

COVERALL® CORNER

NEWSLETTER | Vol. 12 | APRIL 2021

MESSAGE FROM OUR CEO

I hope you and your family are healthy and safe as we continue to navigate what has truly been an extraordinary year for us all.

When I look back at what our franchise business owners achieved over the past 12 months, I am amazed by the incredible perseverance you all displayed. Many of you adapted very quickly as the need for On Demand services rose amid the pandemic. As regions reopen and more businesses resume operations, the need for professional commercial cleaning services will be in high demand.

Our Coverall team members are working hard to ensure that you have the support and resources you need to manage and grow your business. Please continue to reach out to them. We are conducting our operations in the safest and most efficient way possible as we will continue to adhere to CDC guidelines and protocols. Progress is being made and I am optimistic that better days lie ahead of us this year.

In this issue of Coverall Corner, we'll highlight some of the great resources available to you all. We are particularly excited to profile one of our longest franchise business owners, Cary and Carol Hann. We hope you will find inspiration in their story.

Be well and safe,

Rick



VIPER EQUIPMENT ON SALE

We are excited to announce that special pricing on Viper Equipment is available now through June 30, 2021. Viper's carpet extractor and spotter deliver excellent cleaning and drying performance for large and small areas. Both Viper products can be used for On-Demand Cleaning Services and Preventative Maintenance. The CEX410 works great in large area and Wolf310 Spotter is perfect for entry way and runners. Contact your local support center to place your order.

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 them. 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 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 and a marketing representative will reach out directly.

 marketing@coverall.com



FRANCHISE OWNER SPOTLIGHT

33 Years and Counting for Cary and Carol Hann, CACVHann Cleaning, Inc

An unwavering commitment to customer service has led to long-term success.

Cary Hann’s work ethic can be traced back to his teen years when he mowed lawns in his neighborhood to save up for his first car. He is also a veteran having served in the Marine Corps Special Operations.

“His father promised to match whatever he made,” said Carol Hann, Cary’s wife and business partner. “Cary saved his money, paid cash for his car and managed to pay his car insurance for a year.”

Carol’s uses this story to highlight a commitment that has kept CACVHann Cleaning, Inc. in business for over 30 years.

“Set a goal for what you want and go for it,” she says.

Based in Baltimore, Maryland, Cary and Carol are a dynamic duo that manage to clean all their accounts themselves. They have over 15 clients, which include office space, medical offices and warehouses.

What started out as a part-time business has grown into their full-time business. The Coverall office helped them set up their business and provided training and support. Their success is based on two guiding principles – communication and hard work.

“When you’re doing a walk through with a client, really listen to what they are saying and pay attention to what they need done,” says Carol. “Also, let them know you can provide additional preventative and maintenance services such as carpets, strip and wax and windows. This shows you are willing and able to go above and beyond for your clients. Keep the lines of communication open at all times.”

Discipline has been helpful them in their journey as business owners and allows them to take their annual vacation. “Each year we like to go to the drag races. We



“If you know someone in the business, go out with them and see what it entails. Go to a regional Coverall office and meet with the team. Being an owner offers great flexibility and control over your day, just be sure you understand everything that is involved,”

commit to saving all of our spare change so that we can easily pay for this trip,” she added.

Carol also suggests that anyone interested in franchise ownership get as much information as possible upfront.

“If you know someone in the business, go out with them and see what it entails. Go to a regional Coverall office and meet with the team. Being an owner offers great flexibility and control over your day, just be sure you understand everything that is involved,” she said.



ANNOUNCEMENTS

NEW TO THE MRC – ON-DEMAND & PREVENTATIVE MAINTENANCE SERVICES

We have updated how we position, market and sell what was previously known as “Special Services.” To better articulate the services you provide to your customers, we created two separate categories – On-Demand Cleaning Services and Preventative Maintenance Services. The new one-page flyer can be downloaded from our Marketing Resource Center (MRC) and is customizable.

We have many assets on the MRC to help you with your business. Please [click here](#) to visit the MRC.

ON DEMAND SERVICES

Coverall delivers a professional clean that will keep your business healthy and safe for your employees and customers.

- Disinfecting Electrostatic Sprayer:** Eliminate 99.9% of pathogens in minutes, including COVID-19 using this highly effective technology
- Deep Clean:** Covers annual cleaning services, facility re-openings with extra attention to high touch points and common areas
- Contamination Clean:** Removes known pathogens like COVID-19, biohazards or body fluids, in any space, including high-risk environments like medical, dental or laboratory facilities
- Day Porter:** Provides additional cleaning services beyond your regular service

PREVENTATIVE MAINTENANCE

Extend the life of your assets with Coverall's preventative maintenance program. These services are the best way to protect your assets and improve the appearance of your business and brand.

Customized programs can be designed for:

- Hard Floors:** Tile cleaning for vinyl composite, ceramic and luxury vinyl
- Grout:** Make your grout look new with our machine scrubbing of hard-to-reach areas
- Upholstery & Fabrics:** Carpet cleaning, full furniture sanitizing and spot cleaning is available
- Windows:** Make your exterior ground floor and interior windows sparkle. Exterior and interior windows are cleaned with a strip washer and microfiber cloths

Get a free in-person or virtual quote. Contact us today.

COVERALL 000.000.0000 [coverall.com](#)



RISK MITIGATION

Steps to Help Reduce the Risk of Water Damage

Water damage claims may represent a significant portion of claims for businesses that provide cleaning services. In addition to out-of-pocket costs, business and franchise owners may also absorb additional costs from these kinds of claims, driven by deductibles and insurance premiums.

Significant direct and indirect costs can accrue:

Direct costs

- › Cleanup
- › Material/furniture replacement
- › Equipment repair
- › Mold remediation
- › Water damage

Indirect costs

- › Loss of income due to cancelled contracts; bad reputation
- › Additional time/resources devoted to resolve claims

Be proactive

Help ensure the success of your business and reduce property damage incidents by taking proactive measure to avoid water damage. Be fully prepared to take immediate action in the event of a water intrusion.

If there is a specific risk mitigation topic that you like to learn more about, email us at insurance@coverall.com.

COVERALL SCHOLARSHIP PROGRAM KICKS OFF THIS MONTH

Coverall is committed to helping the children of our independent business owners make higher education more affordable. Applications for the 2021 scholarship program are now open. The deadline for renewals and new applications is June 15, 2021.

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, visit: contactus@applyists.com.



HELPING STUDENTS SHINE
2021 COVERALL FOUNDATION SCHOLARSHIP PROGRAM

**REFER A FRIEND.
EARN
\$500**



EARN \$500 WITH THE COVERALL REFERRAL PROGRAM

Spread the word about franchise business ownership to family and friends and you can earn \$500. It's easy. Be sure to complete the Franchise Referral Card with your Franchise Owner Name, ID and Regional Support Center information. Pass along the card to future business owners and have them ask about a presentation. Your referral attends the presentation and, ultimately signs on with Coverall.

Commercial cleaning services are an essential service, and you could be helping a friend or family member get started as an independent business owner.

COMING SOON: LOOK FOR THE FOLLOWING TOPICS IN THE COMING ISSUES OF COVERALL CORNER:

Equipment promotions

Franchise business owner stories

Small business tips

Operational updates

Be on the look out for quarterly emails from hello@coverall.com on these topics and more!