

**W**elcome to the second edition of the Coverall Corner Newsletter. We hope the first half of your year has shown growth and promise in your business. In this edition, you'll find the winners of the 2017 Franchised Business Ownership of the Year, information on special services and an exciting announcement about our scholarship program.

## MILESTONE MOMENTS

Here's the latest news from around the Coverall network. We work with some of the most talented people in the industry and are excited to share all the exciting news and updates.

### Welcome to the Coverall Family OUR NEWEST FRANCHISE OWNERS



Congratulations to Mr. & Mrs. Salazar on joining the Coverall Network! You are on your way to business independence and we will be here to support you in every way we can.



Raul and Debra Romero of Orlando just completed their training and began servicing their first customer account! Congratulations to the Romeo's on their exciting new venture!



### Franchise Owner APPRECIATION DAY

One of South Florida's top Franchise Owners, Tony Sequin and Coverall's Business Development Manager, Maria Urso, discuss floor equipment and special services at April's Franchise Owner Appreciation Day.

# FRANCHISE OWNER SPOTLIGHT



Coverall Celebrates

## FRANCHISED BUSINESS OWNERS OF THE YEAR

Coverall is proud to showcase the accomplishments of three owners who were recently recognized as the 2017 Franchised Business Owners of the Year in the Up and Coming, Medium, and Large categories.

To qualify, Owners were evaluated based on successful operation of their Coverall franchised commercial cleaning businesses, the growth and retention of their customer base, revenue growth, and the sale and management of special services. Years in operation and revenue size determined which category the franchised business was in.

### LARGE FRANCHISE OWNER OF THE YEAR

#### CORY AND JOAN BLAKE Specialized Cleaning Services, Inc.



Hard-work. Focus. Patience. These are Cory and Joan Blakes' keys to success. Prior to starting Specialized Cleaning Services, Incorporated, Cory was a warehouse supervisor. In 2006, he decided it was time to start his own company. "Everyone dreams of opening their own business," said Blake. "We've made our business a true family affair."

Based in the Bradenton/Sarasota, Florida area, Blake attributes his success to his support of his wife and children. "My wife Joan, along with my children, Jayda, Brianna and Jenna are involved in every aspect of the business operations," said Blake.

He also credits Coverall with providing a strong support base, which allowed him to focus on running and growing his own business. "There is no bigger benefit than the support system that comes with operating a franchised commercial cleaning business," said Blake.

Blake has steadily grown his business to eight employees and 34 accounts. "Being named Coverall's Large-Sized Franchise Owner of the Year is an incredible honor that was completely unexpected," said Blake. "It takes grit and perseverance to make your dreams of being a successful business owner a reality."

Cory and Joan Blake will be recognized for their accomplishments in September at International Franchise Association's Franchise Action Network Annual Meeting taking place in Washington, D.C.

## MID-SIZED FRANCHISE OWNER OF THE YEAR

### CRAIG HORNSBY Sparkling Image



Approaching 17 years as a Coverall Franchised Business Owner, it's safe to say Craig Hornsby, owner of Sparkling Image, has a formula for success. "The ability to run your own business requires a lot of hard work; but if you are ready and willing to put in the effort, anything is possible," said Hornsby.

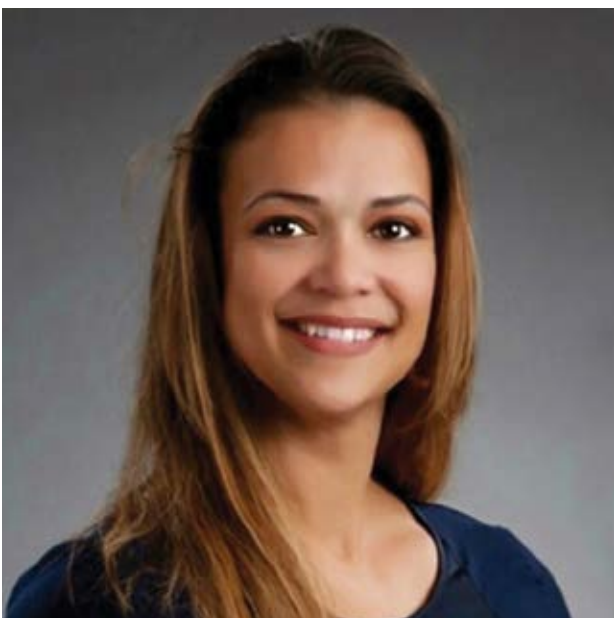
Based in Columbus, Ohio, Hornsby has two employees and 23 accounts across central Ohio. Hornsby's strong work ethic is one of the key points he wants to stress to aspiring entrepreneurs. "There is great flexibility in running your own business. You control your hours and you have the freedom to balance your work and family commitments. Success won't come to you. You need to work for it."

Hornsby's first reaction to being recognized as a Coverall Franchised Business Owner was humility. "When Tim Leigh from Coverall's Columbus office told me I was being recognized, I was truly humbled," said Hornsby. "Tim has been a great partner and a friend. He trained me nearly 17 years ago when I first started my business."

Hornsby's also wants to remind other owners to regularly communicate face-to-face with their accounts. "Really try and communicate with your clients. It will help build a partnership based on mutual respect."

## UP AND COMING FRANCHISE WINNER

### JODIE RICKS Intuitive Cleaning Solutions, Inc.



Jodie Ricks started Intuitive Cleaning Solutions, Inc. in Buffalo, NY in 2016. She's built her team to include six employees and numerous clients, including one of the biggest private universities in the region.

Becoming a Franchised Business Owner was a second career for Ricks. She spent 20 years as a paralegal — despite having a lifelong dream to run her own business. After researching franchised businesses and attending a Coverall meeting, Ricks saved up money for a down payment and took a leap of faith.

Two years later, Ricks says she's making more money with her business than she ever did as a paralegal and has never been happier. She can't imagine going back to a 9-to-5 desk job. She finds it liberating to control her own schedule and finds great pride in knowing she's employing others.

Commenting on her recognition as a Up and Coming Franchised Business Owner, Ricks said, "It's a very humbling feeling to be recognized by my peers. I am very proud of what I have accomplished thus far."

Her tips to success: Provide a professional level of service and communicate well with her clients. Leveraging the available Coverall resources and staying focused can result in limitless possibilities for Ricks and Intuitive Cleaning Solutions, Inc.





# Special Services

Remind your customers that they should be enjoying the bright sunshine and clear views all season long without any dirt, streaks or glare caused by dirty windows. Now is the perfect time to have a conversation about special services.

Offer **2** types of window cleaning:

**Interior Window Cleaning:** Remove smudges, streaks and soil with an interior window cleaning. This is a special service you should recommend on a periodic basis, such as quarterly, in preparation for an event that requires making your customer's windows sparkle, or based on seasonal needs.

**Exterior Window Cleaning:** Help improve curb appeal and make a positive impression on visitors, customers and employees. Coverall offers advanced tools, such as water-fed pole systems to clean exterior windows and frames up to 60 feet from the ground. This process is also eco-friendly to help protect shrubs and facades.

Special Services flyers are available to you for you to use in your marketing efforts. Just ask your local support center and share with your customers today!



**COVERALL  
AWARDS  
46 COLLEGE  
SCHOLARSHIPS  
THIS YEAR**

We are very proud to announce that Coverall will be awarding 46 scholarships this year to the children of our Independent Business Owners. This was the largest number of scholarships in the company's history. In total, Coverall will be awarding \$78,000 to well-deserving college students from across the country.

Since the program's inception in 2005, Coverall has awarded over \$700,000 in scholarships. We are fully committed to helping these hard-working students achieve their academic and professional dreams. We are very proud of these students and wish them all much success in college!

TELL US YOUR  
**S T O R Y**

**COVERALL WANTS TO PROFILE YOU**

Each of our owners has their own unique story to tell. Coverall wants to share your journey of business ownership with other Owners. Contact us at [marketing@coverall.com](mailto:marketing@coverall.com) if you want to be profiled in an upcoming newsletter.