



March 2021

City Owner Newsletter

Hello, Heaven's Best Team,

March Madness, the 1st day of Spring (providing warmer weather), St Patrick's day, and customers everywhere wanting Spring Cleaning are all things we have to look forward to this month! We are especially thankful to hear that those of you who experienced the unprecedented weather are seeing warmer days ahead. The corporate office has been blessed with several new franchises this past month! We are excited to announce and welcome Aaron Carnline & Matthew Miller as the new franchise owners in Yakima and Ellensburg, Washington. We are also welcoming Daniel Roppe as the new franchise owner of the Moses Lake, Washington territory.

In addition, we want to congratulate Hayden Carnline for his recent expansion and new ownership of the Tri-Cities Washington territory. We also want to welcome Michael Kerr as the new owner of the territory of Duluth, Minnesota. We expect to see great things from all these new franchise owners, and encourage them to be sure and connect with the existing franchises on our Facebook owners groups!

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Entrepreneur Franchise Award for Top Low-Cost Franchise

Other exciting news is the announcement that Heaven's Best has again received the Entrepreneur's honored award and recognized for their exceptional performance in areas such as unit growth, financial strength, and stability, and brand power. After a year unlike any other, we are proud to receive this ranking as one of the top low-cost franchises available in 2021, receiving the rank #58. Despite the many challenges faced by the franchise industry in 2020, we have continued to grow and evolve. The Entrepreneur received a record-breaking number of applicants (over 1500 franchises applied), so we are excited to announce that we have received this award! The March edition of the Entrepreneur Magazine will feature the results. We also have an advertisement running in this next edition to promote franchise sales. You can read about the franchise rankings at <https://www.entrepreneur.com/franchises/500/2020>.



We know we couldn't accomplish this without our existing successful franchises. Thank you to each of you who contribute to making Heaven's Best one of the top franchises in the cleaning industry!

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My challenge to each of you this month is to strive to have a positive energy with your business. We have so many franchisees who have mastered this and continue to impress me with their ongoing success. If you have strayed away from advertising, this is the perfect time to get back on track. Take advantage of the companies we partner with and start investing in your business. The franchises that consistently do this continue to grow. If you need assistance please don't hesitate to contact us. Our greatest priority is to provide you the opportunity and support to be the best carpet cleaning franchise in your area.

Best Regards,
Dan Child

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Marketing and Support

What's new for Heaven's Best franchise owners?

I have enjoyed meeting and working with many of Heaven's Best franchise owners over the past few months. The feedback I receive provides great direction on how we at corporate can best help our franchises. Currently, we are negotiating franchise pricing to add a preferred payroll company and answering service company. I am working with a video production company to offer a commercial that you will all be able to utilize on your website or social media accounts. We are also working to give you the ability to add online scheduling to your current website. I have also been receiving bids for franchise pricing for postcard campaigns. Details on all of these options will be coming soon! If you would like assistance in increasing your local advertising, or need additional support please don't hesitate to contact me. I hope to hear from you soon!

Lori Child

Lori.heavensbestfranchise@gmail.com or 916-765-8693 (cell)

Customer Lobby

It costs five times as much to get a new customer as it does to keep an existing one. Customer Lobby gets you more business from your existing customer base. We focus on what works, so your marketing dollars aren't wasted and you make more money. See our flier with other tips for your business!



Direct Mail is Not Dead

No matter what anyone says, **direct mail works** to get customers back to your contracting business.



Although email is less expensive to send, it's typically only opened 20 to 30% of the time. **Postcards are seen nearly 100% of the time** - even if only on its way to the trash.

More importantly, response rates to marketing material sent to existing customers as measured by the Data and Marketing Association, average 0.12% for email and 5.3% for postcards – over a **40 times higher response rate with postcards**.

Why Market to Existing Customers?

The longer it's been since a customer has seen you, the less likely they are to remember your business.

Test it for yourself: look back at the customers you did work for five-seven years ago. Is it likely that all of them have needed the service you provide since then? What percentage of them have you done work for since? You can cost-effectively improve that percentage by marketing to them.

Building Your Send Lists

Before sending postcards, some work has to be done on building the list. The best place to begin is your accounting or invoicing system. Typically, that software has the name and billing address of your customers. Export the name, address, and last transaction date of your customers. Split that list up into several smaller lists based on how many years it has been since their last transaction.

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ValPak

Did you know 57% of shoppers are more likely to complete a first-time purchase if offered a deal?

Think outside of the box (with creative offers and an evolving marketing message) to reach local consumers. Use empathy, an unexpected approach, or an incentive-based offer to turn your discount into something compelling, rather than something your customers expect.

Curious about some out-of-the-box approaches you could use? Contact Nick Gilbert, a marketing professional with over 15 years of experience, specializing in digital and print advertising. ValPak has been in business for over 50 years and our envelope has a 92% open rate. Give him a call to see what we can do for you. Take advantage of the HB franchise rate!

Nick Gilbert

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EZ Local

Interested in Sharing Videos of Your Work?

Videos content is more popular than ever right now! And it's one of the best ways to boost customer engagement. Send EZlocal your video content to feature on your website, Google My Business, and across social media.

What to share? Anything of interest to customers!

- *Cleaning services (simple demo)*
- *A personal message to your customers*

We recommend uploading your videos to YouTube as a starting point. If you're a total newcomer to YouTube, don't worry about it. The process is relatively straightforward and creating a business channel only takes a few minutes.

You can follow these basic steps outlined by Google: Create a YouTube for Business Account.

Need help? We'll guide you through the process!
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.

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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 Heaven's Best corporate office.

Shipping Update

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

QR Codes

To our franchisees,

We have been working on putting QR codes on your business cards, door hangers, and yard signs. We have also set it up to where you can order in the next few weeks on the store, product #712 to order a 6x6 vinyl QR code that can be stuck on your van. This will allow your potential customers to scan the QR code and get your contact information for your business.

How to Purchase QR codes

1. **Go on the store and click on product number #712**
2. **Select Quantity on the store**
3. **Order the QR code (May take 5-10 business days for delivery)**
4. **Click on the order form link to enter all required information (if the form is not submitted, then there will be an extra wait period in receiving your order.)**

Price

The price will be \$19.95 per sticker.

We hope that you all will take advantage of this. It will help get your information out to potential customers in a more efficient and convenient manner.

QR codes from now on will be applied to all printed material and van wraps.

John's Fix It Corner

Boy, it has been a long winter, and I can't wait for the warm weather to come. I hope everyone in Texas is doing well after their bout with the cold weather.

Every so often I get calls inquiring about Scabies. This will make you itch.

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“Scabies is an infestation by the itch mite, *Sarcoptes scabiei*. Mites are small eight-legged parasites (in contrast to insects, which have six legs). They are tiny, just 1/3 millimeter long, and burrow into the skin to produce intense itching, which tends to be worse at night. The mites which cause scabies are not visible with the naked eye but can be seen with a magnifying glass or microscope.

Scabies mites are very sensitive to their environment. They can only live off of a host body for 24 to 36 hours under most conditions. Transmission of the mites involves close person-to-person contact of the skin-to-skin variety. It is hard, if not impossible, to catch scabies by shaking hands, hanging your coat next to someone who has it, or even sharing bedclothes that had mites in them the night before. The physical contact required to contract scabies may, however, be sexual, and sexual contact is the most common form of transmission among sexually active young people. However, other forms of physical contact, such as mothers hugging their children, is sufficient to spread the mites. Over time, close friends and relatives can contract it this way, too. School settings typically do not provide the level of close personal contact necessary for the transmission of the mites.

Wash linens and bedclothes in hot water. Because mites don't live long away from the body, it is not necessary to dry-clean the whole wardrobe, spray furniture and rugs, and so forth.” [MedicineNet.com](#)

I hope this helps you understand a little about Scabies.

***Note: How are a Texas Tornado and a Tennessee Divorce the same?
Somebody's gonna lose a trailer!***