

COVERALL® CORNER

NEWSLETTER | Vol. 24 | APRIL 2024

MESSAGE FROM CHARLIE DANIEL

This issue of our newsletter is packed with a lot of beneficial information. I'm happy to share these updates and opportunities with you as we continue to strive to support you. From our



new partnership with Paychex, to upcoming training sessions and from our latest equipment promotion to our scholarship program, we are committed to doing anything we can to help you with your business goals or objectives.

In speaking with our Regional Support Center Teams, I am encouraged by the number of Owners who are working with our Support Centers to improve their communication with their customers. And Owners who expressed better and more frequent communication with their customers the greater trust and relationship build over time. Anticipating the needs of your customers

presents a strategic advantage and opens the door to new business opportunities – especially for selling additional cleaning services like On-Demand Cleaning and Preventative Maintenance Cleaning Services.

An ancillary benefit is customer retention. Happy customers are 80%+ more likely to be a customer for a longer period of time and refer your cleaning services to other people and businesses. I encourage you all to be proactive with your customers to see how you can provide additional services for them.

Sincerely,

Charlie

NEWS

The Coverall 2024-2025 Scholarship Program is Now Accepting Applications

Each year, we are proud to offer scholarships to the children of our Franchise Business Owners. Please note that the application closes on June 13, 2024. High school seniors, college freshmen, sophomores and juniors who are the dependent children of Coverall Franchise Business Owners who have been in the Coverall System for at least one year are eligible to apply.

Click [here](#) to start the application. For more details contact ISTS at 615.777.3750 or contactus@applylists.com.



HELPING STUDENTS SHINE 2024 COVERALL® SCHOLARSHIP PROGRAM

Coverall's commitment is to put you – our Independent Franchise Business Owner – first. Each year, Coverall awards scholarships to help the children of our Independent Business Owners pursue a higher education. We strive to build a community we can all be proud of by supporting you. Together, we all succeed. For more information, please contact International Scholarship & Tuition Services, Inc.

Eligibility

High school seniors and college freshmen, sophomores and juniors who are the dependent sons or daughters of Coverall Franchised Business Owners who have been in the Coverall® System for at least one year are eligible to apply for the Coverall Scholarship Program. An applicant must have a B or 3.0 GPA and be applying as a full-time student of an accredited, nonprofit college, university or vocational/technical school in the United States.

Awards

Scholarships will be awarded in the amount of \$1,500 each. All funds are distributed in U.S. dollars and are paid directly to the school. The scholarships will be applied to educational expenses at accredited, nonprofit colleges, universities or vocational/technical schools in the United States.

Renewal Scholarships

The award is renewable for up to 3 additional years as long as the applicant continues to meet the eligibility requirements. You must maintain a minimum 3.0 GPA to be considered for renewal. Each year, you will receive an email notification with instructions to complete the online renewal application. You will need to provide a transcript showing your cumulative GPA. For more details contact ISTS at 615.777.3750 or by email at contactus@applylists.com.

Application Procedure

Apply online at <https://aim.applylists.net/coverall>. All applications must be completed between April 3, 2024 and June 13, 2024.

Application Follow-Up

To check your scholarship application status online, go to <https://aim.applylists.net/coverall> and log in to your account. You will be directed to your homepage where you can check the status of your application.

Winner Selection

A Selection Committee designated by the Coverall Scholarship Program Board of Directors will be responsible for selecting the recipients of the scholarship awards. In evaluating the credentials of the applicants, the Selection Committee will consider the applicants' eligibility, academic records, extracurricular activities, leadership activities, character and essay content.

Winner Notification

Scholarship winner and non-winner notifications are sent via email. Checks will be mailed to the recipient's home address, payable to their college, university or vocational school.



For additional information, please contact: International Scholarship and Tuition Services, Inc.
40 Burton Hills Boulevard, Suite 170, Nashville, TN 37215 | 615.777.3750 | contactus@applylists.com

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10/2024-2024

Coverall Announces New Partnership with Paychex

We are constantly seeking ways to support our Franchise Business Owners, making it easier for you to focus on what matters most — running your business effectively. That’s why we’re excited to announce our national partnership with Paychex, designed to streamline HR and payroll processes, provide access to workers’ compensation, retirement savings options and more!

Driving Efficiency with Paychex:

For over 50 years, Paychex has been at the forefront of providing scalable, integrated solutions that support business owners throughout their entire work lifecycle. From hire to retire, Paychex ensures you stay ahead of compliance requirements, allowing you to concentrate on your bottom line.

Key Benefits:

Smooth Payroll Processing: Say goodbye to payroll headaches. Paychex can help payroll run smoothly every pay period, whether with help from a dedicated payroll specialist or on your own. Real-time payments mean your employees get their funds deposited within minutes.

Compliance Support: With over 200 experts monitoring tax regulatory developments, Paychex keeps you up-to-date with ever-changing laws and regulations.

Protecting Your Business: Combine workers’ compensation plans with Paychex Flex payroll to ensure premiums are based on actual wages, not estimates. Safeguard your business and cash flow.

Attracting Top Talent: Paychex helps standardize and streamline business owners’ recruiting and hiring processes and allows them to offer competitive benefits.

Simplified HR Tasks: Take advantage of paperless onboarding, new-hire reporting, and online time and attendance systems, making tasks easier for both you and your employees.

Preparing for Retirement: Stay ahead of state retirement savings mandates with Paychex’s guidance on your responsibilities and options.

On-the-Go Access: Access Paychex Flex® anytime, anywhere, via phone, laptop, or desktop, giving you the flexibility to manage your business on the move. It’s easy, secure and free.

With Paychex serving over 740,000 clients nationwide, Coverall Franchise Business Owners can now benefit from special discounts on Paychex solutions and services. Don’t miss this opportunity to strengthen your business.

Contact Paychex today to learn more about how their solutions can enhance your business operations.

Questions?

Email Paychex: coverall@paychex.com or call 844.846.7824 and reference code 6290.

Coverall and Paychex will be cohosting two webinars on April 24 at 1:00 p.m. and 8:00 p.m. (EST) to explain all of the benefits available to our Owners through this partnership. Watch your email inbox for invitations to these webinars.





FRANCHISE OWNER SPOTLIGHT

Carol Gagat, Owner of Best Cleaning Services, LLC

We're thrilled to shine a spotlight on one of our outstanding Franchise Business Owners, Carol Gagat, Owner of Best Cleaning Services, LLC. Carol's journey from dedicated Registered Nurse to a thriving entrepreneur has been nothing short of inspirational!

Carol's journey to business ownership started in 2013 when transitioned from Registered Nurse to a Coverall Franchise Business Owner. She took the entrepreneurial leap and her dedication and hard work quickly paid off. She did her own research on business opportunities and felt Coverall was the right fit for her.

Carol has transformed her commercial cleaning franchise into a thriving business empire, boasting a sizable staff and an impressive range of customers. Her commitment to customer satisfaction and community engagement has set her apart in the Coverall Community in Hawaii.

"I am in charge of my success and how much I can and want to achieve."

Carol's influence extends beyond her own business. She has generously shared her knowledge and expertise, mentoring fellow Franchise Business Owners.

With over 50 employees serving a wide range of customers, including medical facilities, restaurants, golf courses, hotels, and even a Rehab



Hospital, Carol's business continues to grow.

Carol's success isn't just about financial gains; it's about creating a supportive and nurturing work environment for her team. Her dedication to her employees has not only fostered loyalty but has also empowered several individuals to rise above financial challenges and become Franchise Business Owners themselves.

As she reflects on being an Owner, Carol said, "I am in charge of my success and how much I can and want to achieve."

Carol's hard work and dedication have not gone unnoticed. She has been honored with multiple awards, including several Franchise Business Owner of the Year titles. With over \$100,000 in self-obtained business, Carol is a shining example of what is possible with a Coverall franchise.

As we celebrate Carol's achievements, let's take inspiration from her journey. Congratulations, Carol, on your remarkable journey and continued success!

**TELL US
YOUR STORY**

**COVERALL
WANTS
TO PROFILE
YOU**

Allow us to help share your story of franchise business ownership with other owners and people that are seriously considering commercial cleaning services as a franchise business option for themselves. We have received a lot of feedback since our Owner story campaign began on how enlightening and important it has been for people to see and hear stories from current franchise business owners.

Everyone has a personal story to tell about 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 and a marketing representative will reach out directly.

 marketing@coverall.com

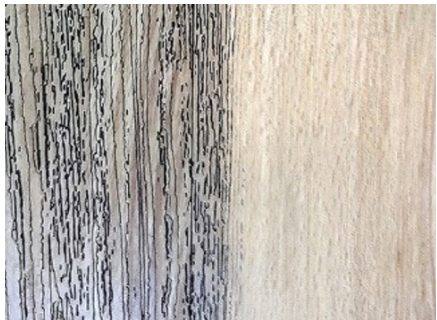


SMALL BUSINESS TIPS

LVT Training Benefits our Owners

Earlier this month, Sandra Tanksley, Director Operational Development, hosted a training event regarding Midlab's new LVT products. These cleaning products were specifically formulated to help clean and maintain LVT flooring.

As you know, LVT flooring isn't maintenance free and it's important to remind your customers that proper maintenance will extend



Before and after of a clean LVT floor

the life of the floors. Learning the proper techniques for LVT floor cleaning is a great way to boost your revenue and improve your customer's workplace.

LVT flooring is expected to have rapid growth this year, which is why Midlab and Square Scrub were a part of this training session.

Thank you to all the Owners who attended this session. We have more training scheduled, so please contact your General Manager for more information on how you can sign up for the following training events:

May 15-20, 2024, Nilfisk – Hard Floor Training

June 12, 2024, Nilfisk – Warehouse Cleaning – Looking beyond the front of the house

Cyber News You Can Use

Phishing is a prevalent and ever-evolving cyber threat that targets individuals and organizations by employing deceptive tactics to trick recipients into revealing sensitive information, such as usernames, passwords, or financial details. It often takes the form of legitimate communication, typically through email, but can also occur via text messages, social media, or phone calls. In a phishing attack, cybercriminals impersonate trustworthy entities, like banks, government agencies, or well-known brands, with the intention of manipulating individuals into divulging confidential information.

To heighten awareness and protect against phishing attempts, it is crucial for each one of us to recognize the red flags associated with these deceptive campaigns. Common indicators include misspelled email addresses, generic greetings, urgent demands for personal information, and suspicious-looking links or attachments. Employees should always exercise caution when receiving unexpected requests for sensitive data, especially if they appear to be urgent or from an unfamiliar source.

Special Offers on Floor Cleaning Equipment

As part of the Coverall network, you have access to exclusive pricing that we have negotiated with our vendor partners. This quarter we focused our efforts on negotiating special deals on a range of floor cleaning products. From tools designed to clean small spaces to larger pieces of equipment designed for warehouses, we have offers to suit you and your customers' needs.

Act quickly to place your orders. Offers are valid through June 30, 2024.

ACT NOW ON THESE EXCLUSIVE FLOOR SCRUBBING DEALS

DeeDee Scrub® Corded & Cordless Options
SS-EBG-9/SS-EBG-9-BAT-PLUS

Compact design perfect for hard-to-reach areas, including restrooms, edges, stairs and showers.

CORDED OPTION
SALE PRICE **\$934**
~~MSRP \$1,500~~

CORDESS OPTION
SALE PRICE **\$1,279**
~~MSRP \$1,500~~

Viper Compact Rider Scrubber (AS530R)
20" Path

This is the first mini ride-on scrubber dryer in the user-friendly Viper series.

With battery and tank capacity to clean for hours, this machine can clean larger areas like warehouses, distribution centers, supermarkets, exhibition centers, shopping malls and schools.

SALE PRICE
\$7,295
~~MSRP \$8,000~~

Square Scrub® Pivot EBG-20C
14" 200"

Orbital floor machine can do dry floor stripping, scrubbing and cleaning with nearly perfect surface area contact.

Removes wax in dirt, grime, spills and greases from a variety of floor materials, including wood stone tile, LVT, VCT, grout, rubber and more.

SALE PRICE
\$2,996
~~MSRP \$4,500~~

Advance SC250® Battery Micro Scrubber
13.5" Path

This walk-behind micro scrubber delivers fast and effective single-pass hard floor cleaning and drying for small spaces.

Designed for easy maneuverability in tight corners and around furniture. Sweeps, scrubs, and dries in a single pass. Cordless design reduces tripping hazards and improves efficiencies.

SALE PRICE
\$2,713
~~MSRP \$3,200~~



CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER
Offers are through June 30, 2024. Prices are in US dollars and are subject to change.