



## Hello, Heaven's Best Team,

This month we are excited to share with you a new product available on the Heaven's Best Store! We now offer a Counter Rotating Brush Machine (CRB) at a reduced price for all Heaven's Best franchisees. If you are not familiar with the CRB, or would just like to see firsthand how this can help, please take some time and watch this

video: [https://m.youtube.com/watch?v=LX\\_5hqE7OHU&feature=youtu.be](https://m.youtube.com/watch?v=LX_5hqE7OHU&feature=youtu.be)

The CRB is currently on backorder, however, you can place your order with 10% down and be first in line for the new machines once they are back in stock. We have been told to expect them sometime in November or December. The CRB on our store is the TM4 15" Brush complete with Dustcovers, Transport Trolley, Renovator Trays, 50' Power Cord, (**Blue Brush included**).

Blue Brush is used on Standard and commercial carpets.

White Brush is used on Oriental Area Rugs.

Gray Brush is used on Plush Carpets.

Brown Brush is used on commercial greasy carpets, tile & grout.

### PRICING

CRB TM4 15" machine.....\$2,350.00 (shipping included)

Brushes

**B 751 Brush TM4, SOFT, White- per piece.,.....\$84.62**

**B 750 Brush TM4, STIFF, Brown-per piece.....\$84.62**

**B 752 Brush TM4, Plush, Gray- per piece.....\$84.62**

Why are we adding this? The addition of the CRB will be a big timesaver on those challenging jobs, it is easy to use, and very versatile. If you have additional questions regarding this be sure and contact Dan Child or John at corporate. Also, be sure and READ John's Fixit corner for more details!

A Big THANK YOU to Chris Pinchak, franchise owner in Central Pennsylvania. He did an excellent job in the video demonstrating the CRB machine! Chris, we appreciate your time and expertise! Our franchise will continue to grow and succeed because of great operators like you.

### **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**

**Dan Child**

**Dan@heavensbest.com 916-765-6618 (cell)**

**Scott Morgieau**

**Scott@heavensbest.com 702-506-7429 (cell)**

**Ron Smith**

heavenbest@msn.com

#### **Office Staff**

**Linda Billing & Support**

**Linda@heavensbest.com 208-359-1106**

**John Technical Assistance**

**John@heavensbest.com 208-359-1106**

**Bill Shipping**

**shipping@heavensbest.com 208-359-1106**

**Graphic Design**

**proofs@heavensbest.com 208-359-1106**

**Lori Marketing & Support**

**Lori.heavensbestfranchises@gmail.com 916-765-8693 (cell)**

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## **EZLocal**

### **Yelp Review Response & Connecting Google and Facebook Accounts**

As you may already know, our Reputation Management product offers a complete solution to managing review responses from hundreds of sources, including Google Q&A, all from one dynamic dashboard. And for all Heaven's Best customers, our Conquer Local package already includes professional review responses from our dedicated Reputation team.

### **Connecting Google and Facebook Accounts**

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Google and Facebook accounts are easily connected from within the Reputation Management dashboard. We likely already have your account connected, but if you'd like to check the connection status (password recently changed?), you can log in to the EZlocal Business App ([login.ezlocal.com](http://login.ezlocal.com)), and from the left-hand menu, navigate to Settings > Connections > +.

### **Yelp Review Responses: Extra Step Required**

While Google and Facebook offer the ability to connect accounts directly via third-party dashboards, Yelp requires logging in directly to their platform (<https://biz.yelp.com/login>). This means our Reputation team needs your login credentials to be able to respond to Yelp reviews on your behalf.

In addition, per [Yelp's policy](#), it's required that business representatives upload a clear headshot photo. Their moderators must approve the photo before we can respond to reviews on your behalf. We know this is big ask, but if you can provide us a clear photo (if we don't already have one) along with your login credentials, we'll handle everything else.

If you don't already have a Yelp business account, it's completely free, and we can get that published and built out for you. It's just a quick phone verification.

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 Cosper

Vice President

T: 877.416.2378

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F: 877.519.2378

<https://ezlocal.com>

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## 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

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## FittleBug Real-Time Booking

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# 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**

Ever wonder what you're missing by having "Block of Time Window" Scheduling options vs Down to the Minute?

We did! So we did the calculations before we ever started coding FittleBug. Below you can clearly see based on certain conservative estimates that if you're booking in blocks of time and not allowing for the actual time that things take. (2-hour window example) – **You are leaving \$\$\$ in Cyberspace, and taking yourself OFF the online market to be booked!**

Click this link to see why blocks really don't work: <https://www.fittlebug.com/wp-content/uploads/2017/10/blockex.png>

Minutes to perform the customers job	Hours You Work Per Day	Minutes in your Block of Time Option	Lost Minutes Per Hour	Lost Hours Per Day	Estimated Hourly Gross	Per Day Economic Loss	Average Work Day a Month	Per Month Economic Loss	Annualized Economic Loss
60	8	120	60	4.00	\$125.00	\$500.00	22	\$11,000.00	\$132,000.00
70	8	120	50	3.33	\$125.00	\$416.67	22	\$9,166.67	\$110,000.00
80	8	120	40	2.67	\$125.00	\$333.33	22	\$7,333.33	\$88,000.00
90	8	120	30	2.00	\$125.00	\$250.00	22	\$5,500.00	\$66,000.00

100            8            120            20            1.33    \$125.00    \$166.67    22            \$3,666.67    \$44,000.00

**So...if you have any questions, would like to discuss your numbers, or learn more about FittleBug Real-Time “Down to the Minute” Booking and Done... Call Steve at 630-444-2000 or head on over to the Heavens Best Franchise Group on Facebook to see that they think of FittleBug.**

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## **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/](http://ContractorTexter.com/) Uri@contractor**

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## **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**

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**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](mailto:Jeremy.Dyer@adp.com) to see how ADP can best support your franchise business.**

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## **Signpost**

### **Generate Better Reviews and More Business**

With the Signpost app, create a customer review pipeline that boosts your online visibility in a competitive market. Earn great reviews on Google, Facebook, Yelp, and encourage repeat business from your happy customers. See how many Heaven's Best owners have been using the Signpost app to get a better ranking on

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Google and knock out the competition in local search results. To support the brand, Heaven's Best owners are offered special pricing.

[Learn about the Signpost App](#)

Catch Every Call with 24/7 Live Receptionists

When homeowners find you online, it's not always during regular business hours. Signpost can now help Heaven's Best owners capture leads 24/7 with a live answering service. Your business can benefit from having a US-based receptionist answer the phone after hours and on weekends and schedule new jobs for you, driving revenue in your sleep! .

[Learn about the Live Receptionist service](#)

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**JOHN'S FIX-IT CORNER 10/6/2021**

Hello everyone. I hope you are having a great fall day. I'm glad that you all are in the

company and that we can serve you in some way and help you improve your business.

This has been quite a year, much better than last year. As you well know, no one wants to

work and everyone is scrambling to find employees - and that includes our suppliers. I

am not pushing the panic button, we here at the corporate office are doing fine.

Just

reminding you to look at your supplies and see if there is anything you need to order.

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We are happy to announce that we are adding a new piece of equipment to our store.

#1300 Counter Rotating Brush. The CRB is ideal for a variety of jobs, including pre-

buffing with Fast acting Enzyme; pre-vacuuming to loosen dirt and hair; tile and grout;

and it will speed up your cleaning process on dirty floors.

You can get different brushes that are easily interchangeable. The brushes are meant for different surfaces, from tile and grout to delicate surfaces.

You may want to consider adding this to your arsenal of equipment, it could be a game changer for your business.

NOTE: My wife sat down on the couch next to me as I was flipping the channels.

She asked, 'What's on TV?'

I said, 'Dust.'

And then the fight started...

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### **Shipping Update**

This months special is #133

Odor control fogger

Buy 5 get 1 free

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