



STATE OWNER NEWSLETTER

Who is Watching the Store

In our last State Owner Webinar we discussed the idea of who is minding the Store. We presented the following list of questions to consider:

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- *Who is Watching the Store*

- When was the last time I inspected each of my City Owner's Operations?
- Do I know what their Van looks like inside and out?
- Is the Logo correct and looking good?
- Is the Van dinged up and needs repaired?
- Are there any non Heaven's Best Products being used?
- Is the inside of the Van clean and organized?
- Is all of the equipment clean and in good repair?
- Has your operator purchased unauthorized equipment from other sources?
- Is each operator dressed in the proper Heaven's Best uniform?
- Are their cloths clean and ironed?
- Does your operator show up to each job on time?
- Do they ask for additional work on each job?
- Are they using Thank You and Reminder Cards?
- Are they giving each customer an Evaluation Card?
- Are they providing all services that Heaven's Best offers?
- Do they have a 30 day supply of inventory on hand?
- Do they have a good balance between work, family, etc.?
- Is my operator happy with the business?
- Are they making enough money to survive?
- Do my operators have a good business, or just a good job?
- Is each operator current on their monthly reports?
- Is each operator current on the number of monthly fees they should be paying?
- Is every operator's License Agreement current?
- What does each operator expect from you?
- What do they expect from the corporate office?
- What do they like about the business?
- What don't they like about the business?
- What do you know about their personal life?
- What are their goals for the business?
- What are you providing them for their monthly fees?
- Do they know you care about them?
- Do they have the proper insurance?
- Are you listed as an additional insured on their policy?
- Who takes care of their business when they need a day off?
- Do I know what products my operators are ordering from Heaven's Best?
- How does each operator compare to each other for product usage and dollar volume?

- When was the last time my operators ordered new pads?
- Do I know what advertising is working for each operator?
- Does each operator have a web site, and how much are they paying for it?
- Is the content of each site correct, including phone number and email address?
- Do my operators run room specials, or square footage pricing?
- Has each operator groomed a buyer for their business?
- Does each of my operators have an exit plan?

IS ANYONE MINDING THE STORE????

The answer to some of these questions can be obtained from your office. Some of them can only be answered by visiting your Operators in person. We need to have more interaction with our Operators to insure they are following the Heaven's Best System, Policies, and Procedures. For too long our Operators have been able to Operate in their own way with little or no accountability.

If their State Owner does not seem to care, why should the Operator? We all need to do better in monitoring our City Owners, and holding them accountable for running the Heaven's Best System correctly.

We realize that many of our State Owners do not live in their state. However this does not excuse the responsibility or the need for monitoring the activities of your Sub-franchisees and their employees.

If you are unable to visit each operation you may need to hire someone to do it for you. You can consider using one of your best Operators, if they have the time, or you may need to hire a Heaven's Best Operator or Heaven's Best State Owner from your neighboring state. Regardless of who or how, someone needs to be minding the store.

We are working on a standardized check list that can be used by each State Owner for the evaluation of each City Operation company wide. I have asked for feedback from City Operators who have had their State Owner ride with them. I would also like feedback from each of you as to what you would like on the standardized form. We will then compile the form and get each of you a copy that you can use as you ride with your Operators.

There is a Television show called Undercover Boss. The boss, or owner of the company goes into the field to see how the operations are really going. It is a real eye opener for most of them. They learn a lot from the people in the trenches running the day to day operations. These ride a long experiences will help our company become stronger. We all need to be working together on this.

We appreciate all that each of you are doing in the business.