



Hello, Heaven's Best Team,

We want to wish all of you a blessed and enjoyable Thanksgiving Holiday! This month we are excited to welcome two new franchisees to our team. Rich Volt joins us as the new owner of Naperville, Illinois. Jay Mirzatarj is the owner of Edgewater, New Jersey, and the surrounding area. Both of these new franchises have attended training and will be joining us in the Facebook Owner's Group. Please be sure to give them a warm welcome!

Service Plan

Many of our franchises are benefiting by offering their customers a service plan option. If you are not already doing this, please consider it. After winning over a new customer, offer them the options to prebook for future services. For example, offer the option for 3x per year or 2x per year. Some commercial accounts may be willing to go monthly. Prior to leaving, train your technicians to offer to schedule their future appointments. Many households are very busy and they will want to take advantage of this so it should be easy to sell. Doctors, dentists, hairdressers, housecleaners, and many other professions utilize this. Get ahead of your competition and make sure your customers know you want their future business!

Facebook Owner's Group News

Just in case you missed the post from Mark Rawlinson in Venice, Florida I want to give you the opportunity to see it here! If you are looking to create a professional booth, this surely is one to copy. Great Job Mark!

Time to Raise your Minimum Charge

Inflation is definitely here. If you haven't increased your pricing structure, you really need to take the time to do so. The cost of gas, payroll and insurance has definitely increased. Just remember you provide quality services and you should be able to charge accordingly. If you are marketing and utilizing the technology available to you to increase your customer base, you will be able to build a strong clientele that is willing to pay your prices.

Service Monster Price Increase.

As many of you already know Service Monster has raised their prices for the existing "premier plan" to \$80 per month. We have made several attempts to renegotiate this sudden price increase, but they are not budging. This still may be the best option for you to utilize. If you are only utilizing one user/one route we recommend you switch to the Basic package which will be \$50.00 per month. If you are going to change plans please notify Linda at the corporate office so she can be sure and adjust your billing.

Monthly Reports

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 monthly reports and order products regularly. If you need help getting caught up, please email or text Lori and she will be happy to assist.

Monthly Report login Steps:

1. Login at app.heavensbest.com
 2. Enter your user name or email address & password
 3. Select Reports
 4. Select Monthly stats (place a Zero) in a field where you do not have income to report.
-

5. Select Submit

PPP Forgiveness

If you haven't completed your forgiveness application, there is a new revised link to the application. <https://www.sba.gov/document/sba-form-3508s-ppp-3508s-loan-forgiveness-application-instructions> Select Version 8 which went into effect 7/30/2021. If you have any questions be sure and contact Lori at Lori.heavensbestfrancis@gmail.com.

The NAICS code required is 561740

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. Don't hesitate to contact us if you have any questions, or need additional support for your franchise.

Support from Heaven's Best Corporate Office

Please be sure to utilize our team if you need any assistance from us. We are here to help regarding products, cleaning, advertising, and assistance in growing your business. If you have suggestions or concerns also please feel free to reach out to the management team. We value your input and hope to hear from you!

Wishing You All the Best,

Your Heaven's Best Team

Contact Information

Management

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Office Staff

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John Technical Assistance

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Bill Shipping

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Graphic Design

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Lori Marketing & Support

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EZLocal

TAKE THE TIME TO GENERATE REVIEWS

2 Easy Ways to Request Reviews | EZlocal Customer Voice

https://www.youtube.com/watch?v=K5_kJyqzmrM

The great thing about the new "Mobile Kiosk" option is that once the unique review

request link is obtained, it's reusable. This way, operators don't need to repeatedly log in to the dashboard each time they want to request a review. They can simply share a bookmarked link, or hand their mobile device/tablet to the customer to initiate the review request email or text message.

How to obtain the mobile kiosk link:

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

Here's the mobile kiosk review request link for HB Folsom CA:

<https://customervoice.biz/cv/reviews/customer-form?agid=AG-DMVWX2HTDJ>

As always, don't hesitate to call us with any questions you may have at (877) 416-2378.

The Happy EZlocal Team

Thanks,

Dave

Dave Cospers

Vice President

T: 877.416.2378

F: 877.519.2378

<https://ezlocal.com>

Customer Lobby

Grow your Revenue with More Repeat Business

Customer Lobby makes it effortless for you to engage with your customers. They'll

help you drive more repeat business and grow revenue through targeted direct mail, text, and emails. Create communications and views in just a few clicks.

How It Works?

1. Connects to your invoice system & analyzes your customer data
2. Identifies segments of your customers with potential revenue opportunities.
3. Sends them personalized postcards, text messages, emails, and review requests.
4. Grows your revenue with more repeat business!

Ask about special pricing packages for Heaven's Best Business!

Sign up for a free demo @ <https://try.customerlobby.com/heavensbest/>



Austin Matthew/Sales Manager

510-330-5439

FittleBug Real-Time Booking

Heavens Best
Carpet Cleaning

FittleBug Real-Time Booking

...cause it just makes sense!

*Social Media Automated Referral Tracking, Drip Email, Location Incentives,
Distance Hidden Fees, Pop-Up Information Boxes and much more!*

630-4444-2000

Hello, Heaven's Best Team,

Over the past months, you most likely have heard about one of our preferred partners "[FittleBug Real-Time Booking](#)". FittleBug has proven to be a great asset to the franchisees that have utilized FittleBug services and some of them will probably be on the webinar to share their thoughts and answer questions. The folks at FittleBug have offered Heavens Best Franchises a unique tiered discounted savings program (retroactive for all) with costs going down the more franchisees come on board.

Now is your chance to help your business learn about marketing, empowering existing clients with modern age customer service, and securing new clients online 24/7 for while you eat, sleep and work - FittleBug Works For You!

Please register early by clicking the link below and setting reminders so you won't forget...

You are invited to a FittleBug Real-Time Booking Webinar!

When: Nov 4, 2021 07:00 PM Central Time (US and Canada)

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZwofuCuqjluHtbHZwJPF_11bWc3Lle42I2J

After registering, you will receive a confirmation email containing information about joining the meeting.

Steve Mastio
630-444-2000
[FittleBug](#)

CONTRACTORTEXTER
Auto Responses to Your Leads

We send instant, customizable responses to leads
so you connect faster & win jobs.

We integrate with Google My Business, Yelp, Angi & more lead providers.
We help over 1,400 businesses nationwide reach their leads more effectively.

30 Day free trial/ Plans start at \$29/mo

ContractorTexter.com/ Uri@contractor

ADP Payroll Services & HR Support

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.

Signpost

Get Noticed Online and Capture New Leads this Season

As we enter the holiday season, homeowners are anxiously beginning the process to prepare their homes for hosting guests. Many will be searching online for carpet cleaning services. Will they easily find your location?

See how many Heaven's Best owners have used the Signpost app to get a better ranking on Google and stand out in local search results. Now is a great time to capture new leads and create new customer relationships for 2022. [Learn about the Signpost App](https://signup.signpost.com/partner/heavensbest/) by visiting <https://signup.signpost.com/partner/heavensbest/> or calling 855-606-4900.



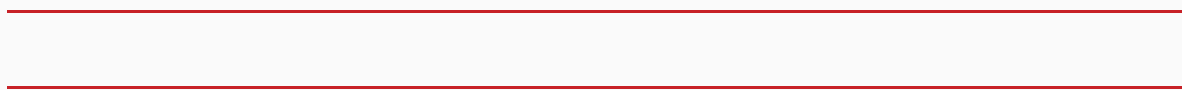
JOHN'S FIX-IT CORNER November 1, 2021

I was just looking out the window, watching the snowfall, and thinking that winter and cold weather are about here. That brings me to the point - that all of you need to start winterizing your equipment to prevent freezing. On a cold day or night, it doesn't take much to freeze your pump or your valves. If you should happen to freeze your pump, bring it in where it is warm and thaw it out first before turning it on or it will damage your motor. When they are frozen it makes a small crack which may leak now or in a month or two. The same damage will happen to the valves on your sprayer. To help protect your cleaning supplies, buy a cooler and put your cleaning supply in it. This will take a lot longer time to freeze. While you're driving you can open the lid and let in some warm air and then close it when you get out. On really cold days you might want to go out to start your van with the heater on to help keep your equipment from freezing. An ounce of prevention can save you some cash. Just a point to remember - frozen parts are not covered by warranty.

If your cleaning supplies ever become frozen, bring them back up to room temperatures and shake them well before using them.

We would like to wish you a good Thanksgiving and that we can be thankful for all we have.

***Note: Just found out the company that produces yardsticks won't be making them any longer.**



Shipping Update

This months special is New Pet Enzyme

Buy 5 get 1 free

32 oz can be used full strength on severe problems 1:4 for medium to heavy and 1:8 for light to medium problems
