



Hello, Heaven's Best Team,

Happy New Year! Wishing all of you and your families a prosperous and healthy 2022! As we look back at 2021 all of us at the corporate office are very grateful for the year we have had. That is greatly due to the dynamic franchise owners we have at Heaven's Best. We appreciate all of you contributing to making us a stronger organization. The feedback you provide helps us to set and reach goals moving forward. We have just been informed that we were named a Top Franchise for 2022 by Franchise Business Review. This is the 17th annual ranking of the 200 best franchise opportunities as rated by franchise business owners. The list is available at <https://franchisebusinessreview.com/page/top-franchises/>.

[Franchise Business Review](#), a market research firm that performs independent surveys of franchisee satisfaction and employee engagement, provides the only rankings and awards for franchise companies based solely on actual franchisee satisfaction and performance. Franchise Business Review

publishes its rankings of the top 200 franchises in its annual [Guide to Today's Top Franchises](#).

Heaven's Best was among over 300 franchise brands, representing more than 30,000 franchise owners, that participated in Franchise Business Review's research. Heaven's Best franchisees were surveyed on 33 benchmark questions about their experience and satisfaction regarding critical areas of their franchise systems, including training & support, operations, franchisor/franchisee relations, and financial opportunity.

“While the pandemic impacted various business sectors differently, the last 18 months have clearly demonstrated the inherent strengths of the franchise business model. The old franchise adage of 'being in business for yourself, but not by yourself has never been more important,” said Franchise Business Review founder & CEO Eric Stites. “Thanks to fast innovations, significant support, and responsive crisis management, many franchise brands have emerged stronger from the pandemic, and that is reflected in high franchisee satisfaction.”

We hope that if you need any support or have recommendations for us in 2022 that you will share them with us. Thank you again for helping us achieve this ranking!



New Heaven's Best Franchise

In December our newest franchise owner joined our team! We would like to extend a warm welcome to Mike Gutormson who has purchased the Mesa, Arizona location. If you have an opportunity to reach out to Mike on the owner's Facebook page and welcome him please do! We look forward to seeing his accomplishments in 2022.

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 Team

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EZ Local

Online Reviews Increasingly a Ranking Factor in 2022

There has been a steady increase over the past several years in the importance of reviews as a factor in determining local search rankings on Google. The Local Search Ranking Factors 2021 annual report recently concluded that reviews account for about 17% of all ranking factors combined.

Ranking for local searches on Google is based on a number of different local SEO ranking factors, including website factors, Google Business Profile factors, customer

engagement signals, citations (directory listings), the proximity of your location to the point of search (searcher-business distance), online reviews, and more.

Online reviews are the second most important factor for Google local search rankings. Review signals include everything from review quantity, sentiment (average star rating), review velocity (don't get them all at once), recency of reviews, search keywords in written reviews, and review diversity (Google, Yelp, Facebook, etc.).

More positive reviews also lead to more customer conversions happening on your Google listing, website, and elsewhere. For these reasons, adopting a proactive approach to requesting customer reviews is well worth the effort.

EZlocal's Review Generation Platform - Customer Voice

With EZlocal's Reputation product, you have unlimited access to our Customer Voice review generation platform. Customer Voice offers frictionless tools to help you build online reviews faster and more often. With Customer Voice, you can quickly and easily request reviews via email or text on the sites that matter most. Most of our service industry customers use the mobile version because it's easiest to use while interacting with customers on the fly.

If you are not already using Review Generation and would like to request assistance in getting started, please give us a call at (877) 416-2378 or email your account manager. We're eager to help you implement this tool in 2022.

Happy New Year! We truly enjoyed serving you.

The EZlocal Team

Customer Lobby

Stop Wasting Marketing Money

Customer Lobby gets you more business from your existing customer base.

Did you know that it cost **5X as much** to get a new customer as it does to keep an existing one? We focus on what works, so your marketing dollars aren't wasted and you make more money

Austin Matthews | Sales Manager

510.330.5439 | [Customer Lobby](#)

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FittleBug Real-Time Booking

FittleBug Real-Time Booking!



The Future for Service Providers Marketing:

Empowerment & Conversion!

You can do all the marketing approaches that you want, spend as much money as you desire, but if the actions don't turn into conversions – it was a waste! By conversions, I mean an actual sale on the books. Marketing used to be “How can I make the phone ring?” This was assuming that you or some other paid person were there to answer the phone, but you still have to get the order.

After about 8 years of preaching from the mountain tops to the service industry about what online real-time booking can do for their companies, it appears that some still need to understand just what the term Real-Time really means. Real-Time means empowerment. The power to know right now – not guess or wait for answers. Yet, still, service providers think forms are enough. It might be enough for the provider, but to the consumer, a form is just another step in the conversion cycle. Consumers seek information on the Internet to complete tasks – not to continue them. Making people add steps to the already time inefficient process of scheduling services is perceived today as an inconvenience. That's what forms do – they ask

consumers to tell them everything about their objectives so that someone can get back to them with a potential time for those services. Some forms offer blocks of time to choose from, but this is just another question in the form and is not based on actual availability. Thus, a continuation is required.

What you should want is the shortest, most cost-effective and informational method available to convert a prospect to a booked and done client. Offering Real-Time scheduling is this approach. People sometimes don't understand the size of the marketplace that given a choice would choose not to use the phone, but do it all on the Internet. If you aren't providing them the option to book and be done, I guarantee someone on the same page of the google search will!

FittleBug is the Ultimate Conversion

...find out NOW!

FittleBug - www.fittlebug.com

All the Best -

Steve Mastio

FittleBug Real-Time Booking

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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®
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SPECIAL OFFER

UP TO 6 MONTHS FREE PAYROLL

Grow Stronger with ADP

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

Flexible Pay options including early access to earned pay

HR Management

Most Complete Solution

ADP is the most complete payroll and HR partner that gets it right from the start and keeps you ahead. With ADP's affordable payroll and a flexible suite of HR products, you only pay for the options you need.

Get this deal by contacting your dedicated ADP representative

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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Service Monster

Take advantage of the support you need from the SM staff.

My name is Mary and I'm a member of the onboarding team here at ServiceMonster.

I'm reaching out to check in and make sure you are aware of the trainings we offer for the system. These trainings are available as interactive webinars through the website BigMarker.

[Click Here To Sign Up For Our Webinars](#)

The Basics

The 101 Basics webinar covers the basics of using ServiceMonster, covering the workflow, scheduling, appointment color coding, using the QuickAdd, finishing jobs, and creating appointment Reminders.

The Mobile App

This training covers the ServiceMonster mobile app and how you can easily handle work on the go! Through this webinar we cover how different security roles appear on the mobile app, looking in depth at the Admin and Tech roles, and how to handle creating new accounts, appointments, and finishing orders on the go!

Marketing Tools

Our Marketing training covers the marketing tools in ServiceMonster, including creating and running phone, email, and letter campaigns, editing templates, using account tags, and creating and using drip campaigns.

[Click Here To View The ServiceMonster Help Site](#)

One on Ones

If you are not available for one of the live trainings above, or would like to schedule a one-on-one training instead please email us your availability, or give us a call at 888-901-3300 and let them know you want to schedule a one on one training.

Please feel free to respond with any questions you have about trainings or ServiceMonster in general I am very happy to help.

Learning a new system takes time and patience so don't hesitate to reach out with questions. We promise to keep the life preserver cast, just make sure you reach out and grab it!

Thank you,

Mary Cribb

Online Technical Trainer

| ServiceMonster LLC

888-901-3300 | (206) 905-7796

Signpost

Get a Free Guide to help you Capture Leads & Close More Business

January is a great time to work on your business and put into place those plans to capture more leads and close more business. Download the free guide from Signpost to learn more about how you can respond instantly to leads and customer requests so that customers feel valued and have a positive experience.

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

FREE GUIDE LINK BELOW

https://try.signpost.com/hubfs/Guides/Guide_-_Capturing_Leads_&_Closing_Business.pdf



Shipping Update

This months special is INK Remover 16 ounces \$7.00

Removing ink/permanent markers as well as a spotter for petroleum-based stains.



Buy 5 get 1 free
