



November 2020

# City Owner Newsletter

## ***Hello, Heaven's Best Team,***

This November we take a timeout to reflect upon all that we need to be thankful for. We want each of you to know how grateful we are that you took that leap of faith and chose Heaven's Best. We have so many talented business owners amongst our franchisees and as a company, we grow because of your success. We love to hear your personal stories of success and what made you take that first step to owning your own business. Take a moment to hear Annie Pratt's, and Rick & Suzanne Caldwell's personal quotes.

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"At 41 years old I hung up my corporate hat and moved across the country by myself. The strength and integrity of Heaven's Best organization, the personal attention, the reliability of the product, processes, and support has helped me to achieve all the personal and professional goals that I had only imagined. That was 16 years ago. It was the best decision I have ever made!"

Annie Pratt Heaven's Best Franchise owner, Lake Tahoe, CA <https://laketahoe.heavensbest.com/>

"19 years ago we started our Heaven's Best franchise. Little did we know, at that time, that it was the best decision of our lives. Owning this franchise has allowed us the time to spend with our family as our sons grew up and the ability to have an income that most do not. Now as we look forward to retirement, our sons will be taking over the business and we will become a 2nd generation Heaven's Best. It's very rewarding when you can set your children up with a means that they too can now have the same luxuries that we had. If we had to do it all over again, we would make the same decisions. I just wish we would have found Heaven's Best sooner."

Rick and Suzanne Caldwell, Heaven's Best Franchise owners, Boulder, Colorado <https://hbcarpetcleaningboulder.com>

We would love to add your personal story to our collection! If you would like to share your franchise success story, we would love to hear it. Take timeout to appreciate where you started and the progress you have made. If you are looking to grow your business, don't hesitate to reach out to our team at the corporate office. We are here to help you make the next step and continue the growth of your business.

## **Sanitizing Service**

If you are not already marketing sanitizing services, this is a great opportunity to begin. Take a look at the link provided on the EZ Local Webpage. <https://folsomca.heavensbest.com/services/sanitizing-service-professional-covid-19/> This is an easy addition to your current services, and will definitely help grow your business. If you need more information on how to use these products please contact John at the corporate office.

## **Van Wrap**

If you haven't updated your van wrap, this is the time to do it! Take advantage of special corporate financing and order yours today. You won't regret improving your image when pulling up to your customer's location, not to mention the

future customers you may attract while driving around!

## Advertising

Our franchises that are most successful, advertise. Please take advantage of all the different resources we have access to.

EZ Local for Web Page Design, and ongoing SEO management

Local service ads by Google (manage your budget with an easy App)

Yelp

Service Monster (track schedule, your customers, send an email blast, and electronic invoicing, and much more only \$50.00 per month)

Diversify by placing your monthly specials in a community newspaper, magazine, or utilizing fliers, & postcards.

Not sure where to begin, contact Lori Child, 916-765-8693 or email [lori.heavensbestfranchises@gmail.com](mailto:lori.heavensbestfranchises@gmail.com) for additional information.

## Referral For New Franchise Sales

Do you know someone who would make a great Heaven's Best Franchise operator? We love your referrals and know many new franchise owners come to us because they see your success. The corporate office offers \$3,000 for referring a new franchise owner.

## Happy Thanksgiving

All of us at the corporate office want to wish you a Happy Thanksgiving! Don't hesitate to contact us if we can ever be of assistance. We look forward to hearing from you and helping you reach your goals.

Best Regards,

Dan Child

## *EZ Local*

Requesting Health & Safety Photos Related to COVID-19 Measures

With health and safety measures in place at Heaven's Best, we would like to share and promote photos demonstrating services being delivered in a safe and healthy manner. If you have any recent photos of your team wearing protective gear or anything you feel would be appropriate, please email your customer success manager at EZlocal. We're looking for photos to feature on your website, Google My Business, and across social media.

These photos help provide clarity and reassurance to potential customers that safety protocols are in place. Unique photos also help your business stand out online and engage more customers.

And if you haven't already, please let us know if you are offering sanitizing as a service. We have a special page and home page section dedicated to that service!

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

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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, a customized WEBSITE, SOCIAL media and REPUTATION management.

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

Accelerate your business growth & get ready to dominate in 2021!

Join us for The ServiceMonster Cleaning Symposium 2020 on December 10th - 12th. This is a completely live virtual event! Here's what you'll learn during the 3-day SMCS 2020:

1. **How to build a business that can withstand any future crisis.**
2. **How to accelerate your business growth to get to the next level of profitability.**
3. **How to build your business around repeat rate & recurring revenue.**
4. **How to utilize business software for maximum revenue and long-term scalability.**

Get your ticket for 25% OFF until November 15th: <https://www.servicemonster.net/symposium>

## Shipping Update

This month, our **Old Pet Enzyme** is on sale! **Buy 5, get 1 free!**

## Advertising for the Holidays

Here is a Thanksgiving Post Card that you could send out to your customers this month! Please email Kristina at [proofs@heavensbest.com](mailto:proofs@heavensbest.com) to get your postcard design with your information on it.

**Heaven's Best**  
Carpet Cleaning

**\$129**  
Thanksgiving Special  
valid through 11/30/2020

**Dry in 1 Hour!**

- Carpet
- Upholstery
- Hardwood
- Tile

Book an Appointment Today  
000-000-0000

## *John's Fix It Corner*

I was just looking out the window, watching the snowfall, and thinking that winter and cold weather are here. That brings me to the point - that all of you need to start winterizing your equipment to prevent freezing. On a cold day or night, it doesn't take much to freeze your pump or your valves. If you should happen to freeze your pump, bring it in where it is warm and thaw it out first before turning it on or it will damage your motor. When they are frozen it makes a small crack that may leak now or in a month or two. The same damage will happen to your valves on your sprayer. To help protect your cleaning supplies, buy a cooler, and put your cleaning supply in it. This will take a lot longer time to freeze. While you're driving you can open the lid and let in some warm air and then close it when you get out. On really cold days you might want to go out to start your van with the heater on to help keep your equipment from freezing. An ounce of prevention can save you some cash.

If your cleaning supplies ever become frozen, bring them back up to room temperatures and shake them well before using them. If you need anything from us here don't hesitate to give us a call and we will do our best to help you.

I am in search of any good quality photos of either van wraps or you working with any of our equipment. We are working on updating the photos at the Corporate Office and would love to see what you have! We would need the photos to be 3300 px x 5100 px or 300 dpi for an 11"x17" print. Any pictures that you may have, please send it to Kristina at [proofs@heavensbest.com](mailto:proofs@heavensbest.com).

I would like to wish you a happy Thanksgiving. In a year that has been so troubling, we really do have a lot to be thankful for.

NOTE: A man said his credit card was stolen but he decided not to report it because the thief was spending less than his wife did.