



November 2014  
Issue 11

## STATE OWNER NEWSLETTER

### *Recap of State Owner Webinar*

I want to thank all of our State Owners that were in attendance for your participation in our Webinar last Wednesday. Bruce Eckman of EZ Net-Tools gave a presentation on helping you and your operators understand how to get reviews from their customers. Bruce recorded the presentation and will be making that available for you within the next few weeks. We need your help educating your city operators on the importance of getting reviews. We need to be involved in helping our operators in this type of marketing. We will let you know when the presentation is available.

We also gave each state owner the opportunity to report on how their city operators are doing. We asked the following questions for them to respond to:

- Marketing Efforts
- Repeat Customers
- Up, down, or about the same
- Incorporated all the services that we offer
- Attitude
- How many do you think you might terminate in the next 12 months

The marketing efforts are the web, radio, TV, print ads, and repeat customers.

Most operators are either the same as last year or some are up as high as 20% over last year. Only a few are down from last year.

It was split on the number of operators that are offering all of the services that Heaven's Best has available.

There were only 2 to 3 operators that will more than likely be terminated as a Heaven's Best operator during the next 12 months.

All in all things seem to be going well for most of our city operators. Those that want to increase their business are doing so, and the others are happy with what they are currently doing.

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## *Lease Buy-Out Option for State Owners*

The following State Owners have taken us up on the Lease Buy-Out Option:

- Mark & Kathy Anderson      WY & MT
- Bud & LaRee Howard      CO & PA
- Gene & Pam Dunn      UT, MI, & Clark Co NV
- Ammon Child      KY

There are a couple of other state owners that are considering our offer at this time.

The lease buy out option is available for a limited time only, and the clock is ticking. If any of you think it is about time to retire from the business or to move on to other interests, you may want to consider taking us up on the current offer. You can call and talk to Cody about all the particulars if you are interested.

## *Involvement in Getting Reviews*

We need each of you to help your operators get reviews. This is crucial for their future success. You may need to watch some YouTube videos regarding this subject and we will also have the presentation from Bruce available in the near future. I do not think our operators know just how crucial it is for them to have good reviews from their customers. You will be hearing more about this in the coming months. Those operators who are getting reviews are successful, and their websites with EZ Net-Tools are working. We need more reviews.

We also need more reviews from our existing operators that we can use on our web site which is under construction. Reviews from your city operators will help us sell more franchises as well. Please continue to get these reviews in to us. They can be written, audio, or video. You can also go to Google and write us a review for interested franchise buyers.