



Hello, Heaven's Best Team,

This month we want to start off by honoring a long-time franchise owner, Larry Seagraves who has recently passed away. Linda has provided us with a wonderful tribute.

Tribute to Larry Seagraves

Heaven's Best lost a real Southern gentleman, Larry Seagraves. He joined Heaven's Best in 2002 and had such love and passion for the Company and the work he did. Dirk and Melanie Visser (Larry's daughter) are also operators in Georgia. We want to express our sympathy and condolences to their families. Larry was instrumental in developing hardwood floor cleaning. He was honored in the Southern Distinction magazine. Quotes from this article include: "Attention to detail." "Professionalism is key to making the company successful. Desiring to treat others as they would like to be treated." "Go the extra mile." Larry truly did go the extra mile and Melanie expressed that he had a true love for his work, his customers, the company and all the operators. All who met Larry had a friend for life. He will be missed and we are so thankful to have known Larry. We all benefit

from his example. We love you Larry.



New Franchise Location

We are excited to announce our newest franchise owners Kyle & Danielle Cullnan of Northern Illinois! Danielle and Kyle completed training in August and have wasted no time getting their business up and running. They will no doubt be very

successful and have already been sharing on the owner's Facebook group. Check out their new website <https://northernillinois.heavensbest.com/>. They had EZ Local add custom features and we have already copied them! If you haven't already please take a few minutes to welcome them to the Facebook group! We look forward to more contributions from this dynamic duo.

Featured Franchise Operator of the Month

This month we are pleased to share with you insight from **Chris Pinchak**. His franchise is located in Central Pennsylvania and has a population of approximately 100,000 people. The advertising methods he utilizes are his website, Google Local Ads, Facebook, and one local newspaper. His website and Google local ads are the most productive. He currently has 4 employees consisting of 1 full-time, 2 part-time, and a part-time secretary. "2 of my employees have been with me over 3 years and the 2 newbies don't plan on leaving. It's easier and more cost-effective to take care of the employees you have than to hire new people all the time. So I treat them right, pay them well and listen to them and give them the time of day they need. I started an incentive pot this year and that is their "bonus money" I told them they can do whatever they want with it. I offered a Christmas bonus 2 weeks early, I paid for one guy and his wife to go to a very nice live production, and have also given out gift cards. One of my employees has enough that she's rolling it over to next year and will have about \$1,000 to take for amusement parks in Florida in the spring. I recommend being creative and have fun and still set the expectation. Have consequences for poor performance and behavior and have rewards for exceptional work and efficiency."

Chris' favorite aspect of owning his own franchise is that he can have control over his schedule and his business is what he makes of it.

Chris also wanted to share "Every area is different as far as what works and what services to offer. Find what works for you and maximize it. This franchise has been very good to me and opened opportunities for me and my family to be pillars in the community and have flexibility, I wouldn't have anywhere else. This is a great franchise with great leaders and leadership. Their time to listen and invest time and money into new products and equipment is very exciting. If anyone would like to

talk or ask me questions I am an email, text, or phone call away and love to share my knowledge and help others on their journey to success."

We greatly appreciate Chris' contribution and the suggestions he has also shared with our corporate office. We are very thankful for him for taking the time and providing his tools for success. He has had his greatest month grossing \$23,000! Keep up the great work Chris!

Monthly Reports & Orders

This is a friendly reminder your franchise agreement requires you to purchase products on a regular basis and submit monthly reports. In order to stay in compliance, franchisees need to be placing orders and submitting reports on a regular basis. If you need assistance or have any questions we are here to help!

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.heavensbestfrancises@gmail.com.

The NAICS code required is 561740

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!

Best Regards,

Dan Child

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)

EZLocal

Photos on Your Google My Business Page

Unique photos help lend credibility to your Heaven's Best location and serve as a local ranking signal. Ranking signals are related to not just having a GMB listing, but optimizing it by adding recent pictures, getting reviews, and so forth. Your Google My Business photos will generally fall into two categories: 1) At Work and 2) Team. Consider taking photos of you and your team providing different types of services, before & after photos, your products, your van at a customer's location, etc.

Enable Location (GPS) on Your Smartphone

Turning on location in your phone's settings ensures that each photo contains important location-based metadata known as geotagging information. The easiest way to ensure your photos have geotagging information is to make sure they were all taken with a GPS-enabled device. Smartphones or digital cameras work well for this. The data is embedded in the photo itself and includes information such as where and when the photo was taken and with what device. Doing this adds Local SEO benefit to wherever the photos are added.

Send us your recent photos and we'll post them on Google, your website, and on social media.

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The EZlocal Team

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How do you do these things?

How do you – Stay up all night answering the phone from customers that call at midnight? BTW... why do you think that they are doing that? To be first in line for a call back.

How do you - deal with customers that you offered a 2-hour online window option, and you are at their house for 5 hours?

How do you - deal with the client waiting for you for the last 3 hours in the question above?

How do you – answer customer phone calls on pricing and services when you are cleaning another person's house?

How do you - tell future customers that are looking to book you online that you are cleaning in their area on next Tuesday afternoon, when you aren't even talking to them?

How do you – make sure that you are getting enough money necessary to make it worth your while to travel to a particular area... with just an online form?

How do you – stop people from booking you online farther than you want to travel between any back -to-back appointments?

How do you - afford to pay someone to answer the phone, tell people everything you do, what it costs and take the order for less than a one-time monthly cost of \$160? BTW... that's \$5.34 a day that you would pay someone; not an hour... a day! Good luck keeping that employee!

How do you – feel when you drive out to an appointment and no one is there? Lost economic opportunity.

How do you - differentiate a scheduling form to factor in each zip code travel time so you are not always late for your next appointment?

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When & how to document employee issues

Whether it's about a decline in performance or a violation of company policy, difficult conversations at work must be handled consistently and with care. But what happens when a conversation doesn't lead to performance or conduct improvements? And, when should you document these conversations? In this episode, we'll talk about documenting personnel issues. [Listen now](#).

https://hrpreneur.podbean.com/e/when-how-to-document-employee-issues/?utm_campaign=Podcast&utm_medium=email&_hsmi=154772727&_hsenc=p2ANqtz-98DamJledxCK7t3wuzJUwQMJbt6IUeql6j39B4VOljKguC3oE8Du8kOvMMzOs-uirJf_DMfO0uynm_e84QGoMjyiHqIGqNhmhUKLIIUyPKcZEMaUE&utm_content=154772727&utm_source=hs_email

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JOHN'S FIX-IT CORNER

In the last few weeks, we have been hearing from operators about how much money they have made per job, which is good to hear. We are always telling you to raise your prices and not be the lowest cleaner in town. It's ok to charge a high price for what you do.

One operator, when telling me how much they earned, also told me how much, or should I say how little, the time it took them to do the job. When you make \$1200 in 3-4 hours it sounds great. But do the math - that works out to about \$300-\$400 per hour. Now the lady at the home is also thinking that is a lot per hour. Now I don't know too many people that make that kind of hourly wage.

In short, what I'm trying to say is the job is probably worth that kind of money, but you need to put in the time to make it look like she is getting her money's worth. Plus, you better make sure the spots are gone.

A few years ago when I was a kid, 10 to be exact, living on a farm. I heard a thought that went like this, "You can shear them many times but you can only skin them once."

Give your people the kind of job they paid for and the allotted amount of time to do a great job. If the job is that easy then give them a break on the price or do more for them, like clean another room or two. I don't know any of us who like to be overcharged. She may pay for it once but you will never get back to her place again. Treat your customers the way that you would like to be treated and they will always come back

Note: If FedEx and UPS were to merge, would they call it Fed UP?
