

COVERALL® CORNER

NEWSLETTER | Vol. 18 | NOVEMBER 2022

MESSAGE FROM CHARLIE DANIEL

As we head into the season of giving thanks, I wanted to let you know how thankful Coverall is to have you as part of our family. From our regional field employees to our leadership and support teams in Deerfield Beach, we are committed to supporting you and helping you achieve your goals for your business.



We were so excited to resume our Franchise Appreciation Day events. These important events have always been a great opportunity to connect and learn. From coast-to-coast, these events were well-attended and the feedback the field received is that our Owners learned a lot, had a fantastic time and are looking forward to the next event.

In addition, our Account Sales Training sessions are yielding positive results for our Owners. We have a couple of more sessions left this year. We hope you will consider signing up.

This issue of Coverall Corner highlights our recent events. If you have other ideas on training needs and content that may help you and/or a fellow Franchise Business Owner, please share them with your General Manager.

On behalf of Coverall, I wish you the very best during the holiday season. I hope you enjoy time with family and friends.

Sincerely,
Charlie

DON'T MISS OUT

This is your last chance to get a great price on the TASKI swingo 250B floor cleaner. We've had a lot of interest in this promotion, and we'll be extending the promotion through December 31, 2022. Our exclusive pricing of \$4,750 is still available. Our Owners can save \$850 off the original price and will receive a free battery upgrade. This is just another way we are working to deliver value to you.

TASKI swingo 250B ON SALE

CALL YOUR LOCAL SUPPORT CENTER TODAY

swingo 250B is a breakthrough in floor cleaning excellence.

- Restores up to 5x more and floor mopping
- Advanced cleaning process for sticky cleaner films
- Superior water pickup for safer floors
- Up to 14,000 sq. ft. per hour productivity
- Efficient water distribution and chemical usage
- Simple and safe to use
- 80 mins run time / 1 hour recharge time

MSRP \$5,600
Special Offer \$4,750
Includes a free battery upgrade - a savings of \$385
Valid through December 31, 2022

COVERALL | TASKI

As many of you know, the TASKI swingo 250B is a breakthrough in floor cleaning excellence. Owners who use this equipment instead of traditional mopping will be able to deliver a professional floor cleaning result for your customers with ease, convenience, and efficiency.

Contact your local Support Center for more information and to place an order.

TELL US
YOUR STORY

COVERALL WANTS TO PROFILE YOU

Allow us to help share your story of Franchise Business Ownership with others considering a commercial cleaning franchise. We have received a lot of feedback from prospective and new Franchise Business Owners that saw our "Owner Testimonial" campaign and listened to our existing Coverall Owner's testimonials videos. The feedback was that these people were more compelled to want to inquire to learn more about the Coverall Brand and business opportunity. We believe your experience and story is relevant to so many other people who are considering owning a commercial cleaning franchise and would love to highlight you and your experience.

Everyone has a personal story to tell on why they chose to start a Coverall franchise business and what it means to them. Sharing your story doesn't take much time or effort - email us at marketing@coverall.com and we will set a time to have a phone call, ask a few questions about your Ownership experience and journey, and will work with you on how we can best feature your story.

 marketing@coverall.com

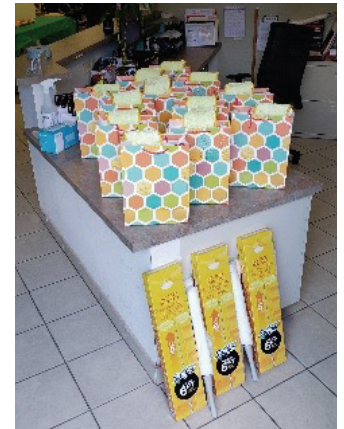


FRANCHISE APPRECIATION DAY IS BACK!

After a two-year hiatus due to the pandemic, our Franchise Appreciation Day events are back!

Owners along with their friends and family, met with their Regional Support teams, connected with other Franchise Business Owners, and experienced new product and training sessions. In addition to the educational sessions, everyone had lots of fun and won some terrific prizes.

Here are some pictures from the events that took place across the network. We are already planning some exciting things for our next events.



The team in Ventura welcomed Owners with lots of door prizes. In total, the team hosted over 30 people.



Our product demonstrations in Palm Beach, FL were very helpful for Franchise Business Owners.



The Oregon Support Center hosted over 18 Franchise Business Owners along with their friends and family. Owners met with Emerson tools and participated in some equipment demonstrations.



Coverall's Field Development Consultant, Maria Urso (L), was thrilled to present Tesonia Richardsdon an employee at Franchise Universal Space Cleaning Services LLC with this large gift basket during South Florida's Franchise Appreciation Day event.



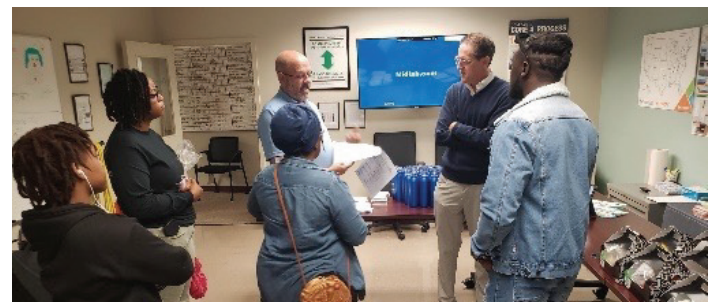
It was a beautiful day in Omaha for our Franchise Appreciation Day event. Owners and their families enjoyed outdoor activities.



The team in Philadelphia did a fantastic job hosting a large group of Franchise Business Owners and vendors. Seventy people attended the Center's event and participated in product demonstrations and educational sessions.



The Sacramento team hosted over 50 people that included Owners and their families. L to R: Victor Anyanacho, Nadist Cleaning Services LLC, Candy Capello, Karen Perock, Coverall's Franchise Field Consultant and Elizabeth Joaquin, JJ Cleaning Services



Owners in Richmond, VA asked lots of questions during one of our educational sessions.

DFL COURAGE DELIVERS EXCEPTIONAL SERVICE TO ITS CUSTOMER

Proper floor care is critical for any business – especially a hospital. Walter Concepcion, CEO of West Gables Rehabilitation Hospital in Miami, FL couldn't be happier with Maribel Lezcano, Owner of DFL Courage and her team. She has been a Coverall Franchise Business Owner since 2019.

Maribel has been servicing the hospital since June 2022 and the CEO has noticed an immediate difference in the quality of the clean. The 90,000 square foot, four-story hospital was a new experience for Maribel and her team.

She and her 15-person team have been performing On-Demand Cleaning and Preventative Maintenance Services, focusing on the floors. Her team covers two shifts so that she can service the hospital from 6:00 a.m. to 11:00 p.m.

Concepcion noted he sees a noticeable difference in the physical therapy area, restrooms, lobby, breakdown and patient rooms. He was so pleased with the team that he hosted a courtesy luncheon in appreciation of all the hard work they do.

We are very proud of Maribel and her team. And we thank GM Nelson Quintero and his team for helping this Owner develop.



The DFL Courage team has been working with West Gables Rehabilitation Hospital since June 2022.

DID YOU KNOW?

The commercial cleaning industry continues to be on an upward trajectory. Businesses of all types will continue to rely on these services to keep their facilities clean, healthy and safe.



Number of janitorial services businesses in the U.S. has grown at an annual rate of 5.7% since 2016.

(IBISWorld, August 2022)



The commercial cleaning industry is expected to grow at a rate of 5.4% annually through 2025.

(The U.S. Commercial Cleaning Industry report by Marketdata, April 2020)



There are over 1.2 million commercial cleaning services companies in the U.S. in 2022.

(BISWorld, August 2022)



ANNOUNCEMENTS

Sign Up for the Account Sales Training Session

This year, we've hosted a number of training sessions for our Owners. These training sessions can help you secure more customers for your business. To accommodate as many Owners as possible in the fourth quarter, we are hosting two more sessions taking place on December 14th and 17th.

This two-hour training session will cover topics that can help you grow and increase profitability. We cover:

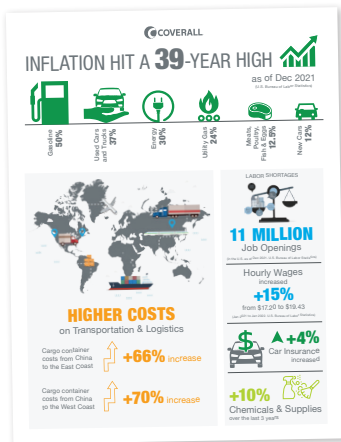
- How to generate your own leads
- How to protect your own leads
- Coaching on our CORE Selling Method
- Generating competitive & profitable proposals

We have been hosting these sessions for the past few months and we are pleased to report that Owners who have attended previous sessions are implementing what they learned and are securing their own customers. The Service Source, based in Houston, TX, attended an August class and has already acquired a new customer. We are very excited for this Owner!

Please reserve your spot as soon as possible. Contact your Franchise Development Consultant or Regional Support Center for more details. All attendees will receive a comprehensive packet of information to continue to assist you in your efforts.



Talking to Customers About Inflation



Progress among our Franchise Business Owners' efforts to secure price increases continues. As you know, we are committed to supporting you with the tools and training to have productive conversations with your existing customers. We are pleased to announce that many of you, with the support of your local Franchise Development Consultants, are securing additional revenue for your services.

Here's a snapshot of our latest data:

- 422 customers agreed to increases
- 327 Franchise Business Owners had customers with increases
- 77 FDCs had at least 1 Franchise Business Owner that realized a price increase
- Of the customers that agreed to an increase, the revenue grew by a total of 25%

Please contact your Franchise Development Consultant if you need additional information or coaching on this topic.