



February, 2021

# City Owner Newsletter

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

Happy February! Our franchise continues to grow, and we are excited to introduce our newest owner. Adolpho Fernandes has purchased the Orlando, Florida area. We would like to extend Adolpho and his family a warm welcome, and know he will be accomplishing great things in Orlando!

We are also excited to share that Heaven's Best was recently ranked in the Entrepreneur Franchise top 500 for 2021! We ranked 125 spots above Oxi Fresh and ranked higher than many of our other competitors. We attribute this to our fantastic franchise operators and the exceptional cleaning results that we can achieve. We are thankful for Cody Howard's vision, development of his cleaning products and dream to make Heaven's Best a superior franchise.

Our franchise has grown tremendously since 1983, and we look forward to 2021 being our strongest year yet!

## ***Marketing Manual & Resources***

If you haven't received the updated marketing manual please let us know. We have sent them out by email, and hope there might be some content you can take advantage of. The corporate office has been working hard to improve their support and offer resources that can benefit each franchise owner. There are many quick and inexpensive ways to increase your franchise recognition in your area. If you would like help with graphic design for postcards, magazine, or newspaper advertisement please contact Kristina at [proofs@heavensbest.com](mailto:proofs@heavensbest.com), or call 208-359-1106. If you would like assistance with an advertising campaign please contact Lori at [lori.heavensbestfranchises@gmail.com](mailto:lori.heavensbestfranchises@gmail.com), or call 916-765-8693. She can review your location and help develop an advertising plan that will fit into your budget.

## ***Quote Respond***

Do you utilize Yelp for advertising? Many of our franchises, including my own personal location, utilize Yelp. The franchise operator in Long Beach, CA has utilized a new service called Quote Respond which will send out auto-responses to your Yelp Quote request leads. This enables you to secure more jobs so you can connect instantly. If this is something you could benefit from taking advantage of their free 30-day trial, no contracts, and no commitment offer. Want to set up a demo to learn more? Go to <https://www.quoterespnd.com/>

## ***Monthly Reports***

We have confirmed that each franchise operator should now be able to submit their monthly reports online. Please access this when you login to [heavensbest.com](http://heavensbest.com) and select "Monthly Reports". You will notice that each category has a "Zero" already submitted. If there is a certain category that you do not have the income to submit, simply leave the "Zero" there so it will generate the report correctly. We greatly appreciate your patience if you have not been able to re-

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cently submit these reports, but are asking that each of you please submit the reports for 2020 and January 2021. If you would like assistance with this please contact Linda at Linda@heavensbest.com or call the corporate office. The goal is that each franchise owner gets caught up by the end of February. Again, please let us know if you need help with this.

## ***SBA Paycheck Protection Program (PPP) Loans***

If you haven't already taken advantage of the PPP loan and want to learn more visit: <https://www.lendio.com/covid-relief/sba-paycheck-protection-program-loans/>

Begin your PPP loan application through Lendio to be matched with a PPP lender. Lendio is not a lender but will match you with a PPP lender. They will accept applications throughout the program or until allocated funds for the program have been exhausted. This loan can be 100% forgiven, so please take the time to do the application and see if your business can qualify. Heaven's Best is a registered SBA franchise. The SBA# is S5288, which is required on the application. If you need assistance with this please contact Lori Child at lori.heavensbestfranchises@gmail.com or call 916-765-8693.

## ***Forgiveness Application***

If you received the first PPP you should now have access to submit your forgiveness application. The loan can be qualified for 100% forgiveness if you follow the criteria. Make sure and contact your PPP lender to submit the forgiveness application.

## ***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. We value your input and hope to hear from you!

Best Regards,  
Dan Child

## ***Contact Information***

### ***Management***

Dan Child Dan@heavensbest.com 916-765-6618 (cell)  
Scott Morgieau Scott@heavensbest.com 702-506-7429 (cell)  
Ron Smith Heavenbest@msn.com

### ***Office Staff***

Linda | Billing & Support Linda@heavensbest.com 208-359-1106  
John | Technical Assistance John@heavensbest.com 208-359-1106  
Bill | Shipping shipping@heavensbest.com 208-359-1106  
Kristina | Graphic Design proofs@heavensbest.com 208-359-1106  
Lori | Marketing & Support Lori.heavensbestfranchises@gmail.com 916-765-8693 (cell)

## ***Customer Lobby***

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Did You Know: Customer Lobby can convert your old PDF documents or handwritten invoices to a format that is uploadable into your invoice system? In the past 3 weeks, Customer Lobby has converted 7,000 contacts into a manageable format for Heaven's Best locations. For more information, please go to <https://try.customerlobby.com/heavensbest/> or reach out to Phil Burkart at [pburkart@customerlobby.com](mailto:pburkart@customerlobby.com).

Respectfully,  
Phil

## ***EZLocal***

### ***Two-Factor Authentication on your Facebook Account.***

Recently, Facebook implemented an update to increase their security requirements for user accounts that also have access to a business page, especially when the business page is running advertisements. You may have already received this notification. We recommend taking a few minutes to set this up to ensure you maintain full access to your business page.

I'm sure many of you know what 2 Factor authentication is, but for those that might not, two-factor authentication is when Facebook (or any other site) asks for a verification code in addition to your password. Usually, this only occurs if they notice a login from an unrecognized device or browser. This makes it harder for others to gain access to your account and take control of your business account. If you can, we recommend securing your Facebook user account by turning on two-factor authentication.

#### **To turn on or manage two-factor authentication on Facebook:**

Go to your Security and Login Settings.

Scroll down to "Use two-factor authentication" and click Edit.

Choose the security method you want to add and follow the instructions.

#### **When you set up two-factor authentication on Facebook, you will be asked to choose one of two security methods:**

Text message (SMS) codes from your mobile phone.

Login codes from a third-party authentication app (e.g., Authy app). The authenticator app we prefer is Google Authenticator. You can download it for free from the Apple Store or Google Play.

You will need to have at least one of these set up in order to use two-factor authentication. To set up text message (SMS) two-factor authentication, you can either use a mobile number that's already been added to your account or add a new number.

Rest assured, if EZlocal is managing either your Facebook business page and/or ad account, our customer success managers and social media team members have already implemented two-factor authentication via their respective agency admin accounts.

If you have any questions about any of this or prefer we walk you through the process, please call us at your convenience.

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nience.

We're eager to help!

The EZlocal Team

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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" are available.

EZlocal's Conquer Local Package is billed through the 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*

Bookkeeping with ServiceMonster + QuickBooks

Bookkeeping can be a nightmare... so save yourself a ton of time with a ServiceMonster + QuickBooks integration! All of your scheduling, orders, client history, payments, invoices, and so much more, effortlessly synced up. Two powerful programs built for strengthening YOUR service business.

Learn more here: <https://www.servicemonster.net/features/quickbooks-integration>

## *Shipping Update*

The monthly special is Sani Clean with Sprayer **buy 1 get 1 free**.

Sani Clean will provide the disinfectant on hard surfaces that your customers are in need of at this time of an epidemic.

## *John's Fix-it Corner*

I don't know about the rest of you, but I'm glad to be part of this company. Let me take a moment and tell you why. The year 2020 was a little slow for some of you, and I want to emphasize the word some because there were many of you that did really well. Then here comes the first quarter of 2021 and it is winter and slow. Now, this is the part that I like

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--you are in control of your future. This is the part where you get up off your couch and go to work. Dig out your old invoice book and start calling. Give them some sort of discount. Go down to the shopping mall set up a booth outside by your van and hand out your cards and ask everyone for their business. Clean one free room for every 3 or 4 rooms cleaned. I could go on for pages with ideas, but the one thing I can't do for you is the talking. That's where you come in. Tell them every good thing about you and your good works, and then don't forget to ask them one question, "CAN I HAVE YOUR BUSINESS?"

I have found that in today's market people aren't spontaneously having work done, but they do want life to go on as normal. And that is where you come in. You are going to make their life normal. Give them a discount or do something extra to make them feel good about being normal. We have so much to offer our customers. Reading your customer reviews, your customers really do like you guys and want to deal with you. So put your chin up and go get them.

We would like to reach out to everyone and ask you if you have great pictures of yourself cleaning or anything that shows you in the best way. Please take them in high resolution, so that when we print them out, they look good. Send pictures to either [proofs@heavensbest.com](mailto:proofs@heavensbest.com) or [john@heavensbest.com](mailto:john@heavensbest.com).

**Note: *What's the difference between a bad golfer and a bad skydiver?***

*A bad golfer goes, whack, dang!*

*A bad skydiver goes dang! Whack.*