

COVERALL® CORNER

NEWSLETTER | Vol. 11 | JANUARY 2021

MESSAGE FROM OUR CEO

I hope you all had time over the holidays to relax, reset and safely reconnect with family and friends. When we ushered in 2020, we had no idea of the journey that lay ahead of us with each new day and month. For our independent business owners, the importance of delivering professional commercial cleaning services has never been more important. As essential service providers, you all worked extremely hard to support your customers' changing needs amid the Covid-19 pandemic. You were an inspiration to us all.



And our Coverall® employees quickly adapted and pivoted to support our owners during these challenging times. I am looking forward to better days for all of us. I truly believe we have set the foundation for a strong 2021. We will continue to support all of you, our owners, any way we can through these extraordinary times.

Please join me in greeting the new year with hope and optimism.

Be well and safe,

Rick

COVERALL ANNOUNCES ITS FRANCHISE BUSINESS OWNERS OF THE YEAR

We are thrilled to celebrate the accomplishments of our three outstanding Franchise Business Owners of the Year. These independent business owners displayed incredible dedication and commitment to their businesses and customers during one of the most difficult years for small business owners. They represent the very best of Coverall.

We hope their stories of success will be an inspiration to you all.

LARGE CATEGORY

Gerald Shelton, Columbus, Ohio

Gerald became an independent business owner four years ago and has been working hard ever since to grow his business and deliver excellent customer service. In addition to having three employees, he runs his

Continued on pg. 2

**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 campaigns have begun about 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, just email us at marketing@coverall.com and a marketing representative will reach out directly to you to speak about this opportunity.

 marketing@coverall.com



NEWS

FRANCHISE BUSINESS OWNERS OF THE YEAR

Continued from pg. 1

business with family members. Being a business owner has been in his DNA since he was a child. He also owned a retail store. He was drawn to Coverall because of the company's brand reputation and principled commitment to supporting franchise business owners.

Running an essential business during the pandemic has been challenging and rewarding noted Shelton.



Gerald Shelton says the best part of being an owner is the freedom and flexibility of managing his own schedule.

“During these uncertain times, there has been the added pressure of fulfilling the customer’s needs to ensure a certain level of comfort,” he said. “However,

the tools and firsthand knowledge I have as a Coverall independent franchise business owner, gives me the confidence to know I can deliver a professional level of service.”

Gerald is one of the hardest working franchise business owners. We can't see what else he accomplishes as a business owner.

MEDIUM CATEGORY

Jarvis Jones and Allison Thomas, Immaculate Touch Cleaning, LLC

Based in Knoxville, TN, Jarvis Jones and Allison Thomas have been in



business for over three years and are known to be dependable, efficient and

The Coverall Team of Eastern Tennessee hosted Allison Thomas (L) and Jarvis Jones (R) for a celebratory lunch and presented them with their Franchise Owner of the Year Award.

incredibly punctual. Their attention to detail is second to none and their ability to take on difficult projects and fulfill the customer’s needs is incredible. They currently have 10 employees and service 15 customers throughout the Knoxville area and have experienced an increase for additional services due to the pandemic, including electrostatic spraying. “One large account has asked for someone to be present 24 hours a day to wipe down all the high touch areas throughout the facility,” noted Jarvis.

Jarvis and Allison are now financially independent and can do the things they love most - spend time with their family and traveling.

“We started this business together as an investment for our family,” said Jarvis. “We are very proud of all the hard work and dedication from my staff and me that went into the business over the past three years. There were a lot of long nights and early morning, but it’s worth it.”

UP & COMING CATEGORY

Earl Leonard, All in One Cleaning 1LLC

Coverall GM Ivy Harper first met Earl in 2015, when he worked as a Supervisor for another Coverall Franchise Business Owner in Detroit.



GM Ivy Harper (L) presents Earl Leonard with his Franchise Owner of the Year Award.

From the very beginning, Earl, demonstrated an acumen for driving superior customer service and had a

strong desire to own his own business vs. commercial cleaning franchise. Three years later, Earl’s dream became a reality. Earl worked hard to educate himself on the financial management and the commercial cleaning industry. As a result, he has grown his initial franchise package by 500% in just six months and his account retention is 100%. Earl’s success represents a dream come true for both he and his family members. He has 12 employees, one of them being his brother. Earl truly believes that Coverall represented one of the best opportunities for him to own his own business.

The biggest benefit of being a franchise business owner according to Earl is all the support that Coverall provides along the way. “The training, equipment, marketing materials and business support gives me more time to run my business. I am very honored to be a franchise owner of the year.” Earl has set out to achieve big dreams as a business owner and is a true representation of what Coverall stand for: integrity, excellence and service delivery. With this drive and motivation, we have no doubt that he will reach his goals.

Q1 EQUIPMENT PROMOTION ON HOOVER VACUUMS

Now through March 31, 2021, our franchise business owners can save \$200 when they purchase one of Hoover's most powerful commercial grade vacuums. Choose between the Hoover 40V Cordless Backpack or Upright Vacuum for \$595. As part of this offer, owners can also receive an additional battery free with their purchase. Contact your local support center to place your order.

The price includes the charger and one battery.



COVERALL OF HOUSTON GIVES BACK TO THE COMMUNITY

This past year, when the need has been so great, team members from across the Coverall family extended their generosity to their communities. One of those generous acts occurred in Houston, Texas. Coverall of Houston organized a blanket and sock drive to benefit a local shelter. On December 19, the Coverall team delivered all of their blankets and socks to the Star of Hope Center that aids Houston's homeless. We are so proud of our team who chose to give back during this time. Thank you!



(L to R) Elson Cornelius, Letty Nyberg, Sheryl Tuttle, Karenn Rifai, Eliezer Reyes and Dimas Yanez from the Houston RSC delivered the donated items they collected.



The Star of Hope Mission Major Gifts Officer (far right), Marc Laney, welcomed the Houston RSC Coverall team and was grateful for the donation. Back row: (L to R) Sheryl Tuttle, Elson Cornelius, Letty Nyberg, Dimas Yanez and Marc Laney. Front row: (L to R) Eliezer Reyes and Karenn Rifai

COVERALL CHICAGO HOLDS FOOD AND CLOTHING DRIVE

The Coverall Chicago team stepped up to support the support center's food and clothing drive to help their community during the holiday season. We appreciate their kindness and ability to help those in need.





SMALL BUSINESS TIPS

Tax season is fast approaching, and many small business owners might overpay if they don't do their homework and get prepared in advance. Start early so you don't have to rush as the tax deadline approaches. Here are some tips to keep in mind that may save you money and let you invest that money back into your business.

1. Use digital tools: Tax filing software can help you avoid headaches when preparing your taxes. No business is too small for these tools. The accuracy of the digital platform will help you avoid human error.
2. Gather all your receipts and expenses: Filing taxes is always easier if you avoid mixing your business and personal finances. Don't wait until tax time to begin separating your receipts. This can lead to mistakes as you have to remember transactions from as far back as 12 months ago. There are apps that can capture, store and organize all your receipts in one place.

3. Claim deductions: One way to keep your taxes to a minimum is to take advantage of all possible tax return deductions for your business. For example, some business owners operate from a home office. There are some expenses related to that home office that can be deducted on your tax return.
4. Review all bank statements: Make sure your accounting books and bank statements are aligned. Reconciling your bank statement can help you cut back on taxes and ensure that you pay nothing more than what you owe.

Whichever methods you choose, doing it early and without rush will save you any last-minute hassles and will allow you to submit an accurate return.



REMINDER: MARKETING AND SALES ITEMS AVAILABLE FOR PURCHASE AND DOWNLOAD

We wanted to remind our franchise business owners that our Marketing Resource Center (MRC) is open and available in support of your business' marketing and sales needs. Owners have access to a variety of Coverall-approved and branded materials, including marketing and sales collateral, business cards, ID badges and promotional items. Franchise business owners can create their own accounts and order products using a credit card. Instructions on how to set up your own account and place orders can be found [here](#).

