



July 2021

City Owner Newsletter

Hello, Heaven's Best Team,

We hope that each of you and your families will have a wonderful 4th of July! We are excited to introduce Matt & Lara White and their son Dalton. They just recently purchased the Edmond, Oklahoma franchise and attended training in June. We look to see tremendous strides with their territory and wish them great success! HB Corporate has monthly training for new franchisees. If you know of someone who'd make a great addition please refer them to Dan Child, or provide them our website franchising. heavensbest.com. We provide a referral of \$3,000.

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Prayer request for Andy & Renee Anderson

Thank you all for your prayers for the Anderson family in Virginia. Andy has been experiencing health issues and your prayers are greatly appreciated!

Heaven's Best Store

We are working hard at the corporate office to expand options available on our company store portal. Based upon recent recommendations by HB franchisees we are researching adding new equipment options. Just as soon as we have finalized these we will share details. If you have any suggestions please share them with us! We want your feedback, so don't hesitate to contact us with your ideas.

Text Message Communications from Corporate

In an effort to provide you with the best possible access to corporate communications we are utilizing a text message platform to send quick updates and links to important information. We have had success contacting the majority of HB franchises to get their permission to accept messages via text. Please be assured that we will not be sharing your cell phone number with anyone outside of our corporate office team. If at any time you prefer to opt-out of the messages you will be able to.

Facebook Owners Group News

Many of you are participating in our owner's Facebook Group. It is a great opportunity to reach out to other franchise owners and get feedback on business questions or to share what is working well. We want to highlight a recent post in regards to Online Booking. It is just a matter of time and many of your competitors will be offering this. Take advantage of utilizing our partnership with Fittlebug. We have negotiated a price with them so that you can benefit from an amazing service at a reduced cost. Read quotes below that were shared on FB.

"Fittlebug is awesome. Sales are up, they sell themselves and I spend less time on the phone so it is a win-win. Definitely recommend fittlebug. Did a text blast through Customer Lobby with a link to my online booking and had 13 bookings in 1 day. Very effective to combine Fittlebug with Customer Lobby." Daniel Child - Long Beach, CA

"I just went live with Fittlebug last Friday. I've had 11 bookings already." Suzanne Caldwell, Colorado

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“Lori recorded the webinars with Steve from Fittlebug and he gives HB operators a discount. It’s the best \$160/month we spend on our business. We have people book all times of day and pay a deposit (which we hardly could collect over the phone). We were worried about people knowing their size for pricing and almost all of our bookings come between \$30 of our sq ft pricing.” Rose Hagensick, Iowa

Monthly Reports & Orders

Just a friendly reminder to submit your monthly reports, no later than the 10th of each month. As part of your franchise contract, you are required to provide us with monthly reports and order products regularly. If you need help getting caught up, please email or text Lori or Kristina and they will be happy to assist.

Monthly Report login Steps:

- 1. Login at: app.heavensbest.com**
- 2. Enter your user name or email address and password.**
- 3. Select Reports**
- 4. Select Monthly Stats (place a Zero) in a field where you do not have income)**
- 5. Select Submit**

Vendors We Partner With

We have researched to bring you the best support available, and we were able to negotiate lower prices for all Heaven’s Best owners. Please take a moment to read more about their services below. Please don’t hesitate to contact us if you have any questions, or need additional support for your franchise.

Wishing You All the Best,
Your Heaven’s Best Team

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)

Fittlebug

There are 24 hours in a day... use them ALL!

Here’s a quick progress report on the front runners who have chosen to get on board the Real-Time train called FittleBug. Since our relationship with the corporate office officially started 2 months ago, 12 franchises have signed up to offer their marketplace FittleBug Real-Time Booking. Some are just getting going and some have been up for a month or so. Existing clients are actually telling other franchises and that’s good for everyone, because the more franchises that we can help,

the lower our monthly license becomes.

In speaking with one of our Heaven's best clients he suggested that the biggest obstacle we will have with securing more franchises is the fear of not knowing how to set it up and get it live. Let me tell you exactly how that process works.

We have the ability to get you started working on your FittleBug in about 20 minutes. We can dynamically build your site with the push of a button and copy over the data format from a previous Heaven's Best client and have you working on customizing it for "your" franchise very quickly. At this point, 90% of the work is done! But that's not all. As fast as you want, we can begin the first phase of your training online in a one-to-one webinar where we help you customize it and train you on how to make changes yourself. (menu-driven) After about an hour and a half, we end phase one of training and let you go tweak what you need to in your program, then we meet again for about 30 more minutes to go over a couple more features of FittleBug and we can even assist you with communicating with your website people and handle that for you if desired.

If you aren't telling your clients that they can work with you 24 hours a day then some other carpet cleaning company will, and that means market share loss. With FittleBug you can be selling your services, educating your clients, processing orders, and creating additional communications with them 24 hours a day, every day, for the low license cost of \$160/mo. It's the cost of one job a month to potentially get 20-30-40 and more a month. The amount that you get will be up to you. The better you know how to tell people the better your results will be. I have some clients that average over 150 new orders a month. Come find out! Extend your knowledge! Let us show you why your corporate office chose FittleBug as the Online Booking tool of choice... www.fittlebug.com 630-444-2000. CALL NOW!

CustomerLobby

Your Carpet Cleaning Customers Don't Remember You... And What You Can Do About it!

At Customer Lobby, we hear this a lot from carpet cleaning businesses: "My customers are loyal! Why do I need to remind them of who we are?"

We hate to break it to you, but your customers do not remember you. Don't believe us? Click on the above webinar recording to see for yourself. Remember, it's 5-7x more expensive to acquire a new customer than it is to keep an existing one. Make sure your customers remember you. For more information, please go to <https://try.customerlobby.com/heavensbest/>.

ADP

Take advantage of the latest payroll, compliance, and HR solutions with ADP®, Heaven's Best Carpet Cleaning® Newest National Supplier

It's hard to stay on top of payroll, tax, and labor compliance when you're focused on growing your carpet cleaning business. That's where ADP comes in – they can help with compliance challenges and help you avoid fines and penalties with their integrated payroll, tax, and HR software. From automatically calculating and filing your taxes to helping with hiring, managing, and paying your employees, ADP has the Employee Solutions to help you build a better business.

Franchisees are eligible to receive special offers and discounts*:

- FREE month of payroll processing or ADP's current promotion

- WAIVED implementation fees
- 25% discount on payroll processing costs

ADP does more than just payroll. Choose from their broad suite of services:

- Payroll Processing
- Tax and Compliance
- Human Resources
- Insurance Services
- Benefits
- Retirement Services

Contact Jeremy Dyer at (952) 814-5845 or Jeremy.Dyer@adp.com to see how ADP can best support your franchise business.

EZLocal

Introducing EZlocal Mobile Kiosk - A New Way to Build Reviews!

More reviews equal more business and improved rankings! With EZlocal Reputation & Customer Voice, included with your Conquer Local Package, you can quickly and easily request reviews via email or text messaging on the sites that matter most, to grow customer loyalty and boost sales.

We just rolled out an additional way to generate reviews via a new feature in EZlocal Customer Voice called Mobile Kiosk, and it's included in your current plan. Share a bookmarked link, or hand your mobile device/tablet to the customer to initiate the review request email or text message. There's no need to repeatedly log into your dashboard. We can also link to this review request page from your website.

Mobile Kiosk is yet another way for you to ask for customer feedback. With this tool, you can collect customer information and ask for a review at the most opportune time: while you're face-to-face with the customer. The customer information will automatically be collected in Customer Voice and they will receive a request to review the business.

How Does Mobile Kiosk Work?

A traditional review kiosk asks the customer to submit their review on a 3rd party site, like Google or Facebook, while connected to the Wi-Fi network at the business. An influx of reviews coming from the same IP address will be flagged by the review site, which could result in reviews being taken down.

Our Mobile Kiosk helps businesses reap all the rewards of a traditional kiosk without the risk of having their reviews flagged. Here's how!

Simply copy the unique URL from Customer Voice to your clipboard and bookmark the page on a computer, iPad or tablet at the business, or on the mobile phones of service people. There is no login to EZlocal Business App or Customer Voice required to view this URL. At the point of sale with the customer or at the end of service, guide them to submit their information (name, email, and/or phone number), or simply submit the information on their behalf. Customer Voice will automatically send a review request to that customer and add their information to your Customer List.

Here's a short explainer video on how to request reviews:

2 Easy Ways to Request Reviews | EZlocal Customer Voice
https://www.youtube.com/watch?v=K5_kJyqzmrM

How To Use Mobile Kiosk

Before the transaction:

1. **Log in to EZlocal Business App at login.ezlocal.com**
2. **Go to Customer Voice > Tools > Mobile Kiosk**
3. **Click Copy to clipboard and share**

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

We're eager to help!

The EZlocal Team

ServiceMonster

Why do you need Service Monster?

Before the job.

1. **Scheduling:** Efficient scheduling is the most important aspect of your daily business operation.
2. **Estimates & Follow-Up:** Create & send estimates via email or text and put the approval process in the hands of your clients
3. **Lead management & Sales Tools:** Track your leads throughout the whole sales process on both desktop and mobile.
4. **Client Management (CRM):** Know what services your clients need and when they need it.

On the job.

1. **Work orders-View, create & edit work orders** so that your technicians at any level know what they need to do on the job.
2. **Employee Management-** Different access levels allow employees to see only what is necessary.
3. **Job Completion:** With the job completion checklist on both mobile & desktop, you and your techs will always know what steps to take to finish a job.

After the job.

1. **Invoicing & Payments:** Get paid instantly on the job, or send an invoice to be paid later.
2. **Automated marketing:** Utilize automated drip campaigns to save yourself time while increasing client communication.
3. **Reports & Dashboards:** Know your data. Know your business.
4. **Fill My Schedule:** We're all about helping you keep that repeat rate high!

Ready to Signup? Heaven's Best Franchise Owners receive a discounted rate of only \$50 per month.

Contact Linda at Corporate Office today!

Or if you'd like more information go to <https://www.servicemonster.net/features>

Shipping Update

This month, our **Orange Deodorizer** is on sale! **Buy 5, get 1 free!**

John's Fix-it Corner

This may sound a little off the wall coming from the corporate office, but most of you are used to me by now. Everyone is

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always wanting you to work harder, work longer, and don't stop. Well, let's take a little time to stop and smell the roses. It is already the first of July and time to celebrate Independence Day and give thanks for our great country that we live in and the freedom that we have. (And Canada for our Canadian friends) Take a day off and go camping, fishing, golfing, or just spend time with your family and friends.

Ok - the fun is over now so get back to work. Let's take a minute and talk about Fast-acting enzyme. We are seeing an increase in usage of this product, which is good, it's a great product. But we are also seeing some creative ways of using this product.

Fast-acting enzyme should not be mixed in with your cleaning solution (101) or any other product; it is a stand-alone product. It should be mixed in the blue hand pump sprayer with 100 deg water shaken until dissolved. You should only make up enough product to do the job you're working on now to avoid reduced enzyme action and activity. The shelf life is about 2-3 hours. For maximum effectiveness let the fast-acting enzyme do its work 5-10 minutes before cleaning. This will work well for cleaning fats, oils, greases, proteins, etc.

Note: When you go into court you are putting yourself in the hands of 12 people that weren't smart enough to get out of jury duty.