



---

## **Hello, Heaven's Best Team,**

March is here, and we are happy to share with you a few new additions and changes with the current corporate team. We have hired a new graphics designer, Abby Leishman who will be starting full-time on March 14th. Abby will be able to assist in creating custom brochures, advertisement campaigns, email templates, business cards, and other professional marketing ads. She will be sending an email to everyone soon introducing herself so that you can take advantage of her services. In addition, we are excited to have the expertise of Megan Smith our Financial Officer on board. Megan is the daughter of Ron Smith (Florida state owner, and HB Franchises' partner). She is a certified CPA, has a wealth of business experience, and offers great support to the management team. We also would like to announce that Dan Child Sr. has taken the position of Operations Manager at the Corporate office. Collectively we look to bring about the necessary improvements and changes to ensure all our franchisees have the support they need to run successful franchises.

### **New Heaven's Best Franchises**

---

We would like to introduce you to our newest franchise owners! Michael Wood recently purchased the Fort Worth, Texas location. In addition, David Meneses has purchased the Woodlands, Texas territory. 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!

We will miss Darrell & Melissa Arrant (Woodlands), and Carlos & Elizabeth Rosales(Fort Worth) the previous owners and wish them well with their next chapter! We greatly appreciate all they have accomplished and their assistance with the transition of their franchise to the new owners.

### **Marketing Tip**

For those of you who utilize the Local Ads by Google, don't be afraid to select MAX BUDGET. This will put you above your competitors. Once your schedule is getting filled, just pause the campaign. Check your budget daily to monitor where you are at.

Another important reminder is to make sure your Google Verified status is current. Every year you need to submit your updated insurance, and business license to stay in good standing and active on the google listing. Select Business Verification on the dashboard and confirm you are cleared. Also, if your credit card expires they will freeze the advertising as well. They do not notify you when your account is inactive, so it is up to you to maintain it.

If you would like help with the Local ads by Google or any other marketing campaign, please reach out to Lori Child. She will do her best to assist. Contact her by email at [lori@heaven'sbest.com](mailto:lori@heaven'sbest.com) or by cell (916) 765-8693.

### **New Automatic Invoicing System**

The corporate office has adopted a new auto invoicing system for all their billing.

EZ Local customers, Service Monster customers, and Corporate-owned states (royalty payments) will all receive automatic monthly invoices. If you did not receive

---

your monthly invoice or received it and it was incorrect please notify Linda at the corporate office. We appreciate your help as transition to this new and improved system.

### **Van Wrap**

If you haven't already replaced your old van logos, now is the time to place your order. Nothing will grab customers like the look of a professionally wrapped cargo van/vans driving in your community! We have made it very affordable and hope that soon every franchise will be sporting the new wrap. Contact Linda to get set up on a payment plan, and place your order.



### **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**

**Dan Child**

[Dan@heavensbest.com](mailto:Dan@heavensbest.com) 916-765-6618 (cell)

**Megan Smith**

[accounting@heavensbest.com](mailto:accounting@heavensbest.com)

**Ron Smith**

[heavenbest@msn.com](mailto:heavenbest@msn.com)

**Scott Morigeau**

[Scott@heavensbest.com](mailto:Scott@heavensbest.com)

#### **Office Staff**

**Linda Billing & Support**

[Linda@heavensbest.com](mailto:Linda@heavensbest.com) 208-359-1106

**John Technical Assistance**

[John@heavensbest.com](mailto:John@heavensbest.com) 208-359-1106

**Bill Shipping**

[shipping@heavensbest.com](mailto:shipping@heavensbest.com) 208-359-1106

**Abby Leishman Graphic Design**

[proofs@heavensbest.com](mailto:proofs@heavensbest.com) 208-359-1106

**Lori Marketing & Support**

[lori@heavensbest.com](mailto:lori@heavensbest.com) 916-765-8693 (cell)

---

---

## **EZ Local**

### **Yelp Reviews and the Growing Importance of Review Monitoring**

Almost half of all consumers are using Yelp. With over 142 million users on Yelp each month, it's a major influence on Google's local search engine results.

In addition to building reviews on your Google Business Profile, it's also important to focus on Yelp reviews from both a custom conversion and ranking factors perspective. Google's ranking algorithm measures reviews (quantity, star rating, and recency) from third-party sources that are relevant to your industry -- Yelp being one of them.

#### Claiming Your Yelp Listing

The Yelp verification process is fairly easy. The chances are, you probably already have a basic listing on Yelp (EZlocal creates these on your behalf). In order to respond to Yelp reviews, or to have EZlocal respond to reviews on your behalf, you

will need to have a claimed (owner verified) listing.

Here is the Yelp listing claim link: <https://business.yelp.com/>

Yelp typically provides a phone verification option (easiest). If you are not able to claim your business via the phone verification method, you will receive a prompt from Yelp to submit some basic additional information about your business and the time of the attempt that they can use to call you. Whatever information is provided, it's a good idea to make sure it is consistent with the information already displayed on your Google Business Profile (e.g., Business name, phone, website url). Keep in mind, Yelp will very likely also use this opportunity to try and sell you ads, so just be aware of this!

Here is a support article on Yelp's claim process:

<https://www.yelp-support.com/article/How-do-I-claim-a-business-page>

Yelp Review Response

Listing verified? Great! The next step is to be able to respond to reviews.

**Keep in mind, the Reputation Management team at EZlocal will respond to [Yelp reviews](#) on your behalf, but in order for that to happen, there are two requirements:**

1. Yelp is unique in that they require a headshot photo of the business operator in order to respond to reviews. From [Yelp support](#):

Accepted photos: a real, clear photo of the business representative so that Yelpers can attach a face to their interactions.

Rejected photos: a group of people, far away photos, blurry photos, stock photos, logos, storefronts.

To change or add your business account profile photo from [biz.yelp.com](https://biz.yelp.com)

- Go to the Account Settings section of your account
- Click Add photo or Edit photo
- Click Choose File
- Choose a photo and click Open
- Click Add Photo or Change Photo

From the Yelp for Business app

- Tap More (iPhone) or open the Sidebar Menu (Android)
- Tap Account Information
- Tap Add Photo (or Change Photo)
- Choose a photo from your album or tap Take Photo to take a new one
- Use the crop tool to edit your photo and make sure your face is visible
- Tap Save (iPhone) or Use Photo (Android)

2. The next step is for us to manually sync your Yelp listing to the EZlocal Business App dashboard (Yelp login credentials required). We can do this for you, just send us an email or give us a call!
-

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. If you are not already using Review Generation and would like to request assistance in getting started, please give us a call or email your account manager.

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

We truly enjoyed serving you!

The Happy EZlocal Team

Dave Cospers

Vice President

T: 877.416.2378

F: 877.519.2378

<https://ezlocal.com>

---

## 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](#)

[More Repeat Business for Heaven's Best Carpet Cleaning](#)  
More Repeat Business for Heaven's Best Carpet Cleaning  
[try.customerlobby.com](http://try.customerlobby.com)



---

## FittleBug Real-Time Booking

### FittleBug Real-Time Booking!



What do customers “really” want?

---

**Customers are humans, so what is it that humans crave? One of Maslow's hierarchical needs falls under the Psychological Need – “The need to belong and be loved”. How do service providers accomplish this in the everyday world of service work and customer relations? I would suggest just giving them what they want when they want it and how they want it – with empathy and kindness.**

**For example: Do you really care if the hamburger and fried at McDonald's is made by a robot or a person. If they didn't have an open view of the process, would you know? Would you care? You might care about humans having something that generates income for themselves, but let's face it, you're there for the food!**

**I used to laugh to myself 10 years ago when carpet cleaners would say to me “I don't want online real-time scheduling, my clients want and need to talk to me. Of course, I didn't laugh until they walked away. Let's break this last statement down. A Client (someone with whom you have already established trust) would rather talk to you before booking your services, as opposed to just booking you on their time. FYI, anyone that agrees with this sentence, please note that I am laughing again. They already like you, know you, and trust you! What they want from you in their fast-paced world is to be able to extend your relationship on their time – not yours! Book you and Be Done.**

**And then there are people that don't know you... Why should they want to spend the time to potentially establish the trust with you that others have? How can you quickly earn their trust? I would suggest good testimonials, professional digital presentations, and empowering tools to make their lives better tomorrow than they had yesterday. Millennials built the internet, what makes you think they don't want to use it. Whether it's to learn more about you and their options or to quickly book, you and check that task off their “twitter attention span list”, and move on with their world.**

**FittleBug Real-Time Booking clients are always amazed that often right out of the gate, online orders are coming from “new” prospects and not existing clients. Once they get going it averages about 50/50. That's because FittleBug empowers all to have a relationship on their time- not yours, but**

based on your time and theirs. Anytime they want 24/7. Tip of the day – look into video email/text platforms that allow you to show your more personal side both for prospects and clients. This is what they crave – to belong and be loved. So, tell them, just not with adding to the [Digital Pollution](#) of texts and text emails that they more and more don't even read. Stand out, be daring, be different and you'll get noticed.

Click the “Red Play Button” on this example to see what you “could” be doing... it only took me :39 seconds to make and makes all the difference to your marketplace by showing them that they belong with and are loved by you and your company.



To learn more about how to do this video email process and let people book you on their time... 630-444-2000 or [www.fittlebug.com](http://www.fittlebug.com)

Steve Mastio

FittleBug Real-Time Booking

630-444-2000

[www.fittlebug.com](http://www.fittlebug.com)

For Brain Chilling Thoughts,

Follow us on [FaceBook](#)

---

**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

---

## 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

**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](mailto: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.

Copyright © 2021 ADP, Inc. ALL RIGHTS RESERVED. ADP, the ADP Logo, Always Designing for People, are trademarks of ADP, Inc.

---

## Service Monster

# ServiceMonster

March 7, 2022 WHY FillMySchedule?

FillMySchedule promotes your offers with unique and vibrant direct mail.

Top Pros:

- No Min. Orders
- 800% Average ROI
- Retain Customer Loyalty
- Hand Stuffed and Stamped Direct Mail
- Send Offers Directly to Your Most Valued

Customers

"FillMySchedule is really the hidden value that we weren't even expecting when we started using ServiceMonster. It's turned out to be one of the things we love most."

**J Young**

**Northwest Professional Services**

**Q&A**

**Q: Who uses FillMySchedule?**

**A: ServiceMonster customers from growing single owner/operators to massive franchisees use FMS.**

**Q: How does it work?**

**A: After you finish a job, a notification in ServiceMonster will alert you to approve a thank you card for your client. The card will arrive in a stamped envelope addressed to the customer with your personal message enclosed.**

**A few months later, ServiceMonster will prompt you to send that client a follow-up card including a custom message and additional service offerings. Continue sending cards to your clients every few months to keep your business in the back of their mind, so when they have a problem, they will call YOU for a solution.**

**All you have to do is press a button in your ServiceMonster account. We do the rest!**

**Q: How do I find out more?**

**A: Our World Class support staff is here to answer any questions you may have regarding FMS. Call us 6 A.M. - 5 P.M. PT Mon. - Fri. (888) 901-3300**

**Take Advantage of Our Spring Offer!**

**For a limited time, we are offering Premium Content at no additional charge. A savings of \$0.10 per card. Let your message be heard loud and clear.**

**The offer ends March 18, 2022, and only applies to Spring orders. "Premium Content" refers to the top inside quadrant of an FMS card.**

---

# Signpost

## Signpost

### March 2022 Submission

#### **Introducing a new service from Signpost: Complete Call Coverage**

**A missed call = a missed business opportunity. With this newly available service, location owners can rest assured that no calls go unanswered or leads are missed. It's as easy as clicking a button to have every call answered by a US-based live receptionist or to send an immediate text to keep leads engaged. You decide when and what works for you. See how easy it is to turn on the service when you are busy with other customers or want better coverage during the evenings and weekends.**

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

[Learn More](#)

---

### **Shipping Update**

**This Month Special is Final Step Deoderizer 24 oz.**

**Buy 5 Get 1 FREE**

Leave your job with Fresh Smelling Carpets! Eliminate any undesired odor and use Final Step. Spray on after cleaning carpets and make it your final step!

---

