January 2015	4	96	158

Have you referred Heaven's Best as a business opportunity to anyone during the last 12 months?

January 2014	32	68	161
January 2015	28	72	158

Overall Opportunity

January 2014	53	31	13	3	1	159	83.3
January 2015	49	38	8	4	1	159	82.9

Overall Performance

January 2014	25	35	27	12	1	161	67.4
January 2015	24	42	23	9	2	156	69.4

Overall Satisfaction

January 2014	48	33	14	5	1	160	80.6
January 2015	48	41	7	4	1	159	82.9

Do It Again

January 2014	71	11	9	4	4	160	84.8
January 2015	73	15	6	3	3	159	88.2

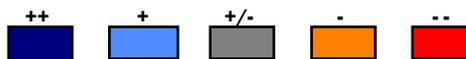
Recommend

January 2014	80	11	7	1	1	160	92.0
January 2015	88	8	2	1	1	160	94.8

Heaven's Best Carpet Cleaning

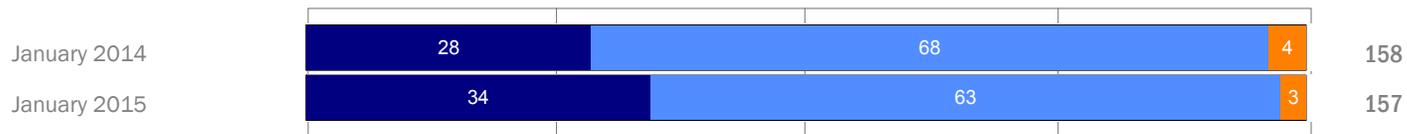
annual comparison

General Satisfaction



Responses FSI

Assuming there are no geographic or other territorial conflicts, choose the statement that best describes your discussions with others about thi





Heaven's Best Carpet Cleaning franchisee feedback report

January 2015



Comments

Please give any constructive feedback you have related to the overall quality of your franchisor's Training and Support:

Anonymous: They need to update the system on demos on different ways to cleaning ways!

Robert Ashcraft: EXCELLENT COULDNT ASK FOR ANYTHING MORE!!!!

Adam Novak: Very pleased that I can contact my office with questions, and get a prompt and knowledgeable answer with any question I have.

Anonymous: The training is not very advanced it pretty elementary. Would like to see more support in advertising at the state and/ or national level

Anonymous: They give a very hands on training when purchasing a territory, and explain the products and chemistry behind the products.

Tony Gibbins: They are busy but always wanting to help with anything in their control or have access to.

Art Pacheco: training and support is great, In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Anonymous: Support is excellent, training not so much.

Anonymous: I would like to have our corporate office provide TV or Radio advertisement.

Michael Fokken: There could be more in help with determining the exact market to target. But there are several types of markets that we can target. It allows us to target the markets we are comfortable serving.

Steve Robinson: When you get a franchise you get a weeks training. When things change with time the only training you get is from support videos. Don't get me wrong I love my company we just need more corporate support.

Anonymous: focus on carpet & upholstery cleaning was good, but wood floor and tile cleaning was lacking.

James Bonner III: They are always available for support and advice

Mark Falcone: Service Monster is a wonderful addition to our business and really increases our professional image.

Don Loessberg: Training is good and gets you off to a good start. On going training or refresher courses would probable be useful if we were willing to spend the time and money to take to take them again. We would still like to see some national marketing sometime in the near future.

Beto Millan: Heaven's best is the best investment decision I have ever made. It has given me a comfortable lifestyle and the best part is, I can take time off whenever necessary.

Anonymous: for 10yr I enjoy being a franchise owner for heaven's best

Anonymous: Any time we have had a question, we have been able to find in via internet on our operators log in or we have been able to contact corporate. I would love to attend additional training in the future and learn more about newly release products and how to better our current services.

Chez Fonseca: They are always there when you need them.

Brett Halley: They have excellent training and support. Anytime you need anything they will be there for you.

Brian Sutton: They are only a phone call away and very eager to answer questions completely.

Dale Simmons: Our franchisor is GREAT

Comments

Please give any constructive feedback you have related to the overall quality of your franchisor's Training and Support:

(CONTINUED)

Anonymous: Heavens Best is an excellent franchise business. I believe the cleaning processes and corporate image (logo, uniforms, van coverings, etc.) are outstanding. The in-house training is very good as well. It's a very affordable franchise and I believe there is great integrity in the leadership. The requirements to provide reports to corporate are minimal and very easy to complete each month.

Corporate allows each owner to choose their own path in running the business, as a single owner/operator or by hiring technicians to expand capacity and grow. To build a highly successful business each owner must develop solid systems and processes for marketing and customer follow up. I don't think corporate takes much time to help owners do this other than to push them toward a single company to help build a website and manage an advertising program. In fairness, we have not chosen to utilize this system and have created our own website and media ads and have a long way to go to achieve our growth and profitability goals.

Jim Dickey: More On Line videos would help training employees

Alex Miller: I would love to see better VCT tile training and support and better equipment. I think we are missing a lot of bigger accounts by not having the stuff available to do so. And better franchisee and purchaser of an area oversight. Like making sure people are getting what they need and are supposed to have when purchasing an area. And better oversight over terms of contracts. Something less than 10% like 6.5 or 7 % I think it would help get others I. The business.

Violet Aden: They are very supportive and training is excellent!!!

Comments

Please give any constructive feedback you have related to the overall quality of your Franchise System:

Robert Ashcraft: AVAILIBTY OF CORPORATE FOR ISSUES IS GREAT

Adam Novak: Very pleased with everything.

Anonymous: Franchise growth have a lot to do with high visibility in the market at the local and national

Anonymous: The quality of products and services from the franchiser is wonderful. Products are second to none in the industry.

Tony Gibbins: They are the best I have ever been associated with or seen in the market place. Fees are very fair compared to what Serv Pro and Service Master owners have to pay.

Art Pacheco: training and support is great. In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Don Rudnick: The shipping department has had issues this past year. I hope this improves.

Michael Fokken: The products work great. It is hard to be innovative when we already are.

Anonymous: Could use a bit more innovation in how he company is run. Needs more professionalism and innovation to keep up with this ever changing world.

Steve Robinson: Willing to pay more for franchise fees for more corporate support like national tv and radio commercials.

Anonymous: Would like to see Heaven's Best adopt additional services, such as sandless hardwood floor refinishing, in order to add more opportunities for additional services.

Anonymous: Since we are in year one, it is about getting our name out there. It is difficult because the current carpet cleaner (who dominates the area) is all that people know around here and people are quite leery about change. We need all the help we can get. The products are EXCELLENT, competition is tough only because people are leery to change, but once they try Heaven's Best they are hooked!

Brett Halley: None

Brian Sutton: The products and the equipment are top quality. Our franchise continues to research, searching for ways to improve.

Anonymous: The in-house training focuses primarily on the cleaning processes which is a vital component. The mandatory reporting system is very easy to maintain Management is responsive to owners needs. However, owners are expected to figure out how to grow their business with minimal local support. I haven't heard from my state owner in the last year other than at a one day meeting where most input was from other local owners. For the most part both corporate and state management leaves the owners to fend for themselves.

Alex Miller: I think we need to accelerate our innovation and having better training videos/ update. Better product webstoe too. It's very old and especially I the heavensbest.com main page and pages. They look so outdated when compared to the other operators or franchises websites.

Violet Aden: The quality of products are awesome. I get excited daily on how we can make a carpet that looks hopeless into a new carpet.

Comments

If you could make one recommendation to Senior Management, what would it be?

Robert Ashcraft: DO NOT CHANGE YOUR IDEOLOGIES OR MINDSET
GREAT PROVEN SYSTEM

Gerald Thomas: Offer cleaning products at a discount (instead of buy 5 get 1 free) so that smaller owner/operators could afford to take advantage of monthly specials.

Adam Novak: No complaints.

Anonymous: Quality information in the news letter. With today's technology you would think there would be more video conferences and training

Anonymous: Even if the Franchisee is doing well, call them to let them know and encourage them to strive for more.

Tony Gibbins: If there was anyway to afford a national ad campaign to benefit all owners and make Heaven's Best a household name in the cleaning business.

Art Pacheco: training and support is great, In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Michael Fokken: The franchisor is developing something new coming in the next few months. So my answers to these could be better after that.

Anonymous: The company needs a clear vision of where it is going in the future.

Anonymous: As a franchisee, I would be interested in management communicating with us about projects that they are working on that are designed to keep us on the leading edge of the industry (new products, processes, etc.). If we are content with the "status quo", we are likely falling behind. I'm not necessarily interested in the details, just wanting to know that management is looking forward.

Steve Robinson: We have no idea what's coming ahead. Every works as team player's, but have no idea what to look forward to other than taking care of our own families. Great company, some parts seem more selective on sharing

Anonymous: I would like to see Heaven's Best leadership go after some national accounts to assist franchisees in growing revenues.

James Bonner III: Coty has been outstanding with leadership and direction

Mark Falcone: Periodically update the operators on the company vision and the progress towards achieving that vision

Steven Baird: Train Adam on how to effectively communicate with owners. Every interaction is painful.

Anonymous: You must find a way to teach new franchisees how to build regular, commercial maintenance accounts. This is THE foundational component for any carpet cleaning business to be successful. This was sorely lacking from the training offered by Heaven's Best.

Anonymous: They look out for us franchise owners and consider us in making decisions. They are constantly improving the system to make it better and easier for us to market our business!

Brett Halley: More contact to help each franchise reach there goals, even 5 and 10 year goals.

Brian Sutton: Keep up the great work!

Anonymous: I personally like Cody but I don't hear from him other than to remind me to input monthly sales and advertising numbers. If there were monthly or quarterly emails or conference calls it could encourage owners to implement better systems, set higher goals for growth and improve effectiveness of advertising.

Comments

Please give any constructive feedback you have related to your franchisor's Core Values:

Anonymous: If this is for the head guys of the franchise I am 100% behind them, but if this is for the state owner who sold me the area because I don't have much respect for him ever since the beginning of me joining this company, he sold me an area that he said was well developed, I've been working here for almost a year and he didn't do squat in the area to have it developed as he said it was! Even when I got trained by him he just made the guy in my area teach me the ways. He never gave me new equipment, and even worst I have equipment that isn't even certified equipment! I never got a month supply of product, I got old equipment and I paid cash for the area. You would think he would pitch in and get a new buffer or vacuum or pads. But nope

Robert Ashcraft: WOULD NOT HESITATE TO JOIN THEM ALL OVER AGAIN

Adam Novak: My cleaning supply costs have been practically the same price from when I bought my franchise. This helps me to keep my prices cost effective with the economy. It helps my customers to call me again.

Asa Jones: Cody and the staff at the corporate office are engaged with the franchisees and are very responsive when called on to assist with business questions or trouble shooting customer issues.

Anonymous: I feel like as a hole we re more disconnected then it was when I started

Anonymous: If you need to have anything, this is it, our franchise is one of the most honest businesses in the world.

Tony Gibbins: Cody and the team are dedicated to our success 1st above all else.

Art Pacheco: training and support is great, In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Don Rudnick: I have had integrity issues with Adam Howard. He says he will do something for you and you never hear from him again...

Michael Fokken: They really want us to succeed.

Anonymous: To my knowledge, their core values are the best in the business.

Steve Robinson: My franchisor is a great man, he knows his every day work core of ethics. But he isn't the one in charge. I love and support my company but I wish I knew and shared the full vision. I would live help in advertising, I hate slow months and knocking on doors in the economy isn't what it used to be

James Bonner III: Coty and his teams integrity are second to none

Bill Boom: I think this is rock that the company was built on.

Beto Millan: He thrives to make heaven's best a successful franchise not only for his benefit but for mine and my family

Anonymous: EXCELLENT FRANCHISE and Leaders!

Chez Fonseca: They are the best

Brett Halley: They do a fantastic job with this.

Brian Sutton: I have been amazed from the first day I purchased my franchise areas and that level of amazement has continued through the 12 years of my involvement.

Anonymous: Cody is a very trustworthy and honest man. I don't hear from him often enough to feel that he's invested in helping me grow my business.

Jim Dickey: Most trustworthy company I have ever encountered

Comments

Please give any constructive feedback you have related to your franchisor's Core Values: [\(CONTINUED\)](#)

Violet Aden: I have worked for many people but nothing compares to Heaven's Best. They take you in like family and treat you like family. The most honest and caring company I have ever worked for. Very honest and respectable company!

Comments

Please give any constructive feedback you have related to your Franchisee Community:

Anonymous: I would be in a world of hurt if it wasn't for my friend Alex miller

Anonymous: N/A

Anonymous: I think like in any large company you tend to feel undervalued or unheard. If you do, pick up the phone and call corporate and be heard because you are valued and your opinions matter.

Tony Gibbins: I trust most of my neighbors 100%. Have a couple neighbors that I wish would sell their areas to someone that truly wants to work it and make Heaven's Best #1 in that area. So we could put Heaven's Best of Iowa on the map.

Art Pacheco: training and support is great, In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Don Rudnick: I really can't answer that last question as I'm not sure what my fellow franchise owners would say....

Michael Fokken: I think everyone really believes in the company and product.

Anonymous: Need involvement to be worth time spent. It needs to directly help business in management or growth.

Steve Robinson: I love to help where I can, been with company for almost 15 years. I love giving support to my neighbors, they are great. And are there for me as well.

Anonymous: As a follow-up to my previous feedback, having national contracts would also help bridge the gaps among franchisees as there would be more communication regarding servicing those contracts. For instance, another national competitor franchise has national contracts with Radio Shack and several other retail outlets and in my due diligence period, that was a key element to those franchisee's satisfaction with their brand.

Bill Boom: This is one of the best assets of the business. All of the operators are great people and I thoroughly enjoy dealing with them.

Mark Falcone: My fellow operators, that surround my market, are used as a frame of reference when answering the questions above and should not be reflective of my opinion of the operators system wide.

Don Loessberg: Within the Montana & Wyoming area it seems like only two of the owners are willing to attend the occasional regional meetings in Rexberg on a regular basis. Franchises are wide spread in our part of the country and inter-contact between us is difficult (and rarely necessary) but it would be nice to see more of the other owners at the meetings. But, we also appreciate that senior management does not pressure us to attend.

Anonymous: Everyone is so helpful with answering questions and want you to succeed!

Brett Halley: It feels very much like a brother or sisterhood. Being that we don't overlap territories we have great relationships with our fellow franchisees.

Brian Sutton: We support one another as a family should.

Steven Baird: I had a situation with another operator in the same state. The deal was on a trade/barter basis that was out of my territory. Rather than giving me the business to me they flat out denied me based on protected territories. The job went to another carpet cleaning company. It just did not make any sense to me. They were also in my opinion, very unprofessional with the way they chose to deal with me.

Anonymous: I've contacted a few other owners for advice and received some help. I've attended and actively participated in the only event that was scheduled since I acquired my franchise 19 months ago. Perhaps either the state owner of a group of local owners should start a monthly or quarterly online forum to build more support.

Comments

Please give any constructive feedback you have related to your Franchisee Community: [\(CONTINUED\)](#)

Violet Aden: Everyone is very supportive of each other. WE ARE FAMILY!!! Conferences and meetings are like family reunions.

Comments

Please give any constructive feedback you have related to the Financial Opportunity of your business:

Anonymous: Don't give the state owners the power to sell areas for such a high amount!

Anonymous: I think that if you own more territories, you should get a discount off the monthly rate.
5% for 3, 8% for 4, 10% for 5, 12% for 6, 15% for 7, 17% for 8, 20% for 9, 23% for 10.

Tony Gibbins: This business is something that you get back what you put into your business. If you give 110% every day or week & so on. It will pay back big dividends for your own future and the company. It's something you have to believe in and it will happen.

Art Pacheco: training and support is great, In the san Antonio area, I have many competitors that are currently advertising promotional discounts on the radio and on TV. I wished our franchise could help us out on getting more advertising out to the public.

Michael Fokken: The business has been in a down curve, but it is on it's way up. I will take this higher than it has been before.

Anonymous: I believe that the franchise provides a good financial opportunity. I take complete responsibility for my current weak financial situation.

Steve Robinson: Business can always be better I just wish it it stayed consistent with the advertising I do we are even at the top Google and over 30 reviews, just doesn't work like I hoped it would

James Bonner III: Low start up cost with the opportunity to very quickly to turn very good profit margins.

Anonymous: The first three years are the toughest to get through in business. We were made aware of that before we agreed to be a franchisee. Therefore, we can always improve financially

Chez Fonseca: It keeps growing

Brett Halley: None

Brian Sutton: The franchise offers outstanding tools to become extremely successful. It is up to the franchisees to implement those tools.

Anonymous: I believe that our growth and success are only limited by the efforts made within my territory to connect with potential clients.

Violet Aden: They make it easy for you to be successful. They let you have a life and still make a great living without stress. The company is very family oriented and flexible schedule. The company thinks about us and how they can help us be successful. Heavens Best is truly a blessing to all of us and I love the company and people!!!

Additional Questions

Demographics

What did you do for an occupation before purchasing your Heaven's Best Franchise?

Eric Swartz: Military

Gerald Thomas: sales, 30 years.

Anonymous: I work in a carpet store

Robert Ashcraft: MEDICAL SALES

Adam Novak: Security Manager and Deputy Sheriff

Asa Jones: Welding specialist for a Dept. of Energy subcontractor.

Anonymous: Sales

Anonymous: C- store owner

Loren Turner: Engineering

Anonymous: Landscaping

Kathy Hagle: homemaker (wife) and telemarketer (husband)

Anonymous: auto mechanic

Anonymous: OWN AND OPERATED A RESTAURANT

Anonymous: We were in the Electronics Industry Sales and Marketing.

Brad Beseth: Aircraft engine component inspector.

Anonymous: Manager at a Emergency Restoration Company

Tony Gibbins: I spent 30 years in retail. 25 of those years were in middle and upper management salaried positions. Had very little freedom and missed out on a lot Holidays with family. Had to put business ahead of kids activities and programs. Due to corporate mandates and required to work long hours. (60 plus a week for too long)

Art Pacheco: aviation and aircraft maintenance management

Patrick Hanford: Landlord

Don Rudnick: Owner/Operator of my own semi tractor/trailer rig

Anonymous: truck driver

Mark Neilson: farming

Larry Justice: Route Sales/Vendor

Anonymous: Sales Associate at a distributor of cleaning supplies, candy, etc.

Anonymous: banking loan officer

Anonymous: Production Manager in the Aviation industry

Michael Fokken: Computer work.

Jay Livesay: Sales

Randy Griffith: Sold milk

David Phillips: 34 years at local phone company

Anonymous: worked in a steel mill

Additional Questions

What did you do for an occupation before purchasing your Heaven's Best Franchise? (CONTINUED)

Anonymous: Machinist/CNC Programmer/Machine Operator. I am still employed as such.

Mike Reed: Dispatcher at a trucking company

Schane Wiles: Construction Estimator

Lance Reid: public education

Kim Thompson: Maintance, Repairmen

Anonymous: I am still working another full-time job. The HB Franchise is part-time at this time.

Anonymous: Realtor

Anonymous: retailer

Anonymous: Factory worker

Anonymous: Manager

Steve Robinson: Heaven's Best technician, lead tech, General manager. Before that carpet sales

John Newman: worked for a grocery retailer

Anonymous: Property management

Anonymous: Worked in factory

Anonymous: Hospitality multi-unit management.

Anonymous: manager for Tractor Supply

Anonymous: Telecomm.

James Bonner III: FBI Supervisory Special Agent

Stefan Gee: Retail manager

Anonymous: Manufacturing management

Bill Boom: Sales

Steven Welch: Paralegal

Mark Falcone: Multi-unit retail regional diector

Marc DelSette: Many dead end jobs

Anonymous: i was in manufacturing

Don Loessberg: My brother and I are partners and each had income of 25-50,000 last year. He has health insurance and I don't. The business made about \$140,000 last year if that's what you mean by pre-tax.

I was in construction prior to Heaven's Best. My brother was a cycle and snowmobile mechanic.

Anonymous: trucking business

Anonymous: Retail executive.

Anonymous: maintenance

Clint Hall: Sales

Anonymous: Produce sales

Anonymous: Business owner

Beto Millan: I was a cnc machine operator

Anonymous: Papa John's Pizza Franchise

Trudy James: Worked in Manufacturing for 16 years

Additional Questions

What did you do for an occupation before purchasing your Heaven's Best Franchise? (CONTINUED)

Anonymous: Restaurant worker

Anonymous: Information Technology, Desktop Publishing

Anonymous: Construction.

Anonymous: managed a wholesale company

Anonymous: Factory

Steven Baird: 17 YEARS IN CORPORATE AMERICA SALES. I STRONGLY BELIEVE THAT HEAVENS BEST SHOULD PARTICIPATE IN SOME TYPE OF GROUP HEALTH PLAN FOR ITS OPERATORS. THERE ARE CERTAINLY ENOUGH TO EASE THE FINANCIAL BURDEN AND MAKE HEALTH CARE MORE AFFORDABLE.

Marty Roberts: Manufacturer Sales Rep

Anonymous: Hotel Industry

Anonymous: Military

Anonymous: I'm a retired engineer (31years) and real estate broker (10 years). I acquired the franchise to provide an opportunity for my son to own a business. I don't work in the business other than to provide financing, handle accounting and set up advertising and build website. My son runs the day to day operations but we have a technician who does about 95% of the carpet cleaning. To grow the business my son needs to spend much more time actively meeting with new prospects and following up with our customers and asking for referrals. My son currently only works about 10-15 hours a week on the business.

Anonymous: I continue to work on the oil rigs because otherwise we wouldnt be able to cover bills. With my work schedule, I am gone for 2 week and I am home for two weeks. I only work my business 2 weeks a month. So for only working two weeks I feel like I did very well.

Anonymous: Operated a construction company

Anonymous: Retail manager

Anonymous: Worked for BellSouth Advertising and Publishing

Chez Fonseca: delivery

Jim Dickey: Computers

Anonymous: Corporate job

Alex Miller: Student

Brett Halley: I owned a Chem-Dry carpet cleaning franchise.

Anonymous: Manager Acme Glass C.O.

Brian Sutton: Tool and die maker

Violet Aden: Manager of Pizza Hut

David Hillman: Law enforcement.

Anonymous: Retail - internet commerce

Anonymous: Electrical

Norman Sillivan: Contractor

Dale Simmons: Insurance Agent

Anonymous: Retired Military

Brian Christopherson: Commercial Driver

Anonymous: Power plant