

COVERALL® CORNER

Newsletter Issue #1
April 2018



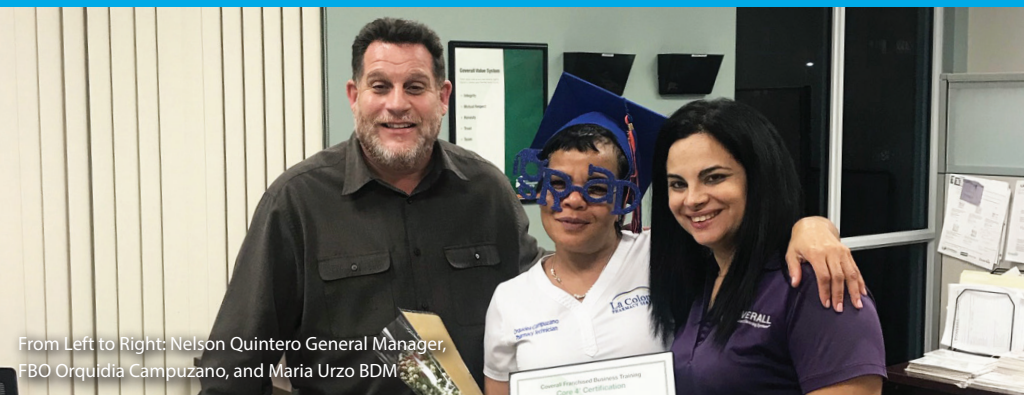
“ It appears we are off to a promising start this 2018. As we move into the second quarter, I am reminded of what makes my job so fulfilling, and that is all of you. Every time I have the opportunity to meet with our Independent Franchised Business Owners, and learn more about your stories, your businesses, and your achievements, I am grateful for being able to serve in a role that supports the development and growth of our owners and our Coverall network.

In visiting several markets this year, I have seen how passionate you are about your customers satisfaction, as well as the benefits your customers are seeing from a proven cleaning system and products. Thank you all for sharing your stories with me as I visit different Support Centers. It is your best practices that help new Franchised Business Owners grow and develop.

We look forward to growing our connection with you through Coverall Corner and encourage you to submit your stories, achievements and questions in the months to come. ”

Rick Ascolese – President / CEO
Coverall North America, Inc

MILESTONE MOMENTS



Orquidia Campuzano, owner of ORQ Services, LLC, recently graduated from the Coverall Training Program in our South Florida Support Center. Congratulations, Orquidia!

We look forward to you growing your business with Coverall!

From Left to Right: Nelson Quintero General Manager, FBO Orquidia Campuzano, and Maria Urzo BDM

FBO SPOTLIGHT

To commemorate Women's History Month, we spoke with women who are taking control of their futures and are successfully growing their own businesses. Miriam Musiwa and Christa Vinson were highlighted in our press initiative to celebrate female entrepreneurs. Here's a snapshot of our conversations.

If you would like to be a part of our next FBO Spotlight, contact Shari Sadowski at shari.sadowski@coverall.com



Billionaire 1, LLC

Miriam Musiwa, owner of Billionaire 1, LLC. Musiwa embodies true entrepreneurial spirit.

Based in New Jersey, Musiwa started her Coverall® commercial cleaning franchise in 2017. In just a few short months, she and her husband have grown their business to 11 clients and counting.

When asked to share the biggest benefit of being a Franchised Business Owner, Musiwa quickly responded, "Flexibility. The ability to set your own schedule and to build up your client base is great."

Reussi Group Cleaning, LLC

After relocating to Atlanta and determined to start her own business in 2015, Christa Vinson has grown her business to now include 10 employees and added multiple accounts to her portfolio.

"The biggest benefit of being a franchisee is the support we receive from Coverall," said Vinson. "They allowed us to learn while helping to secure new contracts, teaching us their efficient cleaning methods, how to bid for new business and provided the added confidence I wouldn't have otherwise had to take this leap into business ownership."





Coverall's Scholarship Kick-Off!

Children of our independent business owners are eligible to apply for our scholarship to help offset college tuition. Applications will be accepted from April 2, 2018 through June 14, 2018. Visit <https://aim.applyists.net/coverall> to apply online. This is our way of helping build a community of future leaders. High school seniors, college freshmen, sophomores and juniors, who are the dependent sons or daughters of Coverall Franchised Business Owners, and who have been in the Coverall system for at least one year are eligible to apply.

Applications
will be accepted
from April 2, 2018
through
June 14, 2018

For more information about the program, contact International Scholarship and Tuition Services, Inc. at 855.670.4787 or contactus@applyists.com.



New Referral Program

Share what you love to do so that others know the path to business ownership is not out of reach! When you refer your friends and family to Coverall, we will reward you with \$500 for each person that starts their own independent business.

It's easy – have your friends and family contact your local support center to schedule a Coverall franchise presentation. When they join the Coverall Network, you get \$500. It's that easy! Refer a friend or family member today!

**Refer a Friend or Family
Member Today! When
They Join You Get \$500**

Franchise owner awarded \$500 after referral purchases a franchise and is approved through Coverall North America, Inc.



HUGE SAVINGS ON SQUARE SCRUB!

BENEFITS FOR OUR FRANCHISED OWNERS:

- Expanded services for almost every hard floor surface – additional revenue opportunities for your company
- Cleans floors 10x faster with far less water than conventional disc scrubbers and saves time with fewer dump and refill cycles
- Reduced operational cost of approx. 75% vs your standard rotary machines

EXPANDED SERVICES MAY INCLUDE:

- Ceramic tile
- Grout
- Linoleum
- Laminate
- Wood
- Rubber

BUSINESSES THAT TYPICALLY NEED THESE SERVICES ARE:

- Gyms
- Schools and Universities
- General Offices
- Medical
- Fitness Facilities
- Industrial Facilities

BENEFITS FOR YOUR CUSTOMERS:

- Preventative Maintenance Care- your customers floors will last longer, saving them money
- Cleans more efficiently and effectively killing the most germs and reducing dirt and grime



EBG -28/ PIVOT 14 X 28

Pivot Floor Preparation Machine

ORIGINAL PRICE: \$3,999

Q2 SPECIAL PRICE: \$3,563

EBG -20/C 14 X 20

Pivot Floor Preparation Machine

ORIGINAL PRICE: \$2,543

Q2 SPECIAL PRICE: \$2,263

Offer Valid April 1, 2018 – June 30, 2018



SMALL BUSINESS TIPS

Potential Tax Benefits for Franchise Owners

New tax reform is in effect and there could potentially be big benefits for franchisees. Entrepreneur reports the Tax Cuts and Jobs Act (TCJA) contains \$2.5 billion in savings for franchisees. The new law has deductions for pass-through businesses, impacting more than 2,000 franchisors and 200,000 franchisees. This means you may be able to deduct up to 20 percent of earned income.

According to Entrepreneur, the new tax breaks will help small business owners better compete with larger corporations. The effects range from potentially receiving better credit options to being able to expense additional business costs.

Obviously, each small business is unique, and we recommend consulting with your accountant to learn more about how you can benefit from the new tax plan.

Source: Bisio, R. (2018, March 06). There's a \$2.5B Savings for Franchisees in the New Tax Law. Retrieved April 2018, from <https://www.entrepreneur.com/article/309420>

? Ask Us

We want to hear from you. Send us your questions via email at marketing@coverall.com and we will work hard to get you an answer. We are here for you and want to be an ongoing resource for you as you develop your business.

