



Hello, Heaven's Best Team,

We hope each of you are well and staying busy. The month of August usually brings many customers looking to get their house back in order as the kids head back to school. Be sure to send out an email blast with your summer special or utilize postcards through Customer Lobby, or the platform you are using. Constant communication with your customers ensures that they will remember who to call when it's time to reschedule. Also, utilize the latest technology to make your job easier to keep the phone ringing. Fittlebug, online scheduling continues to greatly assist the franchisees who are utilizing it. This service is only month to month so there is no risk in trying it out to see the benefits.

We also want to congratulate Joshua Swope on the expansion of his territory. He now owns the Greeley, Colorado area along with the Fort Collins area he has been running. We know Joshua will do great things in his territory and we wish him continued success on his expansion!

Facebook News

Thank you for your discussion on the owner facebook group! We are glad you utilize this to get insight and also share your success in your business. Recently Joshua Swope shared his success with Local Service Ads by Google.

“If any of you guys were as slow as I was a couple weeks ago and want to be busy I suggest upping your budget for Google local ads to \$1,500 a week. As long as you know how to sell, you should start to kill it. I was only running one crew at the beginning of July. Now we're up to 3 vans. And then I raised my prices to cover the fees for Google local ads. I'll be leaving my Google local ads on year-round with that \$1,500 a week budget now. This is my favorite type of advertising!”

With Local Ads even though he placed his budget at \$1500 a week he is not necessarily ever meeting that expense. We place ours at \$1500 per week and last month we spent \$598 dollars for the whole month. You can monitor the budget from your app on your phone and turn it on and off as needed. When customers search for a carpet cleaner in their area by being a local ads advertiser you will show up “Google Guaranteed” at the top for business in the area. If you want to know more, please feel free to contact Lori Child.

Communication

We encourage you to reach out to us if you have any suggestions or need additional assistance. We value your input and love to hear your feedback!

Best Regards,

Dan Child

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EZLocal

COVID-19 Messaging on Website

With COVID safety measures for businesses largely relaxed nationwide, EZlocal would like to request that individual franchises contact us directly if they wish to modify, remove, or relocate the current COVID-related notification appearing on the top of websites.

The current message appearing on the home page of websites, which we switched earlier this year from red to light gray, reads as follows: “COVID-19 safety policies, disinfectant, and cleaning protocols” and links to a general policy page outlining Heaven’s Best Covid Policy (example: <https://cda.heavensbest.com/covid-policy>).

We thought it would be a great time to solicit feedback and make updates on a territory by territory basis to see which operators would be interested in making changes to reflect their own updated policies. If you’d like to keep the notification and policy page, but would rather see it minimized to a link at the bottom of the site, that is also an option.

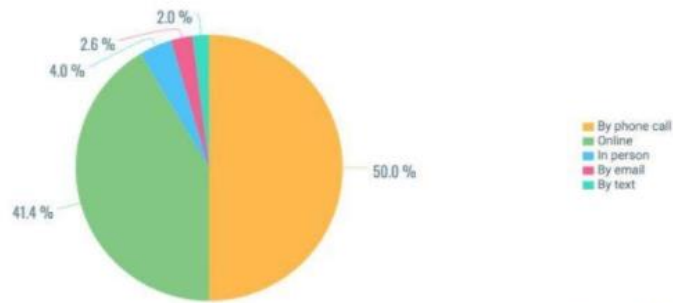
Let us know your thoughts. We’re highly flexible to your needs!

Please feel free to reach to email your dedicated account manager, or call EZlocal Support at (877) 416-2378 with any questions or feedback you may have.

Fittlebug

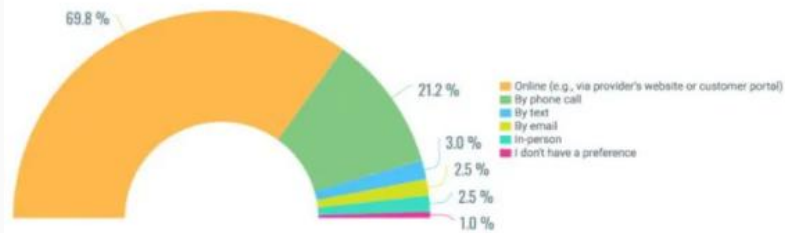
Head to the Gap... as the kids say!

How do you usually book appointments with service providers (e.g., doctor or hairdresser)?

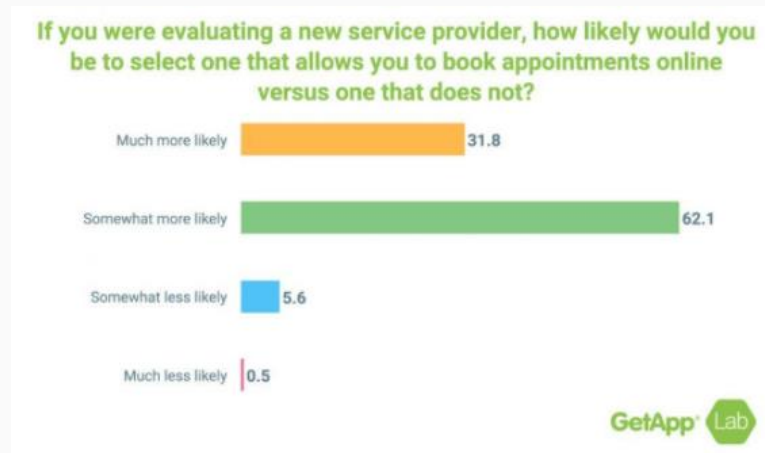


Source: GetApp 150

What's your preferred way to book appointments with service providers (e.g., doctor or hairdresser), assuming all of these options are available?



Source: GetApp 150



GetApp Lab is a division of Gartner Research and although I believe this study to be about many different service provider industries, I do believe that their results apply to home services and carpet cleaning as well.

Here's the Gap

Currently, 41% of the consumers polled in this study currently book online for service providers, but (as the second chart shows us), 69.8% would prefer to book online. **This almost 29% gap is what I call a HUGE OPPORTUNITY.**

In the movie “Field of Dreams” they suggested that if you build it, they will come! COME, ARE YOU KIDDING ME, they’re on your front door knocking telling you how they want to work with you, and about a third of them can’t get you to open it.

One other interesting statistic I realized was in the last chart... In evaluating a new service provider, how likely is it that you would choose one based on whether they had online booking or not? **93.9% said they were much more likely or more likely to choose a service provider that offered online booking!**

What part of that stat makes your jaw drop?

Finally – Don’t be confused, there are all kinds of sources that offer “online” booking. BUT, are they really online booking or a web form that people fill out and wait for the return call; or worse yet think that their service request that should take 5 hours to do can be squeezed into a 2-hour window and the bad

news will come when they can't leave the house to take their daughter to ballet classes because you told them it would only take 2 hours. Not to mention the person booking right behind them that has been waiting for you for the last 3 hours!

FittleBug “Real-Time” Booking... Because it just makes sense!

Let consumers book you on their time, based on your time – Anytime!

www.fittlebug.com

Call Now: 630-444-2000

Shipping Update

The monthly special is **Citrus Booster (sku:102)** buy **5** get **1** free.

We would also like to make sure that all operators are receiving a confirmation email, once you have placed your order on the store. If you are not receiving a confirmation email, please contact the corporate office and we will work on getting it fixed for you.
