



May 2021

# City Owner Newsletter

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

We are excited to announce that we have received the 2021 top Low-Cost award from Franchise Business Review! To determine the best low-cost franchises, Franchise Business Review surveyed over 31,000 franchisees from nearly 300 of today's leading franchise brands to determine the best low-cost franchises, based 100 percent on franchisee satisfaction. Each survey participant was asked 33 benchmark questions about their franchisor that focused on areas such as leadership, training, and core values as well as 16 more personal questions concerning their business lifestyle and overall enjoyment of running their franchise. This year 50 brands made Franchise Business Review's Top Low-Cost Franchises award list. You can see our listing at <https://franchisebusinessreview.com/top-franchises/heavens-best-carpet-cleaning/>.

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## ***May 2021 Franchise Business Review Survey***

It is time again for FBR to send out the 2021 survey by email. This is very important as it will provide feedback as to how we are doing as a franchisor. Last year the survey was sent out in February and we learned that over 73% of franchise owners were very satisfied with their business. We also learned that marketing resources was the area that most franchise owners felt we needed the most improvement.

In response to that, we updated our marketing manual and distributed it to every franchise by email. We have worked hard to research different methods of advertising and then partnered with the top marketing companies to provide you a discounted rate. These vendors Customer Lobby, and SignPost have provided webinar opportunities on several occasions giving each of you the opportunity to learn the best methods to obtain new clients and maintain those you already have. We will continue to offer these so please take advantage of them when you can.

In addition to this, we have contacted each franchise owner that didn't previously have a website and provided assistance with EZ Local in setting one up. We have partnered with and receive discounted rates with an excellent answering service company (Securus) and a top-notch payroll company (ADP). Our latest addition of online scheduling in real-time with Fittlebug has many different benefits that will surely be utilized by every high achieving Heaven's Best Franchise owner in the near future.

This past year we have offered assistance with graphic design for all brochures, ads, and marketing materials you might need. If you haven't taken advantage of this be sure and reach out to Kristina, at the corporate office at [proofs@heavensbest.com](mailto:proofs@heavensbest.com). She has created some excellent postcards and other marketing materials for our franchisees so don't hesitate to utilize this service.

Finally, we have offered personal assistance to evaluate your current marketing strategy and develop a plan of action to assist those franchisees who are not reaching their goals, or just want to learn more about current advertising options. If you are interested in taking advantage of this please contact Lori at [Lori.heavensbestfranchises@gmail.com](mailto:Lori.heavensbestfranchises@gmail.com) or by cell phone 916-765-8693.

**Thank you in advance for submitting this very important survey next week May 4th! They will leave the survey open for 10 days.**

## ***Monthly Reports***

Thank you to all of those franchise owners who are submitting their monthly reports! We are looking to see 100% of owners submit their reports and are offering support you may need to complete this. In case you need assistance, please contact Lori or Linda and they can help you get caught up. We will be following up with a phone call to every operator that is missing reports to offer our assistance.

\* Remember to login at <https://app.heavensbest.com/>

## ***Corporate Office Support and Contacts***

Your Heaven's Best team at the corporate office will continue to improve their support and strive to make this the Best Franchise possible. Our goal is to give you the tools to succeed and let you decide where to spend your advertising dollars. We want your feedback so call or email if you have a suggestion or concern. Let's make 2021 the best yet!

## ***Contact Information***

### **Management**

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### **Office Staff**

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## ***Featured Franchise of the Month***

### ***Adam & Rose Hagensick***

Each month we will be featuring a franchise location. This month we are featuring Heaven's Best Franchise Owners, Adam & Rose Hagensick located in Iowa.

Adam and Rose purchased a large area in Iowa in January of 2015. They currently have 8 employees and run 6 vans. They reached their highest sales month in July of 2020 grossing \$68,793.00! I am sure they are on track to better their best this summer! Their favorite form of advertising is with Google ads.

We asked Rose and Adam to provide their advice and or success story with other franchisees.

“At the beginning, I was a control freak and didn’t want an employee to ruin my name in the community. I quickly realized that I was not going to achieve the goal that I had set with that attitude. The biggest piece of advice that we have all heard is that we need to work ON the business, not IN the business. Employees are important for you to be able to work on the business. Get some systems in place and trust that you trained them to clean as well as you. Will employees mess up occasionally? Absolutely. Will they drive you crazy? Absolutely. Are they the best decision I made for my company? ABSOLUTELY! My other piece of advice would be to invest in marketing. We are in changing times and need to adopt (such as online booking, online marketing, online review platforms, etc.). Invest in your systems to give your customers the best experience they can receive.”

Congratulations Adam & Rose on your success, we are grateful for your contribution to our Heaven’s Best Organization!

## ***EZ Local***

### ***Google My Business App & Messages***

If you’re not already using the Google My Business app, you may want to give it a try. When you log in to GMB (<https://www.google.com/business/>), you should see a Messages button on the left-hand sidebar. Click on it, and you will see the Messages interface. With this feature, Google allows you to get messages and quote requests directly from the Google My Business app. You will have to opt in to the service, though.

You can turn on messaging to let customers message your business and request quotes from a button on your Business Profile. Google displays the back-and-forth between you and your individual correspondents. Just make sure you respond to messages within a 24-hour window or Google may turn off the messaging feature and require you to opt-in again.

### ***Photos: Carpet & Upholstery Photos for 2021***

We love it when you send us recent photos to feature on your website, Google My Business, and across social media.

Photos help differentiate your business online and engage more customers. The more photos you add, the more your business will stand out. This also helps to increase your ranking in search. We suggest at least three photos that are representative of the services you offer. Capture photos of you and your team providing different types of services. A great example of this is ‘before & after’ photos.

Team and family photos are great too. Showing something a little less formal to humanize your business. Show yourself and any staff to highlight your personalities and give potential customers a feel for what you’re like.

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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 & business listings management, social media marketing, reputation management, review generation, and 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, SOCIAL and REPUTATION management, and a customized WEBSITE.

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! On-boarding and agreement forms are available through the Heaven's Best corporate office. Please reach out to Linda at (800) 359-2095.

Feel free to reach out to EZlocal (877) 416-2378 with any questions you may have.

## ***Customer Lobby and Fittlebugg Webinar***

If you missed the webinar hosted by Customer Lobby and Fittlebug, we have you covered! Set aside some time to learn the latest and greatest ways you can connect with your customers and gain new customers at the same time.

Take the leap and invest in the latest technology that will give you the tools to become the top carpet cleaning company in the area.

<https://try.customerlobby.com/heavens-best-fittlebug-webinar-replay/>

## ***FittleBug***

FittleBug is what is called a Real-Time Booking application. Real-Time meaning that all the information is based on real-time availability. (like booking an airline flight or hotel room) Your time, consumer time anytime! At its core, it empowers your clients and prospects to get an estimate of "exactly" what they want and see how long you're going to be in the home working, when you're free to perform exactly those services requested and when you're not, and book themselves alleviating all the administration and processing time. It's Booked and Done!

FittleBug is so much more than just a booking tool. We have built all kinds of business savvy tools to make your booking and servicing flow the way "you" want it to work. We also have things like a drip email program, a one-click way for consumers to earn credits by sharing through Social Media like Facebook and others.

Heaven's Best corporate has endorsed FittleBug and negotiated a great deal for all the franchises. We encourage you to contact us for questions, a live demo, or watch a recorded webinar we did that can be found on the Heavens Best Facebook page.

Don't think people want to book you online? Studies suggest that given all choices of securing your services – consumers would strongly prefer or somewhat strongly prefer by 93% to choose a company that offers a good online booking tool.

FittleBug can be reached at [www.fittlebug.com](http://www.fittlebug.com) and 630-444-2000

## ***Shipping Update***

This month, our **Wax and Shine** is on sale! **Buy 5, get 1 free!**

## *John's Fix-it Corner*

In business, if what you're doing isn't working, it's time for a change. This change works in three ways. You can stop doing something. You can start doing something. You can also change something you're already doing. It's as easy as making toast – it just requires some courage.

The only time growing your business is easy is when you work hard at it. It doesn't take luck to succeed, though it helps, it takes discipline, focus, and sharpened sales and marketing skills.

***Here are a few tips that you can use to grow your business and make more money:***

**Tip #1** - The more you talk about your price, the lower it gets.

**Tip #2** - You'll make more money and gain more respect from your prospects and customers when you listen to the needs and wants of your customers before you speak

**Tip #3** - The less you say to your prospects and customers, the smarter you'll sound. This is a humongous selling tip!

**Tip #4** - You only have to be 1% better than your competition to win more business. I call this the 1% factor.

**Tip #5** - Analyze what worked for you during 2020

**Tip #6** - Analyze what didn't work for you during 2020.

**Tip #7** - Ask yourself, "What is holding you back?" It's a serious question that deserves some serious thought. "Insanity is doing the same thing over and over again and expecting a different result."

Here's another tip about winners in the sales profession - they hate to lose more than they love to win.

***Note: He who laughs last, thinks slowest.***

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