

COVERALL CORNER

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FRANCHISE APPRECIATION DAY

This past September, Coverall's 38 regions celebrated franchised business owners with a day dedicated to them. Friends and family joined our owners in our support centers for a meet and greet, networking, some delicious food and beverage, vendor demonstrations, learning lessons and raffle prizes.

Edgard Hermes has been a Franchised Business Owner since 1992. He recently stopped by the support center in Pennsylvania to meet with the team. He enjoyed his

visit, loves being an owner and plans on visiting the support center more often. Twenty-seven years is quite impressive. Congratulations, Edgard on a remarkable journey.



Edgard Hermes (L), Owner of Hermes Cleaning Services, LLC with General Manager Sarah Hammond



Owners and their families enjoyed a cookout, networking and raffle prizes at the NJ event. Raffle winners (L to R): Michael Rosero, Owner of Neira Elite Commercial Cleaning, LLC; Alexandra Ponce, daughter of Miguel Ponce, Owner of MP Janitorial Service, LLC; Cinthia Yarleque, Owner of Keilly Clean, LLC and Gilmeda Moreno, Owner of Gilmeda Cleaning, LLC.

MESSAGE FROM OUR CEO

Each time we reach out to our owners they are always more than willing to accommodate. During the year, so many of you generously shared your stories of success, business ownership and best practices with us. Our team has enjoyed working with our owners from around the country. Your experiences serve as inspiration to other Franchised Business Owners and prospective owners. Thank you very much for your ongoing support.

These stories will be shared across Coverall's marketing platforms, including our blog, in support centers and on social media. On behalf of the entire Coverall family, we wish you all peace and joy this holiday season.

Rick Ascolese,
President & CEO

*Peace
Love
Joy*

NEW WINTER APPAREL NOW AVAILABLE!

Check out the latest winter apparel by stopping by your local support center!



ELIMINATE GERMS DURING FLU SEASON

While flu season is an annual occurrence, influenza can be unpredictable. Most of the flu activity peaks between December and February and easily spreads through the air when a person sneezes or coughs.

Make sure your customers understand the real benefits of winter cleaning as the flu season costs businesses approximately \$10.4 billion dollars in direct costs for outpatient visits and hospitalizations, according to the Centers for Disease Control and Prevention.

The cold months keep people inside more often and in close contact. And, during flu season this can contribute to the spread of colds and germs. In addition to carpets and floors, disinfecting the workplace is essential especially during winter months. Make sure your customers are aware of high-traffic areas that will require your extra attention.

Cleaning office surfaces especially phones, desktops, countertops, light switches, dispensers and door handles during every service visit helps reduce the spread of germs and viruses.



SPECIAL SERVICES

The commercial cleaning business is an important part of the U.S. economy, and an area of growth for independent business owners. According to a recent report by Statista, approximately 24 percent of facility managers in North America outsource their cleaning and janitorial services. There is potential for growth in the industry. As you are speaking with customers, remind them of the additional services your business can offer.

Flooring is one of the most important and expensive assets of a building. During the winter, floors are vulnerable to damage due to dirt, snow and harsh residue from ice melting compounds. Inform your customers that maintenance and protection of their floors will increase the lifespan of this valuable asset. It is also a more affordable alternative than replacement of the floors due to wear and tear.

HERE ARE SOME OPTIONS TO DISCUSS WITH YOUR CUSTOMERS:



A complete scrub and recoat of floors ensure protection during the winter months.



Carpet needs special attention as well. Like hard floor surfaces, carpeting can be damaged during the winter months due to snow and dirt. The frequency of vacuuming and deep cleaning should increase during the winter season to account for the increase in sand and the removal of rock salt.



Consider using walk off mats. Walk off mats at the entranceways can help contain ice, slush and snow. These mats will help contain dirt and reduce the amount that is brought into the office. Walk off mats are also an effective way for a business to proactively avoid accidents and liability claims. Talk to your customers about how they can purchase and utilize walk off mats along with wet floor signs.



A clean and polished floor and freshly cleaned carpets leave a good impression and reflect well on your facility. Offering Special Services before winter sets in is a great commercial cleaning opportunity.



FRANCHISE OWNER SPOTLIGHT



MYRA RAMIREZ,
Sparklin Maids, LLC, South Florida

As a single mom with two sons, Myra Ramirez is a shining example of how anything is possible with hard work, perseverance and the courage to start your own business.

Over the past four years, Myra has steadily grown her commercial cleaning business in South Florida and is known for her excellent customer service and her ability to build relationships with her clients.

In addition to her four part-time employees, both of her sons are involved in the business and could eventually run the business should they decide to do so. When she started her own business, she felt it was very important to be a role model for her children. She has proven that anything is possible when you put in the effort.

Myra credits her success to being accountable and relatable to her customers. She understands the value of retaining her customers. She says the biggest benefit of being an owner is the ability to set your own schedule and being able to take charge of one's future. She represents the best qualities of our Franchised Business Owners.

MYRA'S TIP FOR OWNERS:

Never stop learning. Starting your own business is a long journey. Take advantage of all the support Coverall offers. The advice and training can help you grow and improve your customer relationships.



QUICK TIP

Now that you've built up a relationship with your customers, you should feel comfortable to start a conversation with them regarding the importance of special services. A simple question can lead to additional opportunities and revenue.

DID YOU KNOW?

JANUARY 16TH IS GET TO KNOW YOUR CUSTOMER DAY

A study from Forbes revealed US businesses are losing \$62 billion per year due to poor customer service. Don't contribute to this annual loss. Repeat and loyal customers are so important to the ongoing success of your business. When you take the time to understand the needs of your customers it gives you ideas on how to improve your business and keep your customers.

For tips on how to improve customer service, visit our blog on www.coverall.com.



FRANCHISE BUSINESS OWNER LUNCH AND LEARN MEETINGS

This year we wanted to increase our knowledge and communications with our franchised business owners with the purpose of understanding of how owners deliver the brand promise, share best business practices amongst new and more tenured owners, and understand owners' familiarity with the availability of

branded selling tools and marketing communications.

We canvassed seven regions in the second half of 2019. A few people from the Coverall leadership team travelled to South Florida, Philadelphia, Pittsburgh, Cleveland, Houston, San Diego, and Orange

County and met with approximately 90 business owners. The sentiment by all was that the time spent together was extremely valuable. A few insights gathered from our group discussions were around:

- Technology
- Branding and apparel
- Chemicals
- Training and on-going development in key areas, such as bidding and pricing, special services, business operations to name a few

From these meetings, we will be evaluating what actions can be taken on some of these key topics in 2020. We anticipate conducting lunch and learns in 2020 to continue our dialogue with all of you and to learn and share.



REFER & BE REWARDED!

Refer Today to Receive \$500

- 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
- 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!

and have them ask for a presentation on the Coverall Franchise Program.

Your referral attends a franchise owner presentation to learn about Coverall's proven system.

Once signed and approved you receive your \$500. It's that easy!

TELL US YOUR STORY

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.

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

 marketing@coverall.com

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