



## **HB Corp News**

**June 2023**

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

Happy Father's Day to all our Heaven's Best Dads! We hope all our dads get to spend the day relaxing and enjoying special times with their families. Take a look at this Blast from the Past of Brian Christopherson in Alaska featuring a photo with his family and the original Heaven's Best Van logos.



We have come a long way since then and can't believe Heaven's Best is celebrating 40 Years of Franchising! Our goal for each of you is that you are taking advantage of all the benefits available to you as a franchise owner. Please read through the newsletter, and make sure you are up to date on all the latest information being shared. Even better log in to the Owner's Facebook group and see what your fellow franchisees are sharing.

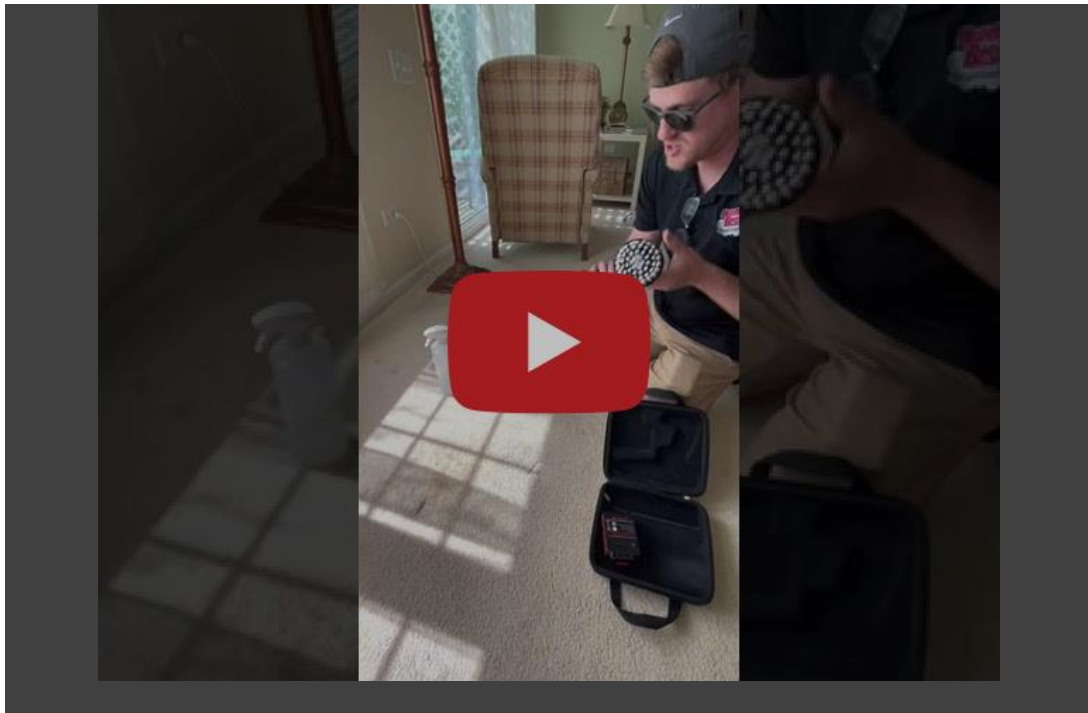
### **URGENT MESSAGE**

If you currently do not utilize EZ Local as your website provider we need you to be sure you are the Owner of your Google business page and able to login in to access your account. Recently many locations have had their reviews and their Google business account suspended. Often this is due to the fact your business address was not verified by Google. Losing your reviews is something you definitely do not want to risk. We will be calling each location over the next several weeks to confirm you have ownership of your account. Please contact [lori@heavensbest.com](mailto:lori@heavensbest.com) or on her cell phone at

916-765-8693 if you have any questions.

### **New Products Are a Must Have**

Thank you for all the positive feedback regarding the new products we recently released! If you haven't tried them yet take a look at the great video Kyle Cullnan provided us. He is utilizing the new Pet Stain Remover.



More details about these products are below in this newsletter.

### **SERVICE MONSTER SPECIAL & NEW CUSTOMIZED EMAIL TEMPLATES**

If you haven't already be sure to send out reminders to those customers, you haven't seen in the past 6 months. For those of you using Service Monster, we have great news! The new commercial templates are all loaded into your SM account. Not sure how to do an email campaign through SM? Keep reading the newsletter and see the video provided by SM. You can also get

Service Monster support: Elena at [ETHoms@servicemonster.net](mailto:ETHoms@servicemonster.net) or you can call Lori at 916-765-8693 or email [lori@heavensbest.com](mailto:lori@heavensbest.com). Adolpho Fernandes in Florida has already started using the templates. It is no wonder his customer base is growing rapidly and his numbers are too!

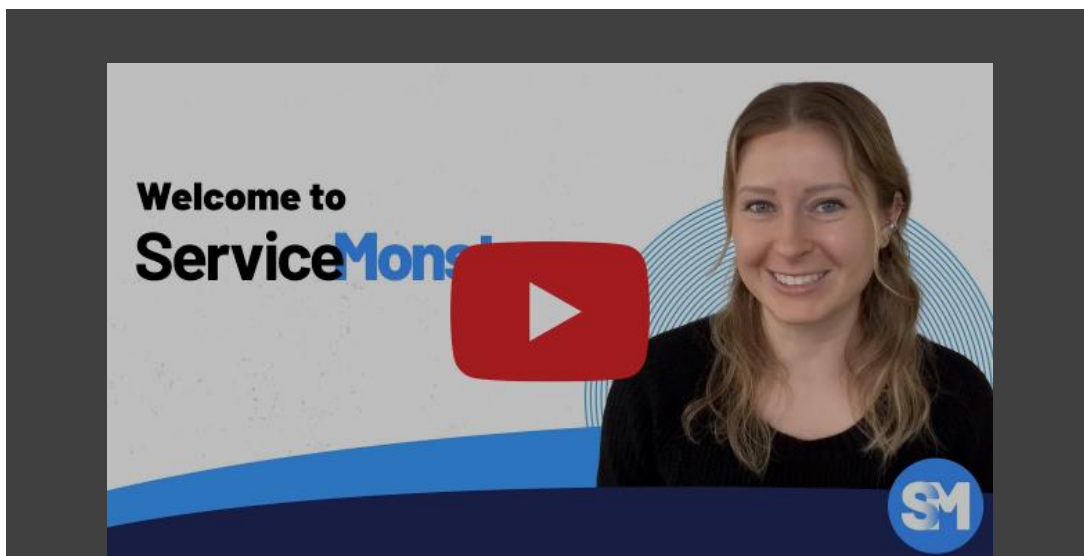
### **DON'T USE SERVICE MONSTER? LET'S FIX THAT WITH A FREE MONTH!**

Heaven's Best corporate office is extending the offer for new signups with Service Monster. The first month is free with a 3-month commitment.

Utilizing a CRM is the best investment you can make. Track your customers, your billing, marketing, google maps, before and after photos, your schedule and so much more. In addition, someday you will want to retire and sell your business. Your CRM will show future buyers what they are paying for.

Contact us today by emailing [Lori@heavensbest.com](mailto:Lori@heavensbest.com), or [Linda@heavensbest.com](mailto:Linda@heavensbest.com). You can also call Lori on her cell phone at 916-765-8693 if you have any questions.

Watch the Service Monster Video below to learn more about it. Also, read more details below from Service Monster.



### **NEW PRODUCTS**

If you have questions about these new products, please contact [John@heavensbest.com](mailto:John@heavensbest.com), or call the corporate office.

## Pet Stain Remover

Hey everyone, we are putting out a new product that you will want to try. Don't let the name fool you this product can get out a lot of stains. You will want to order this and try it on your stain, you will love it.

This Product is good for getting rid of organic stains. Including blood, grass, some organic food color, and many other stains.

This is a good product to use on Pet Stains that you are having trouble getting out after you have used pet enzyme.

You can apply it to the area and let it sit for 10-20 minutes and then extract. If the stain is still there you can put more Pet Stain Remover on the spot and leave you don't have to extract out. This Product is ready to use.



## PET STAIN REMOVER AND OTHER ORGANIC STAINS

product #137

For cleaning organic stains,  
such as urine, vomit, blood, and other stains

Net Contents: 32 oz.

### **DIRECTIONS FOR USE:**

Pretest in inconspicuous area to test fiber colorfastness. Apply solution liberally to affected area. Allow to sit for 10-20 minutes. Extract out with cleaning solution. If needed, spray stain and let sit from 3-8 hours and allow to dry. Repeat if needed. Not recommended for natural fibers.

**MIXING:** Ready to use. DO NOT DILUTE

### **WARNING:**

KEEP OUT OF REACH OF CHILDREN. Avoid contact with eyes. Wash thoroughly after handling. DO NOT inhale or ingest. swallowing may cause abdominal pain and vomiting. Consumption of large quantity may cause death.

### **FIRST AID:**

In case of contact immediately flush eyes with plenty of water for at least 15 minutes. If irritation persists, call a physician. If swallowed, drink plenty of water DO NOT induce vomiting. Call a physician immediately. If fumes are inhaled move to fresh air.

### **CAUTION:**

KEEP OUT OF REACH OF CHILDREN

Rexburg, ID 83440

1-800-359-2095

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

[Buy Now](#)

## Red Dye Remover

If you think we were excited about our first product, then we have a surprise for you! We are putting out two! You all will be excited about our new Red Dye Remover #117.5 Order now and get it in your cleaning supply. This product is ready to use! No mixing, apply it to the stain, and let it dwell. The best part is you don't have to smell the Sulphur odor. It works well on synthetic dyes like Kool-Aid or Gatorade and any food-grade dyes. Some stains may require dwell time, agitation, or heat to accelerate.



**DIRECTIONS FOR USE:**

Pretest in inconspicuous area to test reaction. Apply solution liberally to affected area. Wait 30 seconds to allow solution to soak in. Extract out with cleaning solution. If you wish to accelerate product, apply heat from a steam iron for 20-30 seconds with a wet white towel between the iron and surface you are cleaning. Immediately extract out remaining yellow residue from fibers. Not recommended for natural fibers.

**MIXING:** Ready to use. DO NOT DILUTE

**WARNING:**

KEEP OUT OF REACH OF CHILDREN. Avoid contact with eyes. Wash thoroughly after handling. DO NOT inhale or ingest. Swallowing may cause abdominal pain and vomiting. Consumption of large quantity may cause death.

**FIRST AID:**

In case of contact immediately flush eyes with plenty of water for at least 15 minutes. If irritation persists, call a physician. If swallowed, drink plenty of water DO NOT induce vomiting. Call a physician immediately. If fumes are inhaled move to fresh air.

**CAUTION:**

KEEP OUT OF REACH OF CHILDREN

Rexburg, ID 83440

1-800-359-2095

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

[Buy Now](#)

## Monthly Report & Product Order Reminder

Your franchise agreement requires you to purchase products and equipment supplies from the corporate store. In addition, you submit a monthly report by the 5th of every month. Thank you in advance to those of you who are already doing this on a regular basis! If you have gotten out of practice, see directions below.

These reports should not take more than a few minutes to submit. If

**you need assistance, we are here to help! Check out the easy-to-follow steps below or schedule a call with Lori or Linda.**

**Please update all your 2022 and 2023 reports simply by filling in the amount of overall gross sales and your advertising budget spent for each month. If you are having trouble logging in to the report portal, please follow the steps below. **If you have any trouble submitting reports, please email the totals to [Lori@heavensbest.com](mailto:Lori@heavensbest.com) and we can update it for you.****

#### **How to submit a monthly report**

- 1. Login to <https://app.heavensbest.com>**
- 2. Select “Reports”**
- 3. Select your “franchise location”**
- 4. Select “Add Monthly Stats”**
- 5. Choose Month, enter an amount for sales. If no amount enter “0”**
- 6. Enter cost of Advertising, if no amount enter “0”**
- 7. Lastly select “Submit”**

**\*Again, if you have any questions, or issues please contact Linda at the corporate office. Email her at [Linda@heavensbest.com](mailto:Linda@heavensbest.com) or call 208-359-1106 or Lori on her cell phone 916-765-8693, or by email [lori@heavensbest.com](mailto:lori@heavensbest.com).**

#### **Contact Information**

Please notify Linda at the corporate office if you need to change or update your contact phone number, address, or any information on the location page finder. Email Linda, at [linda@heavensbest.com](mailto:linda@heavensbest.com)

#### **Vendors We Partner With**

Please take a few minutes and read over the brief updates from each of the below vendors. Stay ahead of your competition and know the latest and best ways to reach your customers

## **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)

### **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

**Cache Graphic Designer**

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

**Lori Marketing & Support**

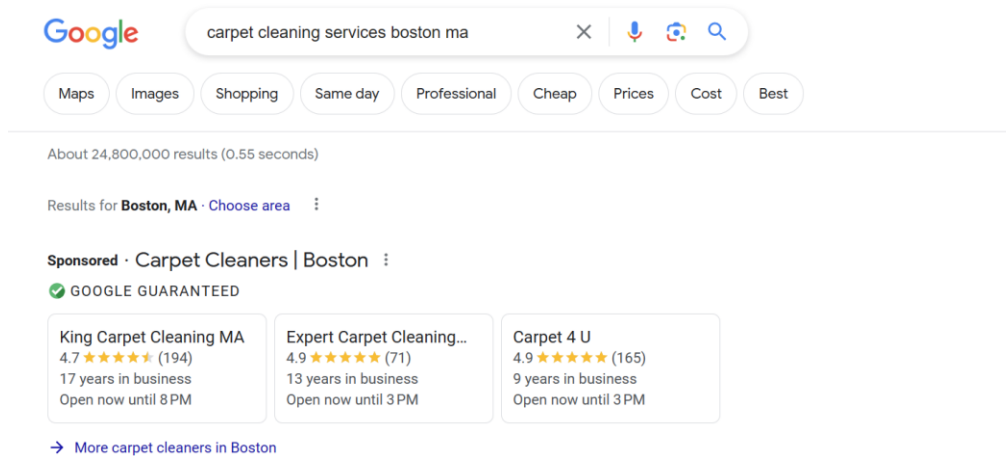
[lori@heavensbest.com](mailto:lori@heavensbest.com) 916-765-8693 (cell)

---



# EZ Local

## Google Local Services Ads: FREE EZlocal Support



## Consider getting Google Guaranteed

As a courtesy to Heaven's Best, EZlocal provides completely **FREE** support for Google Local Services Ads. We typically charge \$50-\$100/mo for this service, plus a setup fee. Local Services Ads are seeing lots of interest from service providers. Ads appear at the very top of search results with the Google Guaranteed badge.

The big difference between traditional pay-per-click and Local Service Ads is that you only pay for valid leads rather than for clicks that drive website traffic.

Part of the process of getting approved for Local Service Ads involves a basic background check and providing a copy of your business license and insurance. The process is relatively easy, but can take up to 4-6 weeks to complete.

Once approved, the best way to manage your ads, budget, and leads, is through Google's Local Services Ads mobile app. A critical part of having success with Local Service Ads is responding to leads and reviews in a timely manner. The app makes this process very easy. Ads feature more often depending on factors like proximity to searcher, weekly budget, reviews, and your responsiveness to leads.

For more information about Local Services Ads, contact your EZlocal support representative or visit:

<https://ezlocalpro.com/solutions/lisa/>

<https://ads.google.com/local-services-ads/>

We're eager to help you get started!

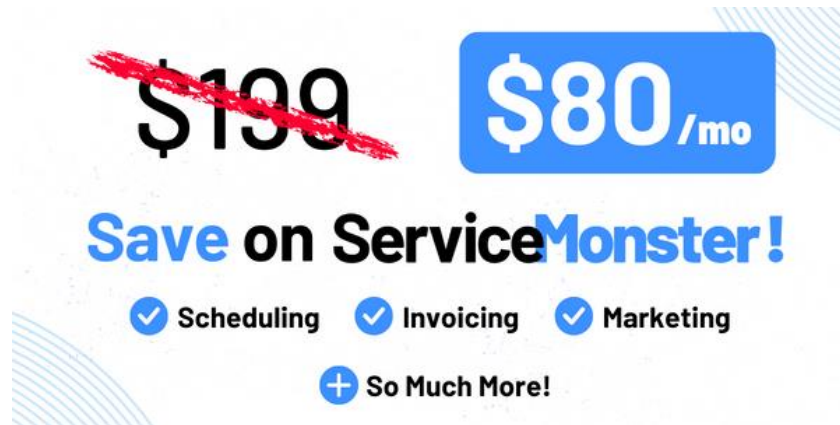
The EZlocal Team

EZlocal is a verified [Google Partner Agency](#)



---

# ServiceMonster



**Summer is almost here** and it's time to say hello to ServiceMonster; the dedicated CRM designed exclusively for carpet cleaners.

Ordinarily priced at \$199 per month, Heaven's Best operators save a whopping \$119 each month on ServiceMonster's Premier Plan. That means you can enjoy this exclusive offer at an unbeatable price of only **\$80 per month!** Heaven's Best Corporate is offering the first month free, with a three-month subscription!

Here's a comprehensive list of the top features included in this irresistible deal, designed to streamline your business management and drive revenue growth:

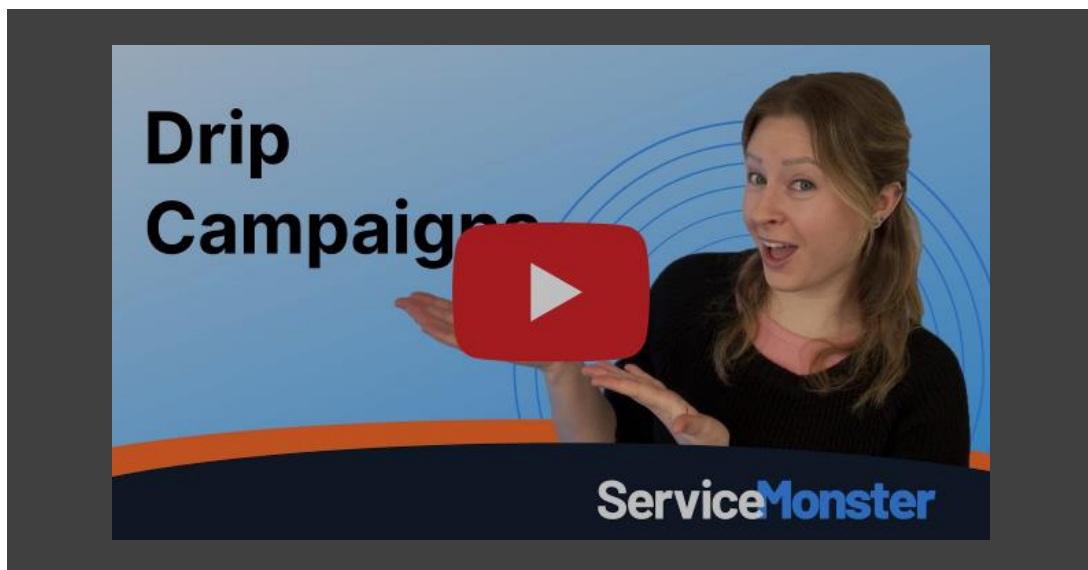
- **Advanced Scheduling:** Effortlessly manage your appointments and ensure optimal efficiency during the busy season.
- **Customer Relationship Management:** Strengthen your relationships with clients and keep track of their preferences, ensuring personalized and exceptional service.
- **Dedicated Support:** Access top-notch customer support, readily available to assist you with any queries or concerns you may have along the way.

**PLUS!** Heaven's Best operators know the power of email campaigns - the secret sauce that brings in more loyal customers and increases repeat

business. With a discounted Premier Plan, you'll have access to our premium marketing features that make promoting your business a breeze:

- **Automated Drip Campaigns:** Engage your customers at strategic intervals with automation. Send personalized messages to nurture leads, promote special offers, and keep your brand top-of-mind throughout the season.
- **Custom Audiences:** Segment your customer base and send tailored emails to different groups, maximizing the impact of your messaging and increasing the chances of conversion.
- **Direct Mail with *FillMySchedule*:** Effortlessly send targeted mailers to potential customers with our custom direct program, proven to get an 800%+ return on investment for carpet cleaners.

Want to see what automated marketing looks like in ServiceMonster? Watch this short video for an introduction to drip campaigns: [View on YouTube](#)



Don't miss out on this exceptional deal! Join ServiceMonster's Premier Plan today and unlock the full potential of your business, give us a call at (888) 901-3300 or [book a demo with our sales team](#).

## Fittlebug



*"I absolutely love the ease of using Fittlebug, and love to hear the praises from other Heaven's Best Franchise owners who have signed up! Steve, provides all the support you will need, and you're going to love getting the notification that a new job has been booked!"*

Lori Child, Heavens Best Marketing & Support

**WWW.FITTLEBUG.COM / 630-444-2000**

**Call now for a "Live Demo"**

12 years servicing Carpet Cleaning Companies and  
"The preferred Real-Time Option!"

### 2022 Heavens Best Franchise Results Using FittleBug Real-Time Booking...

Average Gross Sales = **\$37,895**

Lowest ROI = **445%**

Highest ROI = **9,075%**

Average ROI = **2,774%**

Current Cost = **\$154/mo**

The more Franchises that utilize FittleBug, the lower the cost! The investment to empower your time, your clients time and grow your business is only \$154/mo. (currently 30% off standard pricing)

As 2022 shows, the lowest ROI of any Heavens Best Franchise was 445%. Every dollar Invested with FittleBug returned \$4.45

**Let them Book in Real-Time  
and you won't have to - DONE!**



Syns with  
**ServiceMonster**



## Business Texting

People prefer to text. In fact, over 80% of consumers would rather text your business than call. Now you can manage all your business texting from one platform instead of your cell phone.

Let consumers text your business number. The leads will flow right into the CHIIRP Messenger. You can respond to them from your desktop or on-the-go from your mobile app.

With a 98% read rate, texting is by far the most effective and most efficient way to communicate with your customers.

## ServiceMonster

CHIIRP is also integrated into ServiceMonster, allowing you to automate your communication with customers and leads. Find out more about how they can help you in the video below.



5011 N Edgewood Dr, Provo UT 84005

Phone: 801.806.4808

Email: [info@chiirp.com](mailto:info@chiirp.com)



# Signpost

## **Missed calls = missed \$\$\$**

If you don't have a plan to answer calls after hours and on weekends, Signpost can help! Our live receptionist service is available 24/7 to answer calls, take messages, and help schedule appointments. Reach our team here: <https://signup.signpost.com/partner/heavensbest/>



---

## **Customer Lobby**

If you're struggling to find the time, money, or resources to do all your marketing manually, marketing automation could be the solution your home service company has been looking for. Marketing automation involves the use of software to automate your marketing efforts and increase the efficiency and effectiveness of your marketing strategies. This makes it an invaluable tool to HVAC, electrical, plumbing, and carpet cleaning companies alike. Below are 4 tips to start - read more [here](#)!

1. Collect customer data
2. Decide what you'd like mailed out
3. Use a sending platform
4. Start small



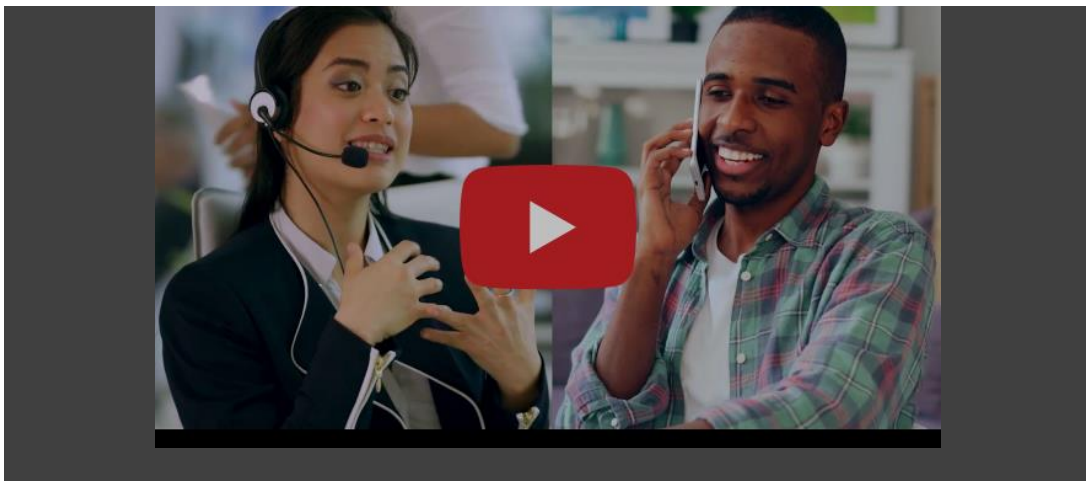
**Katie Malcom** | Strategic Partnerships Manager  
**470-497-9014** | Learn about pulseM + [Customer Lobby](#)  
[Support@pulsem.me/](mailto:Support@pulsem.me/)



---

## 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**





## Find, onboard & keep great employees

To learn more, contact:



Jeremy Dyer  
(952) 814-5845  
Jeremy.Dyer@adp.com



## SPECIAL NOTE FROM SHIPPING

If you are in need of an item to be shipped 2nd Day, or overnight, please know that there is a 5 pound maximum limit placed on the order. If you are in need of something that weighs less the 5 pounds shipped overnight, please let us know in the comments which item(s) you need and we will make sure we get that to you. Thank you!

# Monthly Special

**Hard Surface Cleaner - Buy 5, Get 1 Free!**

Cleaner for all tile/grout surfaces.



[Buy Now](#)

### **HEADS UP FROM SHIPPING**

In order to avoid the \$35 shipping fee, you need to purchase a minimum of \$250 worth of supplies.