

# COVERALL® CORNER

NEWSLETTER | Vol. 16 | APRIL 2022

## MESSAGE FROM CHARLIE DANIEL

With the second quarter of the year in full swing, there are economic and global issues impacting us all. Inflation is at a 40-year high, everything from food to energy prices have risen and we are all experiencing labor and supply chain challenges. To help you, our Franchise Business Owners, initiate a conversation with your customers about the cost of doing business and potential price hikes, our team is working to provide you with tools, techniques, and as much information on these facts and trends to support you in starting these conversations with your customers and the cost impact on your business and cost of their cleaning services. If you have not already been contacted by your Support Center about this initiative and you are interested in participating, please reach out to your General Manager or Franchise Development Consultant.



While people and businesses are impacted by inflation, we are still experiencing strong demand for cleaning services, specifically On-Demand and Preventative Maintenance Cleaning Services. Many of our Franchise Business Owners have been trained, purchased equipment and supplies to provide these needed, high-value, services for their customers. What we have seen is that this investment in their business has enabled them to grow through the delivery of these services. If you would like more information on how to get started, please reach out to your local Support Center. We are pleased to be a part of your journey and remain committed to doing everything we can to support you and your Coverall business.

Sincerely,

Charlie

## COVERALL SCHOLARSHIP PROGRAM – 2022 APPLICATION IS NOW OPEN

Coverall wants to help make college more affordable by offering scholarships to the children of our eligible Franchise Business Owners. Our 2022 Scholarship Program is open for applications. Mark your calendars! The deadline this year's application is June 15, 2022. High school seniors, and college freshmen, sophomores and juniors who are the dependent children of Franchise Business Owners who have been a part of the Coverall network for at least one year may apply. Applications may be submitted online at <https://aim.applyists.net/coverall>. For any questions regarding the program, email: [contactus@applyists.com](mailto:contactus@applyists.com). Good luck to all the applicants. Winners will be announced in August.

**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. To share your story doesn't take much time or effort - email us at [marketing@coverall.com](mailto:marketing@coverall.com) and a marketing representative will reach out directly.

 [marketing@coverall.com](mailto:marketing@coverall.com)

## ATTENTION FRANCHISE BUSINESS OWNERS: New Equipment Promotion Available through June 30, 2022

Another way to deliver value to our Franchise Business Owners is through providing any new and emerging products to help you deliver enhanced cleaning services with an added discount. This quarter we have negotiated an exclusive offer on the TASKI swingoB. The swingoB 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.



**SAVE NOW!** LIMITED TIME OFFER!  
**EXCLUSIVE SALE**

CALL YOUR LOCAL SUPPORT CENTER TODAY

Tackle light weight carpet cleans or heavy duty stone polishing. Cover larger areas quickly while penetrating multiple layers of finish on heavy duty floors.

**DOODLE SCRUB KIT**  
The Doodle Scrub® 1000 is the Square Scrub®'s most compact machine - created and designed specifically for the out-of-reach areas that our bigger square scrub machines can't reach. This exclusive kit includes a Doodle Scrub, Prep Pad, Scrub Pad, Wax & Guard Pad and more!  
Kit Sale Price: **\$980**  
**OVER \$129 IN SAVINGS!**

**SQUARE SCRUB PIVOT KIT HEPA VACUUM add-on**  
The Square Scrub Pivot can handle the toughest of floor preparations (including tile & grout, VCT, wet or dry, wood floors, stone care, and more). This exclusive kit includes over 20 accessories including a Bucket on a Stick, Wax Applicator Pad and Drop Pad, and more!  
Kit Sale Price: **\$2,785**  
**UP TO \$500 IN SAVINGS!**  
Kit Sale Price: **\$3,138**

**COVERALL** | **SQUARE SCRUB**

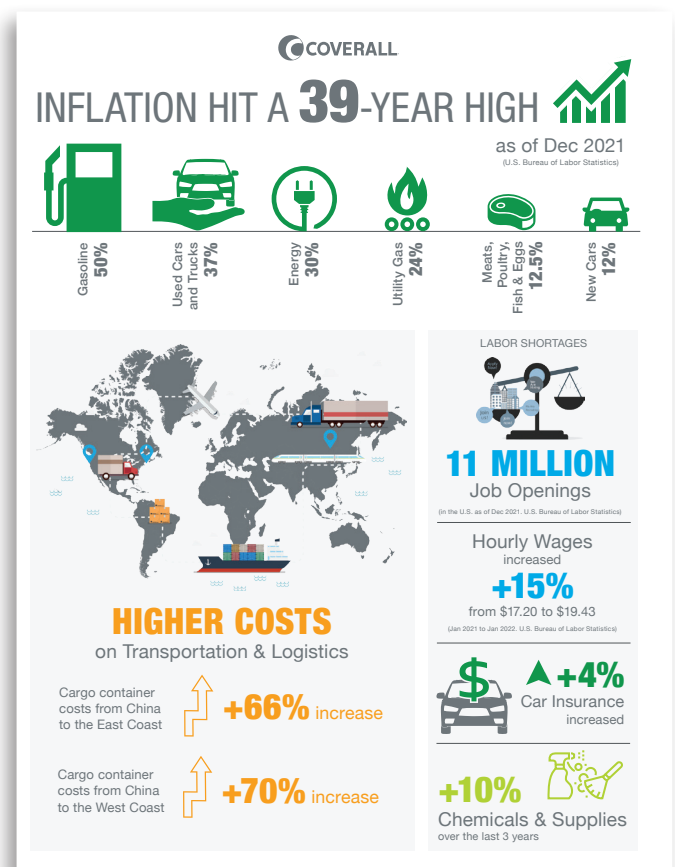
Discount applies only to special promotional sale items. Not including tax. Offer valid 6/1/22 - 6/30/22

## TALKING TO CUSTOMERS ABOUT INFLATION


Earlier this year, we launched a program to assist our Franchise Business Owners in securing price increases from their existing customers. One of the driving factors behind this initiative was the rising costs associated with the record high inflation we are all experiencing. Franchise Business Owners, working in conjunction with their local Franchise Development Consultants, identified customers that had not had a price increase in over four years and put together a specific strategy that will yield the desired result for their business. This plan provided Owners with a marketing tool and communications strategy that helped them have an open conversation with their customers about the key factors that were driving increased pricing based on inflation and other business factors. We have been speaking with our Franchise Owners and they have been informing us about their success with this effort:







- 290 customers agreed to increases
- 197 FBOs had customers with increases
- 66 FDCs had at least 1 Franchise Business Owner that realized an increase.
- Of the customers that agreed to an increase, the RS grew by a total of 26.1%.

Please contact your FDC if you need additional information or coaching on this topic. We're here to support your business.





**COVERALL**

**INFLATION HIT A 39-YEAR HIGH**   
as of Dec 2021  
(U.S. Bureau of Labor Statistics)

|   |   |   |  |  |   |
|---|---|---|--|--|---|
|  Gasoline <b>50%</b> |  Used Cars and Trucks <b>37%</b> |  Energy <b>30%</b> |  Utility Gas <b>24%</b> |  Meats, Poultry, Fish & Eggs <b>12.5%</b> |  New Cars <b>12%</b> |
|---|---|---|--|--|---|


**HIGHER COSTS**  
on Transportation & Logistics


|  |  |
|--|--|
| Cargo container costs from China to the East Coast |  <b>+66% increase</b> |
| Cargo container costs from China to the West Coast |  <b>+70% increase</b> |

**LABOR SHORTAGES**

**11 MILLION** Job Openings  
(in the U.S. as of Dec 2021, U.S. Bureau of Labor Statistics)

Hourly Wages increased **+15%**  
from \$17.20 to \$19.43  
(Jan 2021 to Jan 2022, U.S. Bureau of Labor Statistics)

 **+4%** Car Insurance increased

**+10%**  Chemicals & Supplies over the last 3 years

# DID YOU KNOW?

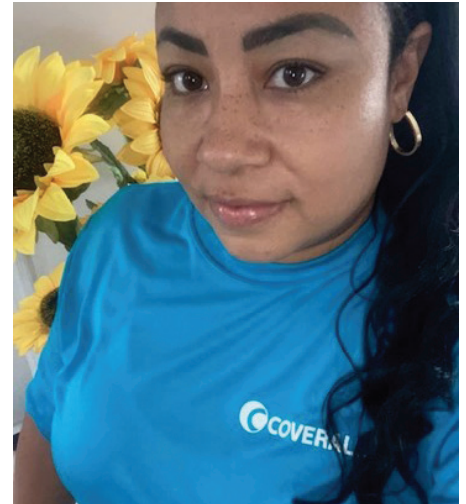
## COVERALL CELEBRATES WOMEN BUSINESS OWNERS AS PART OF INTERNATIONAL WOMEN'S DAY

As part of International Women's Day on March 8th, Coverall celebrated the contributions and outstanding accomplishments of our women Franchise Business Owners.

We are proud to provide a support system that empowers female Business Owners to manage their own business and be leaders in their community.

This year, we were very excited to acknowledge the hard work and determination of Yahumara Sanchez, Owner of Tristcarol, LLC. She has been a proud business owner for the past two years and has been thriving. One of the biggest benefits of being an independent business owner is the support she receives from her Franchise Development Consultant as well as the ongoing training that helps her become a better owner for her customers.

To read more about Yahumara, [click here](#).



## COVERALL COMPLETES ACQUISITION OF WARJON

This past February, Coverall announced the acquisition of Warjon.

Warjon d/b/a Coverall was highly successful in supporting the growth of Coverall (Warjon) Franchise Owners in AZ, FL, NC, and TX. Now, we have the opportunity to directly invest in resources to help you accelerate the growth of your Coverall independent commercial cleaning business.

## COVERALL RECOGNIZED BY ENTREPRENEUR MAGAZINE

We are very proud to announce that Coverall was once again recognized by *Entrepreneur* Magazine and featured in the magazine's Franchise 500. And we want to share this recognition with our Franchise Business Owners. You are at the center of what we do every day and it's our goal to continue to support you. Our Franchise Business Owners provide that the entrepreneurial spirit is alive and well.

*Entrepreneur's* Editor-in-Chief, Jason Feifer commented on this year's list and said, "Every year we take extraordinary pride in celebrating the companies that are honored in our Franchise 500 list and the 2022 list was no exception. The past year has been unlike any in recent memory and the franchise systems who made the 2022 Franchise 500 earned their place by not only teaching us something about franchising, but about entrepreneurship."

