



October 2020

City Owner Newsletter

Hello, Heaven's Best Team,

October is also known as "Spooktober".... What is the scariest thing you have faced arriving at a customer's home? I have enjoyed seeing the posts of before and after pictures that many of you have shared on the Heaven's Best Facebook owner group! What amazing results! I personally appreciate all the positive feedback & encouragement that is shared amongst the franchise owners. If you haven't had a chance to join the group please take a moment to do so. If you ever need support from the corporate office be sure and contact us directly so we can answer or troubleshoot any problems you may have.

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Corporate Management Team

We are excited to announce that we have more support available to you! Our management team is now composed of 3 partners who have over 60 years of experience with Heaven's Best! Ron Smith, Dan Child & Scott Morigeau have taken on the privilege of overseeing the day to day operations at Heaven's Best Franchises. What this means is we have more experience and help available to you when you need support. Scott has relocated and is now in the corporate office on a daily basis. Dan, Scott & Ron are committed to helping with ongoing operations and continuous improvement of our franchise. In addition, we have hired Lori Child to provide additional help franchises might need with advertising. She can look specifically at your location and give you the best insight into where to focus your advertising dollars. This is a free service so be sure to contact her directly if she can assist you. Kristina at the corporate office will assist you with graphic designs for ads or marketing materials. We will soon have an advertising portfolio for you to preview for inspiration. We are very thankful to still have the expertise of Linda, and John at the home office along with Bill in shipping. Don't hesitate to contact us if you have any suggestions or concerns. Our goal is to provide you with the best possible service and support so you can achieve your franchise goals.

Contact Information

Management

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Office Staff

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We also want to extend our gratitude and well wishes to Robert Ashcraft for his past years of management and service to our company. Robert continues to be the master franchise owner in the states of Arizona and Georgia and is an invested partner at HB Franchises.

New Heaven's Best Franchise Owners

We would like to welcome Darrin & Jennifer Moe, the new owner's of the Hayward, Wisconsin franchise, and also Joshua Brandt the new owner of the Reno, Nevada franchise! We are excited to see their future growth and appreciate their decision to join our team at Heaven's Best!

Credit Card Processing Company Offer

We have researched different companies that offer credit card processing services. Many of you probably use Square. We highly recommend all of you have the option to let customers pay by card if they need to. If you are interested in an option that saves a little on the processing fees take a look at the Merchant One offer below. We have worked out a deal that you can receive 2 mobile card processors free of charge. Be sure to contact Michelle Jacobs at 305-673-4862 and tell her Lori with Heaven's Best Franchises referred you to get the offer.

Merchant One

Bluetooth Mobile Swiper:

0.29% - Debit Cards

1.55% - Credit Cards

1.99% - Rewards Cards or manually entered transactions

2.99% - Corporate or International Cards

0.19 cents – Per Transaction

\$6.95 – Monthly (Statement, 24/7 Live Support, Next Day Funding, PCI Compliance)

Equipment:

Free Mobile Card Reader Swiper – (one free \$75 per after per unit)

- Accepts EMV Chip cards
- Accepts Apple Pay, Google Wallet, and Samsung Pay NFC payments
- Tracks cash sales
- Text / Email receipts
- Ring up customers using an inventory selection
- Bluetooth connection allows you to connect to even the newer iPhone and Android phones that do not have the headphone jack
- Michelle Jacobs 305.673.4862

Suggestions

Finally, we just want to remind you that we want your suggestions and greatly appreciate your insight. We want to continue growing and improving our company. Each franchisee is greatly appreciated and valued. So please don't hesitate to let us know how we can help you.

Best regards,
Dan Child

EZ Local

Business-Specific Photos & Team Photos for 2020

As we head into the Autumn months, now is a great time to share your photos from 2020. We'd like you to send EZlocal recent photos to feature on your website, Google My Business, and across social media.

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Photos help differentiate your business online and engage more customers. The more photos you add, the more your business will stand out! This might also help to increase your ranking in search. So, we want to make sure we keep adding all of your great photos!

Photos at work: We suggest at least three photos that are representative of the services you offer. Capture photos of you and your team providing different types of service to customers. A great example of this is 'before & after' photos.

Team photos: Team photos are important to present a more personal side of your business. At least three photos showing your team. Show something a little less formal to humanize your business. Show yourself and any staff to highlight your personalities and give potential customers a feel for what you're like.

Google My Business: Opportunity to Highlight COVID-19 'Health & Safety' Measures

Google has introduced new "health & safety" business attributes tied to COVID-19, similar to features introduced by Yelp and TripAdvisor (e.g., Appointment required, Staff wear masks, etc.). The new attributes have started appearing in Search and Maps and are intended to give consumers confidence and manage their expectations.

Businesses using these attributes may see more engagement or an improved response from consumers who want to do business with them but want assurances that it will be safe.

The new attributes on GMB are category dependent so these new health & safety attributes probably won't show up for all categories. But the attributes were expected and consistent with the numerous COVID-related changes and features Google has introduced.

We haven't yet seen these attributes roll out for the carpet cleaning category, but it's something we're monitoring closely and will be ready to update.

Please feel free to reach out to EZlocal at (877) 416-2378 with any questions you may have.

EZlocal is excited to have the opportunity to work with Heaven's Best franchise owners to offer a complete digital presence solution. Our Heaven's Best Conquer Local Package includes a great looking optimized website customized to your franchise, local SEO & business listings management, Google My Business Posts, social media marketing, reputation management, review generation (sms and email), and much more. You will have a dedicated EZlocal support contact for all your needs.

Official Heaven's Best sub-domains "[territorydescription].heavensbest.com" are available.

EZlocal's Conquer Local Package is billed through Heaven's Best corporate office and discounted to \$225/mo (normally \$399/mo). The package includes LOCAL SEO solutions, SOCIAL and REPUTATION management, and a customized WEBSITE.

As a Google Partner, EZlocal offers professional Google Ads management services. For locations interested in Google Local Service Ads (pay-per-lead), we can assist! We do not charge anything additional for Local Service Ads management (EZlocal customers only).

If you're interested in signing up with EZlocal, we would love to have you as a customer! Onboarding and agreement forms are available through the Heaven's Best corporate office.

ServiceMonster

The Cleaning Podcast: Setting Yourself Up For Success with Brandon Vaughn

In this episode of The Cleaning Podcast, host Joe Kowalski (CEO of ServiceMonster) is joined by one of the biggest names in service business coaching: Brandon Vaughn, CEO of Automate Grow Sell. Joe and Brandon cover a multitude of topics related to setting up yourself (and your cleaning business) for long-term success, including KPI's you should be tracking, managing employees, and adaptability as you grow.

Listen here: <https://share.transistor.fm/s/590e1393>

Shipping Update

This month, our **TGP** is on sale! Buy 5, get 1 free!

John's Fix It Corner

Hello everyone. I hope you have had a good month. As I have been talking to a few of you it sounds like things are getting better, I hope we can finish strong so you can have another great year.

A few years ago, I went to a convention in Las Vegas and the keynote speaker was Michael E. Gerber, who is the bestselling author of E-MYTH MASTERY. There are three points that he brought up that I would like to share with you.

The first thing he said is to look at the price you are charging. Most likely you are not charging enough for what you do. Raise your price by 15%. Do not try to compete with the low-end operator, it is crowded down there. Keep up with the top operators.

The second thing is that life is too short, so do one thing and do it well. Be the best carpet cleaner in your town. I was talking to Rodney Trent, an operator Indiana, and he told me that when he first started his large competitor would wave at him in passing. Now he said his competitor will not wave or look at him. Rodney said he must be number 1 now in town because his competitor always holds up one finger to say hi. Why? Rodney has become the best in his town.

The third thing is how you dress. It is one of the most important things you can do. He said look like a marine in dress blues. Sometimes looking good outweighs how comfortable we are.

Being the best in the industry takes a lot of effort and dedication. If we work at it a little at a time, we can achieve greatness. Let's team up together to be the best we can be.

I had a conversation with Lonnie McDonald, who is President of the Low Moisture Carpet Cleaners Association, and he has indicated to me that we have been granted membership to the association. This will be free till the end of the year; this membership includes access to their website and any services that go along with the association. This is valid till December 31st, 2020.

Note: How is it that one careless match can start a forest fire, but it takes a whole box to start a campfire?