

COVERALL® CORNER

NEWSLETTER | Vol. 19 | FEBRUARY 2023

MESSAGE FROM CHARLIE DANIEL

As has been widely publicized in the media there is a great deal of economic uncertainty due to continuing inflation and the mixed messaging regarding the prospects of a recession. While these factors can have a negative impact on your business, they can also represent an opportunity to grow and expand. We want you to know that we are committed to helping you navigate your business through this uncertain and volatile time.

We continue and are even more focused on providing training and talking points for you as you approach

your customers regarding a variety of scenarios. Our General Managers and Franchise Development Consultants have worked with many Owners to develop strategies to secure price increases to offset inflation. We are also working on strategies to engage with customers when they are facing budget challenges and come to you seeking “price reductions”. We encourage you to continue to have these conversations with your Support Center team. They are always available to help.

During times of uncertainty there is also great opportunity, and the Coverall team is rolling out more Advanced Sales training sessions to help you acquire new customers on your own. Over 300 Franchise Business Owners have been through this training since last fall. The feedback and results they have experienced has been outstanding. Sessions will be offered throughout the year and your General Manager can let you know when they will be available in your region.

We are also encouraged to hear about our Owners expanding their offering of On-Demand Cleaning and Preventative Maintenance Services to their customers. These services are highly profitable and aid in strengthening relationships with your customers. In challenging economic times many customers shift their focus to maintaining their assets (carpet, hard flooring, etc.) vs. the more expensive option of replacing. These are services that customers need and often don't realize that you can deliver.

We are here to support you and we hope you will contact your Support Center with any questions or needs you may have.

We hope you enjoy this edition of Coverall Corner.



**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

RICHARD BENNETT II, BENNETT'S CLEANING SOLUTIONS LLC

We recently spoke with Richard, who has been a Coverall Franchise Business Owner for eight years. Based in Virginia Beach, VA, he has 16 employees and focuses on servicing all medical customers. He's been a consistent high performing Owner and we were glad he took the time to share his story with us.

Richard is a natural entrepreneur – a quality that he says comes from his family history. His father and grandfather both ran their own businesses and Richard commented that he learned his strong ethic from his family. Even as a young boy, Richard had a business instinct. He cut grass, ran a paper route and even sold candy in school. He's a natural communicator and this skill has served him well with his Coverall customers.



Prior to becoming a Franchise Business Owner, Richard worked for the city of Norfolk, VA. He took advantage of the leadership training offered by the city, which as he says, has helped him be a better Owner.

He learned about Coverall through a referral and decided to become the next entrepreneur in his family. He credits his success to being consistent and leading by example. Richard sees tremendous growth opportunities in On-Demand and Preventative Maintenance services for his business. He's totally focused on the needs of his customers.

"It's my responsibility to solve the pain points of my customers," he said. His plan for this year is to continue to add on services for his customers.

"One of the biggest benefits of starting your own franchise, is that Coverall has the support system in place to help you get started," he added. "Training is important as well."

We enjoyed our conversation with Richard. We are thrilled to have him part of the Coverall family for the past eight years and we know more great things are coming his way.



UPCOMING TRAINING EVENTS

ATTENTION OWNERS: MORE TRAINING SCHEDULED FOR 2023

We're building on the training success we had last year and are adding more sessions covering a variety of topics for our Franchise Business Owners. Between August and December, over 300 Owners participated in our highly interactive 2-hour session designed to help you obtain new customers on your own and increase your profitability. Once again, we will be offering these classes quarterly and each Owner will receive training materials that they can reference as they aim to secure their own customers.

A big focus for this year's training program will be On-Demand Cleaning and Preventative Maintenance Services.

We have asked our vendor partners to join us for these sessions. Vendors will conduct live, in-person training at most Regional Support Centers. Virtual sessions are also available to accommodate as many people as possible.

Here's what we have coming up:



- Q1** Hard Floor
- Q2** Carpets & Upholstery
- Q3** Terminal Cleans, Tile & Grout, Windows
- Q4** High Dusting, Deep Cleaning, Restrooms

Call your local Support Center for the dates of training sessions offered this year.

3 PIECES OF FLOOR EQUIPMENT ON SALE

Preventative Maintenance Services offer a number of opportunities for our Owners. Providing floor care in addition to your general cleaning services can help boost customer retention, the overall appearance of the location and helps you earn additional revenue.

Now through March 31, 2023, we have negotiated pricing on three pieces of floor equipment. Each piece comes with a three-year warranty on parts and labor.

Training is available for these products in most support centers.. Contact your support center to place your order and reserve your training spot.

3 SPECIAL OFFERS ON FLOOR EQUIPMENT

On sale through March 31, 2023

 <p>Sale Price \$720</p> <p>Shovelnose Wet/Dry Vacuum by Viper Walk-behind power, 24" front mount squeegee, 18-gallon tank and 9' vacuum hose, 50' safety power cord and 5-piece tool kit with a stainless-steel wand.</p>	 <p>Sale Price \$840</p> <p>20" Floor Machine by Viper It is a durable and powerful tool. Can be used for scrubbing, stripping and buffing. For hard floor use.</p>	 <p>Sale Price \$2,700</p> <p>Orbital Floor Scrubber FM810 by Advance Provides the ultimate combination of ease of use and versatility. Unmatched performance in both wet and dry applications. Designed to get cleaner floors in fewer passes. Strip floors faster and use less labor.</p>
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COVERALL **3-year Warranty on parts & labor** Training will be offered Jan - Mar 2023. Call your Support Center to place your order and reserve your spot.

COVERALL RANKED ON ENTREPRENEUR'S FRANCHISE 500 LIST

We are very proud to announce that Coverall was recognized as one of the top 500 franchises in Entrepreneur's Franchise 500, the world's first, best and most comprehensive franchise rankings. The 44th annual Entrepreneur Franchise 500 is a highly sought after honor in the franchise industry. Coverall is credited for its outstanding performance in areas, including unit growth, stability, and brand power.

Editor-in-Chief Jason Feifer said this about the companies included on the magazine's prestigious list: "The past year underscores the extraordinary opportunities that the franchise industry presents for entrepreneurs of all levels," says Entrepreneur editor in chief Jason Feifer. "The companies named to our 44th annual Franchise 500 list represent some of the most innovative, creative, and trusted brands across many industries and highlight what it takes to build the kind of momentum that drives long-lasting success."



COVERALL HOUSTON TEAM GIVES BACK DURING THE HOLIDAYS

The Houston Regional Support Center once again showed its generosity during the holiday season. They came together once again to coordinate a blanket and sock drive benefiting The Star of Hope Shelter in their city.



L to R: FDC Bruce Solf, GM Karenn Rifai, OSA San Juana Diaz, FDC Elie Reyes, FDC Letty Nyberg and FDC Dimas Yanez



Many of our top performing Franchise Business Owners learned about Coverall through a referral. We want to thank you for sharing your experience as a business owner with the people in your community. Many of the individuals referred to Coverall admitted that the decision to become an independent business owner was one of the best decisions they ever made for themselves, their family and their community.

You all know the benefits of business ownership, so please keep spreading the news about Coverall. As our way of saying thank you, our \$500 referral bonus campaign is available to you.

Contact your General Manager for all the details regarding our referral bonus offer. Offer may vary by region.