



Hello, Heaven's Best Team,

We would like to wish all of you a Happy Easter! It is a great time to send your customer's a spring special or Easter Greeting. Take the time to stay connected with your clientele so they will know exactly who to call when they are ready! Also, if you haven't already it is time again to increase pricing to accommodate the gas prices you are paying at the pump. For your clients that are more remote, you should charge a gas surcharge.

We have many goals we are working on at the corporate office.

- Offer more training opportunities for all our current and new franchisees.
- Create technical videos that you will be able to access for easy reference.
- Add videos for repairs and other common troubleshooting issues franchisees encounter.
- Offer training webinars. Recently there have been many inquiries on the Owner's Facebook for more details about pet enzyme treatment. Stay tuned for a future webinar providing all you need to know when treating pet urine!
- Additional training in tile and grout cleaning.

We will be starting the videos in the near future and will update you as they are accessible.

New Heaven's Best Franchises

We would like to introduce you to our newest franchise owners! Jared & Roxana Snow have purchased Fredrick, Clark & Loudoun Virginia and the Berkley & Jefferson West Virginia territories from Evan Leisorsohn. Jared & Roxana will make an excellent addition to our team of franchisees.

We would like to thank Evan for his many years as a Heaven's Best Franchise and wish him all the best on his next venture!

Heaven's Best continues to grow due to the successful current franchisees we have. We look forward to seeing our newest franchisees' accomplishments in the months ahead!

Owners Facebook News

We would like to congratulate and thank Chris Pinchak in Pennsylvania for sharing this post on Facebook!

"Just landed my single largest annual account today!

3000 sq ft of quarry tile in a university restaurant kitchen. Initial clean, \$2750 and then monthly \$1500 once a month and I also got their 6000 sq ft carpeted dining area twice a year. \$20,000 a year with a single account. I am so pumped right now..

All because a lady at church remembered me and gave me her manager's info. He called 3 other people (2 of whom he already did business with) and not one of them wanted to do it or got back to him. All it took was a phone call and a good first impression and they didn't even hesitate!"

We love to hear about your success stories! If you have one to share be sure and post it on the Facebook group!

Insurance Compliance & Partnership with Rikor Insurance

As many of you are already aware we have partnered with Rikor Insurance Consultancy to handle franchise insurance compliance. If you aren't familiar with them, Rikor is designed for franchises. They have software that will protect your investment as a franchisee and the brand from unintentional exposures.

The current insurance compliance process is too complex, too expensive, and prone to error/failure. We have tried to manage this on paper and excel, but have determined that it's not working. There are too many franchisees, too many brokers, and too many policies with issues. We see franchisees struggling to stay compliant. We want insurance to be simple, easy and ultimately to protect your interests as a valued franchisee.

What to expect:

- All franchisees will receive a welcome email from the Rikor team. Franchisees that do not have all of their insurance policies with Rikor will be asked to submit their information.**
- As your policies renew, Rikor will engage with you to collect the new information and offer insurance based on your current compliance status.**

Let us know if you have any questions.

Marketing News

We would like to share with you some of the recent designs Abby our new graphic designer has created for other franchisees. If you would like help with your

marketing materials or have created something you would like to share please email Abby at proofs@heavensbest.com.



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DRY IN 1 HOUR!

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.

Support from our 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 Corporate Team

Contact Information

Management

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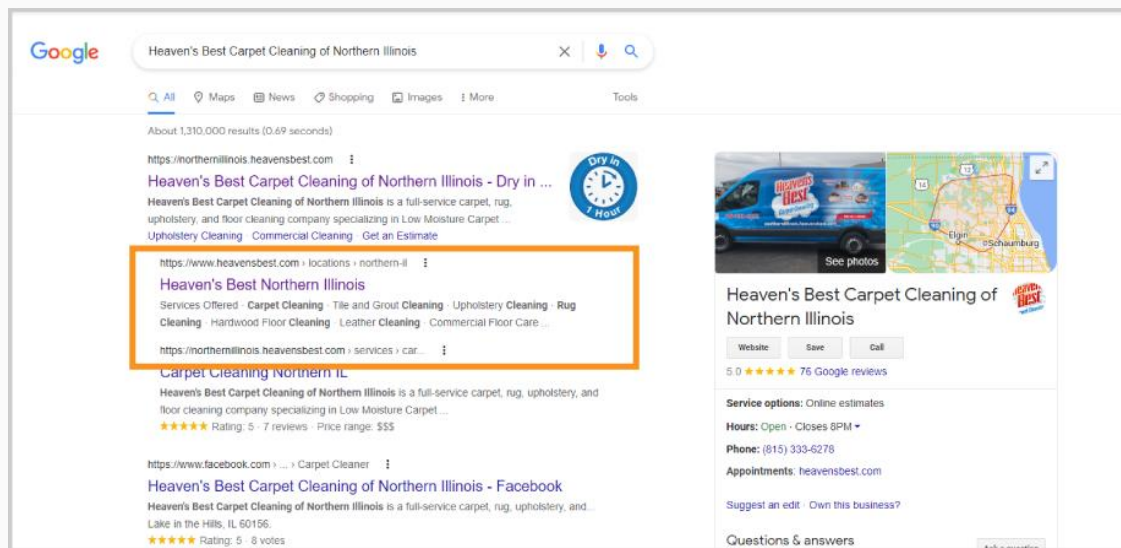
lori@heavensbest.com 916-765-8693 (cell)

EZ Local

New! Optimized Profile Pages on Heaven's Best



Here's a preview of how these pages index in Google search:



In addition to your website, these optimized business profile pages provide both an SEO boost and another way to convert customers directly from search results.

We'll be rolling out additional features to these pages later this year. In the meantime, if you have any updates or information you would like to add to your profile page, please let us know by emailing: heavensbest@ezlocal.com.

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

We're eager to help!

The EZlocal Team

Dave Cospers

Vice President

T: 877.416.2378

F: 877.519.2378

<https://ezlocal.com>

Customer Lobby

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Austin Matthews | Sales Manager

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Fittlebug

Let's Play – Which Voice Message is Better!

Welcome to the game. You might be asking yourself, self, why is real-time booking tool company talking about the telephone and voice mail messages. It's simple – some people still use their phone. If they had choices they might not!

Let's play, shall we? Choose one option below and at the end, we'll tell you what you won!

Ring Ring, no answer... voicemail says:

1. Thanks for calling, sorry we can't take your call. We are either helping others or out of the office. Leave your name and number and we will get back to you. We would love to be of service to you.
2. Thanks for calling. We are all tied up right now, but when we get back to the office we will immediately give you a callback. All the Best!
3. A variation of the voicemail option: Hello, thanks for calling, can you hold please? (insert Perry Como background music). Hello, thanks for waiting, hello, hello... click.
4. Thanks for calling. Unfortunately, COVID has affected us all. We will get back to you if you would leave us your name, number, and anything you would want us to quote you on. Also, email would be great!
5. And finally, one more variation... Thanks for calling, how can I assist you today with XYZ company's services? Is this XYZ company? No, this is their

answering service. We just take down all the information as best we can and they will get back to you with a quote. (☺ then we bill them for an hour)

If you chose 1-5 you lose... the correct voice message should be:
Thanks for calling XYZ company, **“Did you know that you can now book any of our services yourself online anytime that it’s convenient for you. Go to xyz.com and click the Book Now and Be Done button, where you can get an estimate of exactly what you want us to do and book it yourself based our real-time availability. Or, if you like, you can leave us a message...click.**

FittleBug... the cheapest assistant you’ll ever hire! Current monthly license \$160. **With 4 more franchises coming on board the cost drops to \$140 – FOR ALL!**

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From simple payroll to HR support, recruiting, and employee handbooks, ADP has you covered. In a snap, easily connect with your favorite accounting, POS, HR, and business software. As your needs change, effortlessly add other ADP services, like timekeeping and benefits.

Payroll with easy upload of time data

Recruiting & Electronic Onboarding

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

* 6 months free service applies to new Run Powered by ADP clients with 1-49 payees. Free payroll is for months 11-1 from company code/module start date.
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ServiceMonster

“ServiceMonster is much more than a scheduling software company. The reports, mailing, drip campaigns and so much more has helped me continue to grow year after year. I've been using ServiceMonster for years now and anytime I need assistance the customer service reps are extremely helpful and patient for a technically challenged person like myself. ServiceMonster is a must for any service/route industry company.”

- **Chris Shaw**

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“Book Demo” link: servicemonster.net/demo

Signpost



Stand Out from the Competition in Online Search

When local homeowners search for “cleaning services” or “carpet

cleaning” Will they find you? Did you know that Google reviews are key to being found online? Customer reviews are one of the top factors in getting visibility in local Google search. Your competition is crushing it -- are you?

Signpost helps you accelerate your review process, helping you stand out as the clear choice for carpet cleaning services in your local area.

Get this free guide to learn:

- How to Get a Google Review Link
- How to Use Your Google Review Link to Get More Reviews
- How to Write a Google Review Without a Google Account
- How To Manage Negative Google Reviews

Get the Guide here:

<https://signup.signpost.com/partner/heavensbest/gg/>

Shipping Update

This Month's Special is: Buy 2 get 1 free! Item #111

Small Spotters #16 8 oz bottles with caps and solution

\$16.23

8-ounce flip top used for removing spots from carpet/upholstery and also a laundry pre-spray.

