



January 2021

City Owner Newsletter

Hello, Heaven's Best Team,

Happy New Year! We hope that you all had a very joyful Christmas, and holiday with your friends and family! We hope the year 2021 will bring each of you new insights and great success with your franchise. As a company, we look forward to our goals this year to support your franchise needs and offer you more support. We are excited for the growth of our franchise, and want to welcome Courtney Richard and Dustin Hart to our Heaven's Best team! They have purchased the South Pinellas county area in Florida. Courtney and Dustin will make excellent franchise owners and we look forward to seeing their growth and success in 2021!

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Payroll Protection Program

We also want to share with you that the new Paycheck Protection Program has been approved. Even if you do not have employees it is our understanding that you can qualify for this program. Be sure and take advantage of this opportunity before funds run out. Many of our franchisees were able to benefit from the last PPP, so don't hesitate to fill out the application. There are many ways to apply, but we have heard many franchises have success with Lendio.

Please read the message below from Lendio in regards to the new PPP loan application.

The President has signed a relief bill that includes \$284 billion for Paycheck Protection Program (PPP) loans. Lendio will submit completed, eligible applications to PPP lenders once the program officially resumes in January 2021.

You can begin your PPP loan application through Lendio to be matched with a PPP lender. Lendio is not a lender, and an application submitted through Lendio does not guarantee you will receive a PPP loan or be matched to a lender. We will accept applications throughout the program or until allocated funds for the program have been exhausted. Please begin your application at <https://www.lendio.com/covid-relief/sba-paycheck-protection-program-loans/>

Once on the page, scroll to the bottom of the page and select the "Start application now" (in red)

If you have additional questions, feel free to email Lori at Lori.heavensbestfranchises@gmail.com, or call 916-765-8693.

Customer Lobby Loyalty Program

Please take the time to look and learn more about the Customer Lobby program. They offer a strong customer loyalty program that will strengthen your brand name in your community, and ensure your existing customers continue to use you as their service provider. They have different level programs tailored to suit every type of franchise. We have negotiated an excellent price for all of Heaven's Best Franchises. See their information below and schedule a time this January to hear first hand how they can grow and strengthen your franchise. Stay tuned for information about upcoming webinars this month.

Signpost Customer Review Program

We have also partnered with SignPost as another option for franchisees to increase their reviews and reputation. We have existing franchises currently using their services and they have been very happy with the results. We have negotiated special pricing for all of Heaven's Best Franchises, so be sure and take a look at what they have to offer. Stay tuned for information about upcoming webinars this month.

Aflac Benefits for Heaven's Best Franchises

Please take a look at the offer from Aflac to provide benefits to franchise owners and their employees. They can offer discounted prices since we are a nationwide franchise. View emailed newsletter.

Support from Heaven's Best Corporate Office

Please be sure to utilize our team if you need any assistance from us. We are here to help regarding products, cleaning, advertising, and assistance in growing your business. If you have suggestions or concerns also please feel free to reach out to the management team. Heaven's Best has a very positive future and is continuing to grow as a franchise. We value your input and hope to hear from you.

Happy New Year!

Best Regards,

Dan Child

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Customer Lobby Loyalty Program

Hello!

We are working hard at Heaven's Best to improve your franchisee experience. Our partnership with Customer Lobby provides you with 30% to 57% savings! Customer Lobby partners with ServiceMonster and many other invoicing systems to provide the below services for Heaven's Best franchisees:

- *automated texting campaigns to lapsed and prospect customers.*
- *automated Google reviews collection and tracking.*
- *automated postcards and emails.*
- *automated analysis of every customer transaction.*
- *automated tracking of customers converted to loyal customers.*
- *a Heaven's Best dedicated customer success manager.*

To learn more about the content of the partnership, please go to <https://try.customerlobby.com/heavensbest/>. Below

are some of the key points in more detail:

- *The customer will automatically receive an Unsatisfied/Satisfied email for feedback. If the customer is not satisfied, we can correct the issue BEFORE the customer has an opportunity to leave negative feedback on other platforms. If satisfied, the customer will automatically be directed to any of 7 different platforms. We feel Customer Lobby is a huge addition to EZlocal as they can entirely automate Google reviews while managing our customers' expectations. Driving reviews are great but we want to drive positive reviews and address negative reviews before it is too late. This process is continuous and automated!*
- *The next feature is the direct mailing "Drip Campaigns", Customer Lobby will automatically send customized direct mailing campaigns to our existing clients using an algorithm to determine which clients need to hear from us and when. This is a steady low targeted mailing rather than blasts based on time. Really impressed with this tool.*
- *The Customer Lobby Dashboard is just another great automated resource to view our KPI's and Metrics. Heaven's Best and Customer Lobby's discounted packages are tailored for small, medium, and large franchisees. Be on the lookout for a call from the Customer Lobby team or give them a call: 510-230-0588.*

Have a great day!

Signpost

Hello, Heaven's Best Team,

Signpost is pleased to partner with Heaven's Best franchisees to improve your location's online presence and attract more homeowners. Signpost will help you:

- *Get more reviews – Generate more online reviews on your Google, Facebook, and Yelp pages*
- *Drive more leads – Engage with website visitors during or after hours using a digital receptionist and send missed calls to text*
- *Facilitate communication – Chat, text, and call your prospects and customers using a single mobile app (available on iOS and Android)*
- *Send campaigns – Create and send educational newsletters and promotional campaigns with an automated marketing platform*
- *Automate messaging – Connect with QuickBooks, ServiceMonster, and Housecall Pro to automate email campaigns and review requests to drive more loyalty.*

Heaven's Best has negotiated an exclusive rate for all locations to trial Signpost for 1 month, 3 months, or a full year. All plans include best-in-class support from the Signpost franchise team.

To request more information and get a personalized assessment of your location's pages, visit: <http://signup.signpost.com/partner/heavensbest/>

We look forward to hearing from you soon!

Laura

Laura Nelson | VP of Marketing

415.589.0431 | lnelson@signpost.com

Yelp

Yelp Special Offer for Heaven's Best Franchises

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 me to take advantage of the promo.

Hope Sloman Senior Elite Franchise Client Director 4, Yelp Inc

480-253-3858

EZLocal

The Importance of Online Reviews

Ranking for local searches on Google is based on a combination of different local SEO ranking factors, including website factors, your Google My Business listing, the proximity of your location to the point of search (searcher-business distance), reviews, and more. With Google's local algorithm relying on so many different signals, it can be difficult to know how to maximize your chances of ranking highly.

Local SEO has become increasingly competitive as more and more businesses recognize that they need to optimize for local searches. At Whitespark's Local Search Summit in September 2020, the findings of the latest Local Search Ranking Factors industry survey were announced.

Not surprisingly, online reviews are now the second most important factor for Google Maps rankings. Review signals include everything from review quantity, overall sentiment, review velocity (don't get them all at once), keywords in written reviews, and review diversity (Google, Yelp, Facebook, etc.).

It's safe to say that growing your reviews typically leads to more calls and customer conversions happening on your Google listing, website, and elsewhere. Having a plan in place to generate more customer reviews is well worth the effort.

EZlocal's Review Generation Platform - Customer Voice

As an EZlocal customer, you have unlimited access to our Customer Voice review generation platform. Customer Voice offers frictionless tools to help you build online reviews faster and more often. With Customer Voice, you can gather reviews via email or text on the sites that matter most. Most of our customers use the mobile version - it's super easy to use and includes reporting features to see who has received and responded to requests.

If you are not already using Customer Voice and would like to request a demo and help in getting started, please give us a call at (877) 416-2378. We're eager to help you implement this tool into your 2021 operations.

Happy New Year! We truly enjoyed serving you!

The EZlocal Team

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, and 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" is 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

The Best New ServiceMonster Features of 2020

In this special episode of The ServiceMonster Podcast, Joe, Adam, Michael, and Mary go over the BEST new ServiceMonster features of 2020! Also covered are weekly SMUG posts, release info, and general ServiceMonster news. Check back every other week for a new episode!

Watch here: https://youtu.be/6Oo_v8KhJTE

Shipping Update

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

John's Fix-it Corner

I would like to wish you a Happy New Year. I hope that you will have the strength to fulfill all of your New Year's resolutions. If any of you get cold this winter give me a call. I received plenty of coal this year. My wife said I shouldn't have received even that!!

As we start this new year, I would like you to stop and think over the past year. See what you can do differently and make some improvements.

"Not even a turtle makes progress until he sticks out his neck."

I was reading the December Cleanfax magazine and ran across a few good pointers. They were written by Gip Erskine

Uphold Staff Professionalism:

Essentially your staff is the face of your cleaning business since it interacts with customers the most. Therefore, it makes sense to bring them on board the process of establishing your company's brand.

Equip your staff with customer service and communication skills through training and development programs to signify professionalism in your brand. These skills will enable them to become better communicators and enhance how they interact with customers, from basic conversations to answering questions.

Also, provide your staff with a uniform or a simple dress code to appear more professional. The uniform should be simple and have the company branding. Consistently delivering quality services and having a professional look can give your company a solid brand presence.

Focus on pre and post-service interactions:

Your company's interactions with customers do not start and end during cleaning. Instead, all the interactions your company has with the customers before and after service delivery make up your brand.

Some steps you can take to enhance your interactions with customers outside normal service delivery include:

Training your staff on communication etiquette, for example, positive greetings when answering customer calls that include mentioning the name of the staff member speaking and the name of the company.

Reminding clients about upcoming appointments via email or SMS text.

Sending customers follow-up emails after the cleaning is complete and offering post-sale services when possible.

Establish an online presence:

Having an online presence in this digital age helps potential customers know about your company's existence and builds business credibility. A great place to start is creating a professional company website and official social media accounts.

If you're cheapening your price, you're weakening your brand. You're telling the world you'll sacrifice your standards to win at any cost, even though you know your platform is worth more, much more.

I don't want to be forced to use the low-cost provider. I'm sick of getting stuck with the low bidder and cleaning up the messes.

This has forced me to learn how to weed out the quality service providers from the ball-droppers. The good news is, I've found a way to do that and level the playing field.

Compete on your platform strength, not price alone.

NOTE: I didn't say it was your fault, I said I was blaming you.