

# COVERALL CORNER

NEWSLETTER | Vol. 8 | APRIL 2020

## MESSAGE FROM OUR CEO

The spread of the coronavirus has dramatically impacted all our lives. As the situation quickly evolves, please know our local support centers are diligently working to support you and your employees. Despite these immediate challenges, I have confidence in the Coverall Network, and I know we will prevail. We have modified our services at the local support centers in order to adhere to social distancing guidelines while providing you with the products, services and information you need to keep operating. Specific details regarding these modifications are detailed in this edition of the newsletter.

Our dedicated team will be responding to your questions and needs as quickly as possible via email, phone and regular mail. In addition, the government has a number of programs in place to support small business owners. For more information visit, [www.sba.gov](http://www.sba.gov).

The importance of your work puts you on the frontlines of this pandemic, and for this, we all acknowledge and appreciate your commitment and professionalism during this difficult time.

Be well and safe,  
Rick

## COVID-19

For essential businesses still operating during the COVID-19 outbreak, proper cleaning and disinfecting are more critical than ever before. As an independent commercial cleaning business owner, you have a vital role in keeping these environments clean and operational.

We encourage you to remind your customers of your chemical knowledge and training, along with your specialized delivery of the Coverall Core 4® Process, as well as offer them increased frequency of their cleaning service. It's important to communicate that Coverall always follows the Core 4® Process and contamination cleaning protocols, not just during a pandemic. This trusted method is built on the CDC's standards for cleaning and disinfecting. Your ability to deliver this commercial cleaning service will allow you to support your community and your customers during this time of need.

As a Coverall Franchise Business Owner, you know that the Coverall Core 4 Process includes a combination of advanced disinfecting chemistry, tools and cleaning protocols to remove the maximum amount of soil and help reduce the risk of illness to create a clean facility.

### Coverall's Core 4® Process includes:

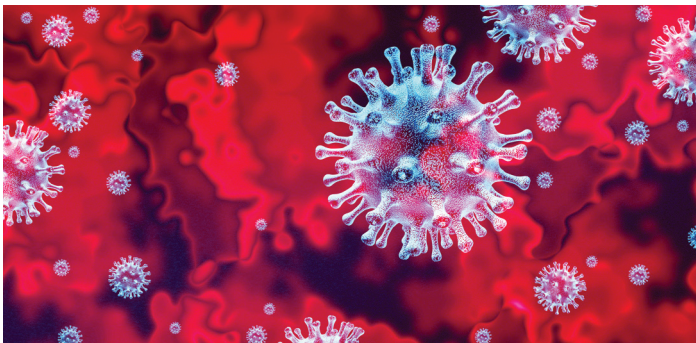
- » Hospital-grade disinfectants
- » Color-coded microfiber cloths (traps 99% of dirt)
- » Microfiber NO DIP flat mops (no cross contamination)
- » HEPA Vacuum (traps 99.7 airborne allergens)

Additionally, with the shelter-in-place and social distancing guidelines in order, we changed some of our business operations to ensure you and our team members are safeguarded against the coronavirus. At each of our local support centers, we have essential service team members to help your business continue to operate while providing the following services:

**Cleaning Products Curbside Service:** All local support centers will have curbside service for you to pick up cleaning products.

- » Information from Diversey, along with their solutions for infection prevention and control, can be found [here](#).
- » A recent release by the EPA of registered products for use against COVID-19 can be found [here](#).

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**Disbursements and Electronic Deposit:** It is encouraged to opt in for electronic deposit for your customer payments on our disbursement day, given the governmental and state recommendation for social distancing practices.

**Customer Service:** Franchise Development Consultants are fielding calls from your customers requesting a temporary suspension of service, or request for special services, that may come into the local regional support center, and they will be passing along the information to you. Also, we are available to process and bill any special services you send us or bring to the office.

As part of the Stimulus Program passed by the Government via the Small Business Administration, small business loans are available with the possibility of loan forgiveness, for a businesses' retention of employees. Visit [www.sba.gov](http://www.sba.gov) and review their "Small Business Guidance and Loan Resources" section on the front page. If you wish to participate in the program, it would be beneficial to sit down with your local bank/lender to see how they can

help guide you through the process. [CLICK HERE](#) for the requirements.

**CARES ACT Quick Links**

- » For a top-line overview of the program [CLICK HERE](#)
- » If you're a borrower, more information can be found [HERE](#)
- » A sample of the application for borrowers can be found [HERE](#)

Coverall is an Essential Service Provider. Letters have been sent to all of you that you should carry with you as you serve your customers, should there be a question or concern. This letter should be signed by the individual Business Owner, as well as, attaching a business card. All Franchise Business Owners should also wear their Coverall shirts/smocks etc. and carry identification to reinforce this.

If you have any questions, contact your local Coverall Support Center.

**COVERALL'S METHODS ARE BASED ON THE CDC'S STANDARDS FOR CLEANING AND DISINFECTING**

CDC RECOMMENDATIONS	COVERALL' S RECOMMENDED PROTOCOLS
Recommends cleaning surfaces with soap and water.	Every surface is either wiped down before disinfecting, or an all-in one detergent and disinfectant is utilized.
Disinfecting - Use an EPA-registered disinfectant.	Coverall uses hospital-grade disinfectants, which are EPA-registered and feature OSHA packaging and labels. Disinfectants can kill up to 99% of germs and bacteria. <ul style="list-style-type: none"> <li>» Proven to kill germs</li> <li>» OSHA packaging and labels</li> <li>» EPA-registered chemicals</li> </ul>
Take precautions and wear gloves	Gloves and eyewear are recommended.
Recommends cleaning all high-touch points.	Core 4® Process includes use of microfiber technology, which traps and holds the most dirt and prevents germs from spreading. <ul style="list-style-type: none"> <li>» Helps prevent cross-contamination</li> <li>» Picks up 99% of dirt and germs</li> <li>» Environmentally friendly</li> </ul>
	No Dip Microfiber flat mop and dual side buck helps prevent cross-contamination <ul style="list-style-type: none"> <li>» 80% better cleaning results than a string mop</li> <li>» Reduces cross-contamination</li> <li>» Never uses dirty water</li> </ul>
	HEPA Filtration Vacuum captures 99.97% of airborne particles to help improve air quality. <ul style="list-style-type: none"> <li>» Captures up to 99% of airborne particles down to .3 microns</li> <li>» Helps improve indoor air quality</li> <li>» Quieter than most vacuums (62db)</li> </ul>



# SMALL BUSINESS TIPS

## BE AWARE OF CYBER SCAMMERS

We've all received threatening robo calls from cyber scammers who claim to be from a bank, the IRS or Social Security Administration. Impostors do not discriminate and are targeting small business owners as well. They are often after your money and are equally interested in your personal information. Businesses are susceptible to scams as impostors may attempt to intimidate small business owners to pay for unordered merchandise or services that were never rendered. Never give out your information over the phone and always verify the caller's identity.



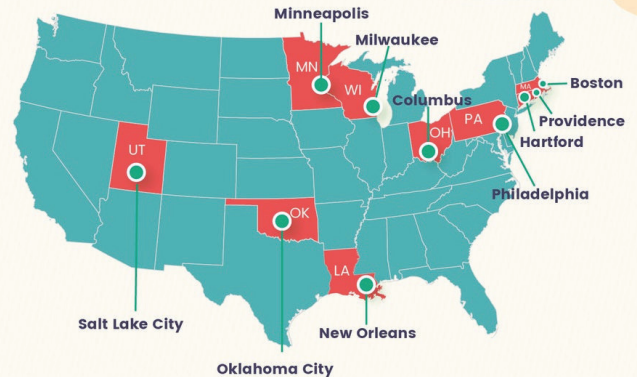
## THE TOP CITIES FOR ENTREPRENEURS

Age, experience and financial resources used to be some of the biggest obstacles our owners discussed with us during initial conversations with Coverall. Much has improved since Coverall began in 1989. In fact, findings from our recent owner survey confirms a trend happening among entrepreneurs – people are starting their businesses at the early stages of their careers. A study by LendingTree analyzed the top metro areas in the country and ranked cities with the youngest entrepreneurs. New Orleans, LA; Salt Lake City, UT; and Philadelphia, PA round out the top three cities. Coverall is represented in all of these markets and we are proud to be a franchisor for so many young people who are looking to launch their own businesses.

Source: LendingTree.com

### The Places With The Youngest Entrepreneurs

Entrepreneurial hopefuls might be able to achieve their aim of founding a business sooner rather than later— if they live in the right place.



### QUICK TIP

Staying on top of your HR issues can be time-consuming. However, hiring good employees when needed will enable you to potentially grow your business. Implementing consistent policies and procedures will allow you to focus on your accounts and, hopefully, avoid problems in the future.

- Recruitment: Follow the federal and state guidelines to ensure proper protocol is followed during the interview process. Any type of discrimination is not allowed.

- Federal and State Labor Laws: Make it a point to know and understand the labor in your state.
- Consistency: Handling problems consistently with all your employees will help prevent small incidents from becoming big problems.
- Communication: Keeping the lines of communication open for recognitions and areas of improvement will result in a smoother operation of your business.



## COVERALL'S FRANCHISE BUSINESS OWNERS SHARE THEIR JOURNEY *Their stories are now live!*

Thank you to Jeffrey and Carmela Richardson, owners of JACAR Janitorial, LLC out of Detroit and Mayra Ramirez owner of Sparklin Maids, LLC of South Florida for sharing their journey of business ownership. If you haven't already seen their video stories, please check them out on [Facebook](#), [YouTube](#) and our [Coverall Careers Page](#). Coverall is proud to support over 8,000+ independent business owners.

Feel free to share these videos across your social media channels. These stories show the power of being part of the Coverall network. Now more than ever, commercial cleaning providers are among the heroes in our society protecting people from viruses, bacteria and illnesses.



*Mayra & her son get to work.*



The coronavirus outbreak will force swift and permanent changes among businesses across all industries and sizes. Businesses who want to keep their environments clean and safe for their employees and customers, will be relying on experienced and trusted commercial cleaning companies to safeguard their businesses. Going forward there will be special attention given by businesses to think about every possible place within a workplace that can be a source of contamination. It is predicted that demand for commercial cleaning services will increase allowing more entrepreneurs to explore business ownership. This could be the perfect time to refer a friend to Coverall. Your referral can learn more about the benefits of business ownership and you can receive a \$500 referral fee for each person who signs an agreement with Coverall.

We know you are proud to be a part of the Coverall family. A \$500 referral fee could be yours! Simply tell a friend about Coverall and can earn \$500. Share your experience with a friend and earn \$500 for each referral.

## COVERALL SCHOLARSHIP

It is that time of year again, the kick-off for The Coverall Foundation Scholarship Program! Applications are now open and available for all Coverall North America Franchised Business Owner's families.

Coverall strongly believes in the power of education and wants to help owners offset some of the costs associated with higher education. If you've owned a Coverall franchised business for more than one year and your child has an interest in pursuing a higher education, and has a 3.0 GPA, you can submit an application.

Talk to your general manager for more information. Applications are being accepted April through June 2020.



**HELPING STUDENTS SHINE**  
**2020 COVERALL FOUNDATION SCHOLARSHIP PROGRAM**

**TELL US  
YOUR STORY**

**COVERALL  
WANTS TO  
PROFILE YOU**

Each of our independent business owners has their own unique story to tell. And, 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 you and your company profiled in an upcoming newsletter.