



December 2020

City Owner Newsletter

Hello, Heaven's Best Team,

December is here and the business year is coming to a close. This year has definitely been filled with ups and downs in the business world. We all have made many changes, and the key to continued success is to remain open to making important changes and not staying stagnant. With that being said, now is the time to plan for the year ahead, and take a good look at what is working and where you can improve.

Evaluate a few of these important components:

- Quality of your service
- Obtaining Reviews
- Maintaining clientele
- New clientele
- Advertising
- Maintaining equipment and product supply
- Your Professional image

We encourage you to take advantage of the current companies we partner with to ensure you are working efficiently. Please don't hesitate to reach out to us at the corporate office if you want more information on how to increase your bottom line. We will be happy to share with you the best ways to reach your goals.

We have been doing lots of research on providing a "Customer Loyalty Program" and soon will share the details of the new companies we will be partnering with! It is our goal to give you the edge over your competition. Look to see the details very soon!

We hope that each of you has a safe, and very joyful holiday season! We continue to be thankful that you are a part of the Heaven's Best Franchise group, and look forward to another upcoming year of growth! Don't hesitate to contact us if we can be of any assistance.

Best Regards,
Dan Child

Yelp

Have you considered advertising with Yelp, or looking to increase your budget? Hope Sloman, our Heaven's Best representative is offering a promotion. You can start this now, or wait and start it January 1st. She has provided these two examples but you can set your budget, and then you'll receive a minimum of 50% additional free advertising. She is available by phone or email if you want to learn more about the promotion.

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Here are the 2 promos:

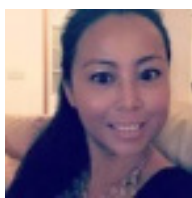
CPC budget of \$2,000 = Promotional Offer Details and Restrictions

Additional Ad Click Budget valued at 50% of the total Ad Click Budget indicated above, up to a maximum of \$1000 per month, applied for the first two (2) months of the Commitment Period. Any unused promo budget amounts do not roll over to subsequent months.

This offer is not applicable to program changes or future purchases, cannot be combined with other offers, is not transferable and is not redeemable for cash or substitutable except by Yelp.

CPC budget of \$1,000 = Promotional Offer Details and Restrictions

Additional Ad Click Budget valued at 50% of the total Ad Click Budget indicated above, up to a maximum of \$500 per month, applied for the first three (3) months of the Commitment Period. Ad inventory availability may vary; any unused promo budget amounts do not roll over to subsequent months. This offer is not applicable to program changes or future purchases, cannot be combined with other offers, is not transferable and is not redeemable for cash or substitutable except by Yelp.



Please call Hope Sloman to take advantage of the promo.
Hope Sloman | Senior Elite Franchise Client Director 4, Yelp Inc.
P: 480-253-3858

ServiceMonster

The ServiceMonster Cleaning Symposium 2020 on December 10th - 12th has been cancelled. All ticket purchases and exhibitor fees have been refunded. If you have any questions, please email marketing@servicemonster.net. Thank you for your understanding and we will see you soon!

Shipping Update

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

Be sure to check out our new Reusable Cloth Face Masks with the Heaven's Best logo on the side, as well as our new Neck Gaiters with the Heaven's Best logo. Start the new year with new gear!

John's Fix It Corner

Now we are going into the holiday season. This is a good opportunity to finish the year with strong numbers. Everyone wants their carpet clean for the holiday, but you can't wait until they have spent all their money. If you have a slow day don't go home and sit, go where there are people and hand out your card and tell them you are running a special for the holidays. People always seem to want to make their home a little more special during this time of the year when they have family and friends coming over for parties and to enjoy this special season of the year. Most people are in a more giving frame of mind and this could be a good opportunity to be able to clean for them. It could also be a good time to clean up after the holidays.

I would like to wish everyone happy holidays. Its been a pleasure working with all of you through the year.