

**T**here is much to celebrate in this edition of Coverall Corner. Whether it's our outstanding scholarship recipients, or our successful franchised business owners, we recognize and appreciate all of your efforts and achievements. We are also extremely proud of the focus our owners have each and every day to deliver an outstanding service to their customers. The Coverall brand reputation is our most valuable asset, and thanks to everyone in our Coverall network, we are recognized as one of the top franchisors in the commercial cleaning industry.

Congratulations on a great first half of the year!

Sincerely,

**Rick Ascolese**  
President & CEO



## REFER & BE REWARDED

- 1 SHARE**  
what you love to do so others know that the path to owning a commercial cleaning business is possible.
- 2 COMPLETE**  
the franchise referral card with your franchise owner ID and your regional support center number.
- 3 GIVE**  
the referral card to the future business owner and have them ask for a presentation on the Coverall Franchise Program.
- 4 ATTEND**  
Your referral attends a franchise owner presentation to learn about Coverall's proven system.
- 5 RECEIVE**  
Once signed and approved you receive your \$500. It's that easy!

## COVERALL AWARDS 42 COLLEGE SCHOLARSHIPS THIS YEAR

Coverall continues to strive to help make college more accessible for the children of our independent business owners.

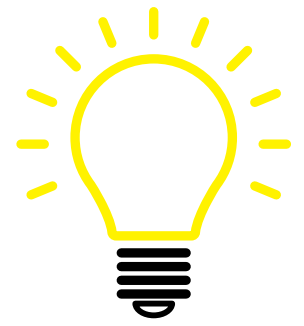
This year, we will be awarding 42 scholarships. In total, \$70,000 will be given to incoming college freshmen from across the country. We are very proud of these students.

We look forward to hearing about their accomplishments and hope they make the most of their college journey.

REFER TODAY TO RECEIVE **\$500\***

Restrictions apply. Please contact your Coverall representative for details.

# FRANCHISE OWNER SPOTLIGHT



## Coverall Celebrates FRANCHISED BUSINESS OWNERS OF THE YEAR

We are pleased to announce the 2018 Franchised Business Owners of the Year winners. Our three winners come to us from around the country and are setting a new standard for excellence in business ownership. They are role models for our industry and were selected based on their ability to retain and grow their customer base, years in operation, annual revenue and ability to manage special services.

### LARGE FRANCHISE OWNER OF THE YEAR

#### **FREDY AROCHE** **Aroche Janitorial Service, LLC**



For over 19 years, Fredy Aroche has consistently grown his business in Portland, OR. He has been consistently one of the top-producing owners in the region and demonstrates an exceptional commitment to his customers and employees. He was introduced to the franchise model by a family member, who is also a Coverall franchised owner. Aroche noted he chose Coverall because he was looking for an opportunity that would enhance the quality of life for himself and his family; he hasn't looked back since.

He credits much of his success to the ongoing support he receives from Coverall.

**"The local Coverall office in Portland has been so supportive of me and my business," said Aroche. "They're always there to help me and give me guidance on how to grow my company," he added**

Aroche is known for mentoring new Coverall owners and offers this piece of advice:

**"Be responsible, honest and confident. Maintain good communication with your customers and your employees, and you will be in a good position to succeed."**

Fredy's hard work will be celebrated in September at the International Franchise Association's Franchise Action Network Annual Meeting in Washington, DC.

## MID-SIZED FRANCHISE OWNER OF THE YEAR



### **RAFAEL FRANQUI** **Franqui Cleaning Plus, LLC**

Based in Tampa, FL, Rafael Franqui quit his full-time job in 2018 as a mechanic to focus on his Coverall business and his growth has not stopped. Rafael has a fighting spirit, can-do attitude and tremendous work ethic. These qualities, along with his focus, drives him every day to growth his business. His boundless energy makes him an asset to his customers, and a role model for his employees. Rafael has assisted the Coverall network with training other business owners and has donated some of his spare time to mentor individuals at Coverall new hire training sessions.

## UP AND COMING FRANCHISE WINNER



### **JEFFREY AND CARMELA** **RICHARDSON** **JACAR Janitorial, LLC**

The Richardsons were first introduced to Coverall as employees of another franchised business owner. After working for them for a few years, he and his wife were inspired to venture out and start their own Coverall franchise in Detroit, MI. Through their hard work and focus, in less than a year, they grew their business 400%. Both are extremely active members in their community and have the privilege of ministering and mentoring in their neighborhood. Jeffrey, being a minister at his parish, also has been able to employ some of his parishioners who wanted or needed a different path in life. Jeffrey credits Coverall with helping support him in achieving independence.

**“There is a pride of ownership. You are talented and you can do more than one thing. This allows me to take charge and ownership of your own potential. It provides the vehicle to unleash your potential. This gives you the opportunity to act upon something that is yours. This is the tool that proves what your potential is. You are building this for yourself. I’m working hard for me and that’s a great feeling.”**



# A,B,C'S FOR BACK TO SCHOOL CLEANING! SPECIAL SERVICES



As students and teachers head back to school, there are important cleaning processes that should be done in order to ensure a healthier environment. If educational facilities have been sitting idle all summer, you can be sure that dust, dirt and other contaminants have made a home on every surface.

A deep and thorough clean can reduce allergens, bacteria, dust, dirt, mold and pollen. It also sets the stage for regularly scheduled sanitizing to help stop the spread of germ-causing illnesses and contagious diseases. Being vigilant should be a top priority for all educational and daycare facilities, and it all starts before the first bell rings.

Here are three ways franchised owners can improve their special service opportunities for educational facilities:



### 1. WRITE A NOTE

Write your current customers a note in their logbooks, or call to ask if they would be interested in a free special services quote to thoroughly clean the facility prior to the new school year.



### 2. REMINDER

Remind those customers that now is the time of year to get this cleaning service done and educate them on the benefits of a thorough and health-based clean, as well as need for following proper cleaning protocols.



### 3. IDENTIFY FEATURES

Identify cost saving features of your service and ways to improve the overall health and appearance of their facility.

Ensure all restroom surfaces are sanitized and disinfected. Best practices includes high pressure cleaning and disinfecting of walls, partitions, floors, urinals, toilets and sinks. This is a good time for grout repair and cleaning to start the school year off right with pristine restrooms. It will be easier to keep up with regular maintenance throughout the year.

Dirt, mold and pollutants love to hide in carpets. K – 5 schools, especially, need to keep them clean for crawling and sitting kids. Not only are dirty carpets unsightly, but they can negatively affect indoor air quality. Studies have shown that properly cleaned carpets help reduce asthma and allergy symptoms. Back to school cleaning should include carpet extraction and sanitization. This is also the time to strip and refinish hallways and classroom hard floors. Shiny floors make a great impression and well-maintained floors last longer.

Good lighting contributes to good learning. Windows should be washed inside and outside to bring in the most natural daylight as possible. Light fixtures and window treatments need attention as well.

If you would like to learn more tips, or to be trained on some of these special services, please contact your local Coverall General Manager who can help guide you.

## APPAREL HAS ARRIVED

We are very excited to see owners proudly wearing the newly branded Coverall apparel items!

Interested in getting you and your employees in the latest Coverall apparel? Reach out to your General Manager to see all the new items available. Your support centers can offer samples and pricing to ensure you are getting the newest items.

Check it out today!



## TELL US YOUR STORY

Connect with us! We'd love to hear your story.

If you're interested in networking with other owners, like you, we can help make the connection!

 [marketing@coverall.com](mailto:marketing@coverall.com)