

COVERALL® CORNER

NEWSLETTER | Vol. 21 | AUGUST 2023

MESSAGE FROM CHARLIE DANIEL

We hope you are having a great summer enjoying time with family and friends.

We are more than halfway through 2023 and we recognize the impact that economic fluctuations can have on your business. Our Owners are being flexible and are looking for new revenue opportunities. Many are finding success in On-Demand Cleaning and Preventative Maintenance Services. We've offered a number of training opportunities for you to learn about these services. We encourage you to consider signing up for one of these events.

While the road ahead may appear to have ups and downs, I firmly believe that it is in times like these that we

discover our true strength. Our franchise network has always been a beacon of unity, support, and growth, and together, we will emerge even stronger.

It is essential to recognize that challenges often present hidden opportunities. Amidst the uncertainty, we are innovating, adapting and finding new ways to provide you with the resources you need.

What we keep hearing from our Franchise Business Owners is that they feel they are not alone in their journey. Coverall has been there every step of the way. And we will continue to do so.

Please reach out to your General



Managers and Franchise Development Consultants, who are ready to help you with your business in any way possible.

Sincerely,
Charlie

CONGRATS TO OUR NEW TRAINING GRADUATES



The South Florida team recently completed a floor care training session for new Franchise Business Owners. FDC Maria Urso was exceptional and did an excellent job of working with our new Franchise Business Owners with the hands-on training of the floor care equipment.

The group was attentive, excited and passionate about being able to offer their new services to their customers. After the strip and refinish class, the Support Center held a party for the group to celebrate their accomplishments.

We encourage all our Owners to reach out to their local Support Centers to find out about upcoming sessions that will cover hard floor, carpet and window cleaning sales and training. The local teams are focused on helping you expand your skills so that you can offer more services to your customers.

It's important to note that a byproduct of offering these services to your customers is improved customer retention. Customers who receive routine cleaning combined with additional services have noted an improved appearance of their business, which in turn increases their satisfaction with their commercial cleaning providers. It's a win-win situation for the Owner and customer.



FRANCHISE OWNER SPOTLIGHT

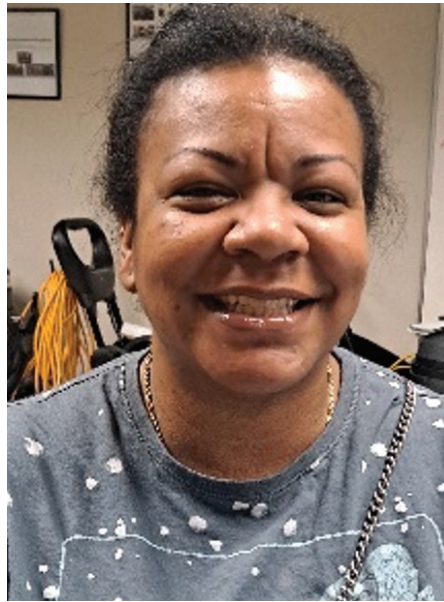
JEFFONIA PANKEY, OWNER OF DUST TIL DAWN LLC

We enjoyed getting to know one of our Franchise Business Owners, Jeffonia Pankey, owner of Dust til Dawn LLC.

Based in Richmond, Virginia, Jeffonia has been a Coverall Franchise Business Owner since 2016. She was drawn to Coverall because she was looking for a business opportunity she could be in charge of and wanted to do something outside of corporate America.

She and her husband did their homework and researched many franchise options. She didn't have experience in the commercial cleaning industry but that didn't stop her from pursuing her dream of business ownership. Originally, Jeffonia was referred to a competitor but ultimately chose Coverall because of the personal connection she felt with her local Support Center team.

Owning this business for the past seven years provided her with the flexibility to raise her family while running her own business.



"The best part about franchise ownership is that you are not alone," said Jeffonia. "Having the support network and the mentoring has really made a difference in our business."

In addition to providing everyday cleaning services, Jeffonia recognizes the earning potential of Special Services. She has purchased equipment so that she can offer these services to her customers.

She is so happy and proud to be a Coverall Franchise Business Owner that she referred her father to Coverall as well.

With her determination and focus, we can't wait to see what's next for Jeffonia and her business!

**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 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.



SMALL BUSINESS TIPS

SEPTEMBER WEBINAR PLANNED FOR OUR FRANCHISE BUSINESS OWNERS

When we held our first Franchise Business Owner webinar, Strategies for Improving your Profitability, we asked for our Owners' input for future webinar topics. In response to your feedback, we are pleased to share with you the topic we will cover in our September webinar.

Hosted by Coverall's Director, Operational Development, Sandra Tanksley, we will be focusing on Preventative Maintenance and On-Demand Sales Training. The goal will be to identify opportunities, explain the benefits of these services for your customers. We'll give you the tools to explain the benefits to your customers and hopefully increase the revenue potential for your commercial cleaning business.

We will also provide training on Diversey's web-based app. Available to Franchise Business Owners, she will explain how to access and use the app. The app features a great amount content and can be a valuable 24/7 resource to Owners.

For more information, contact your General Manager or FDC.

SAVE THE DATE Q4 TRAINING SESSIONS

October

Live High-Dusting Webinar*

Regional Terminal Cleaning

November

Live Auto Scrub Webinar*

Regional Tile & Grout cleaning

December

Live Deep Clean Restroom Webinar*

*Live vendor-led training webinars

TAKE ADVANTAGE OF OUR SPECIAL OFFERS

Coverall has partnered with a number of vendors to bring you the best price on a variety of equipment. Our goal is to help offer you special pricing on items that will help you run your business.

We are excited to announce that we have extended our promotional price on the TASKI swingo 250B floor cleaner through December 31, 2023. Contact your local Support Center to purchase this equipment for \$4,750. Originally priced at \$5,600, you can save \$850 when you purchase through Coverall.

Leading Edge has teamed up with Coverall and put together a promotional offer on a microfiber kit. The kit includes a large quantity of microfiber cloths, sponge mop pads, glass pads and telescopic mop handle and trapezoid pad holder. The entire kit is on sale for \$95.10 and was originally 133. This offer is available through December 31, 2023.

SPECIAL PRICE ON NEW LEADING EDGE MICROFIBER KIT

Give your customers a space that continuously shines with these new products from Leading Edge.

NOW ONLY \$95.10
REGULAR PRICE: \$133

This limited time new product bundle includes:

- 24 Blue 16" Microfiber Cloths
- 12 Yellow 16" Microfiber Cloths
- 12 Green 16" Microfiber Cloths
- NEW IMPROVED PADS: 12 Blue 18" Sponge Mop Pads*, 6 Yellow 18" Sponge Mop Pads*, 6 Blue 18" Glass Pads.
- 1 Telescopic 17' Mop Handle
- 1 Trapezoid 16" Pad Holder

*Not available as sponge mop pads for use with the Pad Holder.

- Microfiber cloths trap and remove 99% of bacteria and dirt while preventing germ spread.
- Microfiber cloths reduce cross-contamination and can help reduce your material costs.
- No-dip mop mops clean floors without using dirty water and minimizes cross-contamination.

COVERALL CONTACT YOUR LOCAL SUPPORT CENTER TODAY

TASKI swingo 250B ON SALE

CALL YOUR LOCAL SUPPORT CENTER TODAY

swingo 250B is a breakthrough in floor cleaning excellence.

- Removes up to 5x more soil than mopping
- Advanced cleaning pressure for visibly cleaner floors
- 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

Was \$5,600
Sale Price **\$4,750**

Includes a free battery upgrade - a savings of \$80. Valid through December 31, 2023.

COVERALL | TASKI



COVERALL'S SCHOLARSHIP RECIPIENTS

We are thrilled to announce the 2023 Coverall Scholarship recipients. Each year, Coverall receives a large pool of outstanding applicants who have demonstrated a commitment to academic achievement.

This year, we are proud to award 52 scholarships totaling \$78,000. Below please find the list of this year's recipients. Coverall's Scholarship program is open to high school seniors and college, freshmen, sophomores and juniors who are the dependent children of Franchise Business Owners. Business Owners who have been in the Coverall System for at least one year are eligible to apply.



Congratulations and best of luck to this year's winners.

Name	Franchised Business	Institution Name
Jewel Johnson	Johnson Cleaning Services, LLC	Saint Francis University
Carrington Monk	WM Management Group, LLC	Eastern Illinois University
Bryan Utomo	Ultimate Cleaning Service, Inc.	The University of Tennessee-Knoxville
Grigor Pahlevanyan	IVARD INTERNATIONAL	McMaster University
Keri Geter	Sabio Building Maintenance Inc	Hampton University
Jolisa Cage	Cage Legacy Group LLC	University of Southern California
Airelle Diaz	Alma's Quality Service	California State University-Fresno
Beylul Kahsay	Berih Aster Cleaning Services	University of Wisconsin-Madison
Bryan Silva	Francisco Javier Silva	Irvine Valley College
Miles Thomas	Daryl Thomas	Virginia Polytechnic Institute and State University
Yusra Ahmed	Nova Vita Cleaning Service Inc.	University of Toronto
Flora Montcho	MONTCHO BLDG MAINT LLC	University of St Thomas
Matthew Mussie	Cottage G Cleaning	Arizona State University - Tempe
Yadianis Lara Ojeda	Cleaning Services by Yilian, Inc	Florida State University
Frida Aguilar	Arnulfo & Teresa Aguilar	University of California-Santa Cruz
Lucca Gonzalez	Alvaro Gonzalez	San Diego State University
Alexander Kiriaki	Kiriaki Enterprises, LLC	University of Rhode Island
Sasha Moore	Supreme Gleam	University of Toledo
Mariah Wade	Wade's Cleaning service LLC	Marquette University
Karen Benitez	AS Unlimited Cleaning, Inc.	Rasmussen College-Romeoville/Joliet
Valeria Hernandez	Nora Macias	Portland State University
Marionna Lampley	Eminem Enterprises LLC	Milwaukee Area Technical College
Ayla Shuler	Stable Productions	Florida Agricultural and Mechanical University
Jose Mojica	RBN Janitorial Services LLC	California State University-Fullerton
Wendilyn Malabed	Lenter cleaning services	Arizona College of Nursing-Las Vegas
Haneesia Lampley	Eminem Enterprises LLC	Grand Canyon University
Dalen Ricks	Ricks Cleaning Services LLC	Tidewater Community College
Ashley Robertson	Jay & Kay Janitorial LLC	Baton Rouge Community College
Jadalya Stroud	JKS Cleaning Solution	Montgomery College
Valentina Duarte de los Rios	G&V Expert team	Broward College
Jason Yescas	Yescas Cleaning Corporation	Lewis University
Christina Little	Got it All Commercial Cleaning LLC	Academy of Art University
Santiago Albarello	Yoel Commercial and Residencial Inc	Florida National University-South Campus