



June 2021

City Owner Newsletter

Hello, Heaven's Best Team,

We hope each of you enjoyed the long weekend! Memorial Day is a very special day that's set aside to remember with gratitude and pride all those who served and died for our country and our freedom. The corporate office hopes your day was filled with memories and peace!

The corporate office had a very eventful month! We would like to congratulate Kristina, our fabulous graphic designer, on the birth of her son, Alec Andrew Carmon. Alec arrived earlier than expected, he was born on Mother's Day at 9:27 pm, he was 4lbs 9oz and 17 inches. He was a premie born at 33 weeks. We are happy to report that he is now home and both mom and her baby are doing well!

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Survey Results

As we fly into June, we want to update you on the results that we received from the franchise business review that we requested all franchise owners to fill out. Thank you again for taking the time to submit the survey! The majority of franchise owners are highly satisfied with their franchise, and would recommend Heaven's Best to others.

Currently, we are updating our records to be sure we have each franchisee's current cell phone, business number, website URL, and address. We are still collecting information, but soon we will implement a text messaging platform, where we can send you important communications from the corporate office. We have learned that many people are not getting the emails regularly as they land in their spam mail. If you have not filled out the data request form please take a minute to do so. Here is a link to the form: <https://forms.gle/3pKabaXp3vRFV9sS6>

Heaven's Best Owner's Facebook Question

Heaven's Best Owner's Facebook is a great way to connect with other franchise owners. Recently there was a question regarding how to best monitor your company vehicle driven by an employee. There are many tracking devices available, but we currently have "Bouncie" on our vans and have been very happy with it. Have you ever had a customer complain your technician didn't stay long on a job? This takes out the guesswork! It will monitor where your van is at all times and can assure you that they are not taking advantage. This will track real-time vehicle location, accident notification, route history, speed monitoring, and maintenance notification. Only \$67.00. Take a look at the short video featuring all its benefits.

Customer Review: [Bounce for Business See full review](#)

If you haven't joined the Owner Facebook group, please do! We would love to have 100% participation!

Featured Franchise of the Month

This month we are featuring Jeff Martin, Franchise owner in NE Atlanta, Georgia. He has been a Heaven's Best Franchise owner since October 2013. He currently has 4 employees, and has generated his best month of business in May of 2019

achieving over \$25,000! Jeff offers this advice to fellow franchise owner:

"Don't keep throwing money at advertising sources that do not give you desired results. Find what works and do more of that and less or none of what isn't paying off.

Realtors and property management companies are great sources of business. Identify the brokers, not just the realtors, and offer to bring them breakfast or lunch for their sales meetings. They will usually give you an opportunity to speak for about 5 minutes and also mingle with the realtors before and after their meeting.

Never lose focus on quality to fit in more jobs. Quality over quantity will make your business successful. As your business grows, add more vans/employees to increase the number of jobs."

Jeff's best source of advertising is utilizing "preferred partnership" for Keller Williams Realty in three of their offices and one Berkshire Hathaway office. "I put my money into providing three lunches per year per office and supporting the charities they support (Kares 4 Kids). That gives me more bang for the buck than any type of advertising I've ever done."

We wish Jeff continued success and greatly appreciate him sharing his advice and experience as a Heaven's Best franchise owner!

Evaluate Your Pricing

If you haven't raised your prices it is probably time to do so. Increase your pricing to adjust to the current market. Take a look at what the other high-end carpet cleaning companies are charging and make an adjustment. You'll find the majority of your customers will not complain. In making phone calls to many franchise owners, I heard fantastic reports of "I am booked out 2 weeks in advance!" If you need help reaching customers looking for quality services and not just the price shoppers, don't hesitate to contact us. We can share what is working for other franchisees so you can receive top dollar for your services!

Webinar on Local ADS By Google

We want to thank EZ Local for taking the time to present a short and informative webinar on the use of Local Ads by Google. If you did not get to participate, please follow this link to hear the overview. <https://ss4.ezlocal.com/img/v/heavensbest-lsa-webinar.mp4>

With this form of advertising, and all online forms of advertising the key is to have an online presence, and maintain it by producing those REVIEWS! You will find obtaining reviews the greatest way to beat your competition! EZ Local can assist you with an easy link to send to your customers! Customer Lobby, Signpost, and Fittlebug also have an accelerated way to achieve this. Take advantage of every opportunity to acquire 5 STAR reviews. Not sure where to start, contact us, and we will be happy to help!

Monthly Reports

We will be contacting each franchisee that is behind on submitting their monthly report and offering assistance where needed. Thank you in advance for taking the time to quickly submit your report. Just in case you need the details on how to log in go to app.heavensbest.com

Also, feel free to email Kristina at proofs@heavensbest.com, or Lori can also assist by text or phone at 916-765-8693. By the end of June, we plan to have everyone caught up! Thank you for your help!

Corporate Office Support and Contacts

Don't hesitate to contact us at the corporate office if you have any suggestions or need support. We are thankful for each and every franchise owner, and strive to improve our support.

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Contact Information

Management

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

Office Staff

Linda Orr, Billing Linda@heavensbest.com 208-359-1106
 John Steiner, Technical Assistance John@heavensbest.com 208-359-1106
 Bill Squires, Shipping shipping@heavensbest.com 208-359-1106
 Kristina Carmon, Graphic Design proofs@heavensbest.com 208-359-1106
 Lori Child, Advertising Support Lori.heavensbestfranchises@gmail.com 916-765-8693 (cell)

Customer Lobby

“Heaven’s Best franchisees that sign up for any package with Customer Lobby can now try our brand new email-only platform for free for 3 months! Heaven’s Best franchisees that are currently working with Customer Lobby can also try this feature. Just ask about the “3 month email-only trial”. For more information, book a demo here: <https://try.customerlobby.com/heavensbest/>.”

Respectfully,
 Phil

FittleBug

Heaven’s Best FittleBug Real-Time Booking clients already seeing success!

EZLocal

Free Support for Google Local Services Ads
 It’s a good time to seriously consider getting Google Guaranteed. As a courtesy to Heaven’s Best, EZlocal provides free support for Google Local Services Ads. Local Services Ads are seeing a huge amount of interest from service providers -- where ads appear at the very top of search results with the Google Guaranteed badge.

The big difference between traditional pay-per-click and Local Service Ads is that you only pay for valid leads rather than just for clicks. Higher chance of conversion, don’t you think? Part of the process of getting approved for Local Service Ads involves a basic background check and providing a copy of your business license and insurance. The process is pretty simple, but can take up to 5 weeks to complete, so it’s important to get started right away.

Don’t ever think that the “More well to do” people won’t want to work with you on-line. They do and they will. Congrats to **Shane Forrest of Heavens Best Weatherford TX. Shane has been live with FittleBug for less than a week and has 6 new clients and \$3,371 in sales. He’s already paid for the next year and a half!**

Your Order No is: 20210524000005

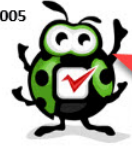
Service Date/Time

5/27/2021
09:00 AM-02:10 PM

Billing Address

Willow Park, Texas 76087

Primary Phone: ()-
 Alternate Phone: ()-
 Email



Service Address

Fort Worth, Texas 76108

Who's Next?
 Your Competition?
www.fittlebug.com
 630-444-2000

Order Summary

Hardwood Floor: Clean/Polish Per SQ FT	
Hardwood Clean/Polish Per SQ FT	Qty: 1800 \$1,350.00
Tile & Grout: Per SQ FT	
Tile & Grout Cleaning & Sealing Per SQ FT	Qty: 1000 \$1,000.00
Subtotal	\$2,350.00
Tax	\$111.38
Total	\$2,461.38
Downpayment	\$0.00
Remaining Due	\$2,461.38

Order Notes
 Google search. Engineered hardwood is new and does not need polish, just a good cleaning.

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Once approved, the best way to manage your ads, budget, and leads, is through Google's Local Services Ads mobile app. And a critical part of having success with Local Service Ads is responding to leads and reviews in a timely manner. The app makes this process very easy. Ads feature more often depending on factors like proximity to searcher, weekly budget, reviews, and your responsiveness to leads.

We recently recorded a short video on Local Services Ads. Here's a link to the recording if you missed it: <https://ss4.ezlocal.com/img/v/heavensbest-lsa-webinar.mp4>

For more information about Local Services Ads, visit:

<https://ezlocalpro.com/solutions/lisa/>
<https://ads.google.com/local-services-ads/>

Interested in getting started? Ask us anything! Call (877) 416-2378.

We're eager to help!
The EZlocal Team

Shipping Update

This month, our Fast Acting Enzyme is on sale! Buy 5, get 1 free!

John's Fix-it Corner

Over the years of working here in the corporate office, I have seen operators come and go. The ones that I want to talk about are the ones that have gone and the reason that they left. Their story goes like this: "No one knows I'm here; they don't like the system; they won't pay the price, and I can't make any money," and so on. They decide to sell their area and a new operator takes over. Within two or three months the new operator will call and tell us that this area is a GOLD mine. My question to you is what was the difference? Let me tell you -- the only thing that we changed was the operator.

We alter our destiny, by altering our thoughts.

If we think it won't work it won't. If we think they won't pay our price they won't. Successful people always have positive thoughts. They work through their problems. "The road is not getting easier, we have to get stronger."

This is the time to put in 40 + hours, look for commercial accounts, put flyers out, talk to people, place some ads, and get the most out of every job you go to. Sell fabric protector, tile and grout, wood floor, spotter bottles, rakes, carpet repair, or leather cleaning. With the high cost of fuel, it becomes more important to sell all of the services that we can in one place.

Note: Give a man a fish and he will eat for a day. Teach a man to fish and he will sit in a boat drinking beer all day.