

COVERALL® CORNER

NEWSLETTER | Vol. 23 | JANUARY 2024

MESSAGE FROM CHARLIE DANIEL

Happy New Year! As we begin a new year, I am looking ahead at the potential that lies within the commercial cleaning industry for our Franchise Business Owners.

Data from Statista indicates that demand for commercial cleaning among businesses of all types increased over the past three years by 9% and is forecast to become a \$90 billion industry. Outsourcing of janitorial services among businesses is also on the rise when comparing 2022 data to 2021. Roughly a third of businesses who participated in their survey confirmed they are outsourcing their cleaning needs to a third party. In addition, the franchising model as a whole grew in 2023 reaching 805,000 units in the U.S. All this information points to more opportunities for our Franchise Business Owners in the coming year.

As we all know, the commercial cleaning industry is about creating environments that fuel productivity, health, safety and brand reputation. As Franchise Business Owners, you play a pivotal role in helping businesses provide that peace of mind to their employees, visitors and customers each and every day.

Companies recognize that a clean space is fundamental to their business and are leaning on cleaning professionals like yourselves for additional services such as On-Demand Cleaning and Preventative Maintenance Services to help maintain the highest standards of cleaning for their business. And since these services offer more revenue opportunities for your business, we hope you will consider offering these services to your customers. As we move forward in 2024, we will be increasing our training sessions to help you all seize new opportunities and develop new skills that will benefit your businesses.

Despite the economic challenges of the past 12 months, I am optimistic about the future and wish you all a prosperous and fulfilling New Year.

Sincerely,

Charlie



**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 themselves. 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 about 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



TRAINING OPPORTUNITIES

FIRST WEBINAR OF 2024 SET FOR JANUARY 24

We hope you can attend our first webinar of the year! On Wednesday, January 24 at 4 p.m. EST Sandy Tanksley, Director of Operational Development will share with you the secrets to building healthy and long-term relationships with your customers. During the hour training session, Sandy will cover:

- How to Create a positive first impression and build a strong healthy business relationship with customers for the long-haul.
- How to create a customer relations program that increases customer loyalty and adds revenue opportunities.
- Best Practices — Gaining a greater understanding of the importance of having a customer service plan.

Click [here](#) to register. If you have any questions about the webinar, please reach out to your General Manager or Franchise Development Consultant.

OPERATIONS CALENDAR

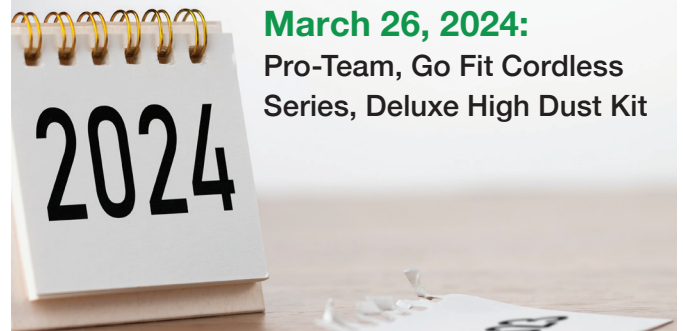
Please mark your calendars so that you can participate in the following Vendor Training Sessions:

February 13, 2024:

Nilfisk, Power Washing and High Ceiling Cleaning & Dusting

March 26, 2024:

Pro-Team, Go Fit Cordless Series, Deluxe High Dust Kit



Contact your General Manager for more details on how to sign up for these sessions.

DOWNLOAD THE FREE DIVERSEY APP

Don't forget to download the free Diversey app. With on-line training available and other valuable information; this is a great resource to have on your device whenever you need answers to your questions.

[Download the App](#)



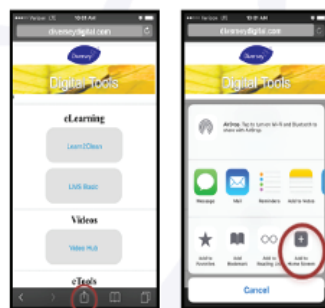
Digital Tools Website App

Adding the Website Icon to Your Apple or Android Device

- 1 Open website: <http://www.diverseydigital.com/natools/>

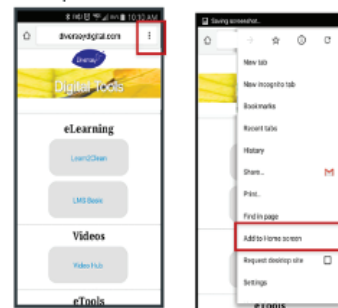
iPhone/iPad

- 2 Share Link
- 3 Add to Home Screen



Android

- 2 Open Menu
- 3 Add to Home Screen



GREAT TURNOUT FOR OUR FRANCHISE BUSINESS OWNER SALES & BIDDING CLASS

Franchise Development Consultant Steven Harada (standing) recently hosted a Sales and Bidding class to help Franchise Business Owners improve their skills. The Owners were engaged, excited and ready to apply their learnings to increase business opportunities for themselves.

If you are interested in getting the tools to improve your Sales and Bidding skills, please reach out to your General Manager or Franchise Development Consultant to schedule a meeting.



FRANCHISE APPRECIATION DAY EVENTS

Franchise Appreciation Day events were held across our regions. From Las Vegas, NV, to Houston, TX, and from Detroit, MI, to Sacramento, CA, our Franchise Business Owners enjoyed connecting with other Owners, attended equipment training demonstrations, and spent quality time with their General Managers and Support Center teams. A great time was had by all, and we are looking forward to hosting our Owners again in the future.





FRANCHISE OWNER SPOTLIGHT

SHAWN KIRBY, OWNER OF LIV2CLEAN

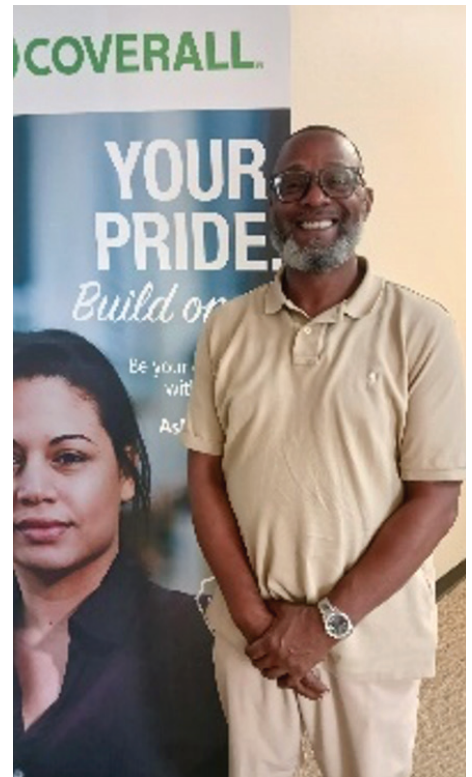
We enjoyed getting to know Shawn Kirby, Owner of Liv2Clean based in Houston, Texas. He has been a Coverall Franchise Business Owner since 2017.

He shared with us that he did research and met with other commercial cleaning franchisors when he was considering starting his own business.

Shawn's decision to purchase a Coverall franchise came pretty quickly. He committed to Coverall within two months of meeting with the local Coverall team. In addition to immediately feeling like part of the Coverall family, what made Coverall stand apart in his opinion is our proprietary Core 4® Cleaning Process. Shawn is a hard worker and attributes his strong work ethic to his father, who was also in the commercial cleaning business and taught him the value of hard work and dedication. Because of Shawn's commitment to his business, he has forged strong relationship with his customers.

He chose a franchise because of the guidance, support and customer base afforded to him through Coverall. "Coverall has supported me with anything and everything I have ever needed," said Shawn. "The team in Houston Support Center always reaches out and is ready to help."

His goal for 2024 is to continue to grow his business and ultimately hire staff with help him service his customers.



FRANCHISE OWNER EARNS REFERRAL BONUS



Our Franchise Referral Program is just one of the perks for our Owners. This program allows you to share the benefits of franchise ownership with the people in your network, and you have the opportunity to earn a bonus once your referral is approved. Owners who were referred and are now well on their way to running and managing their own businesses are thrilled with their decision to join Coverall. In speaking with many of our referred Franchise Business Owners, they cite flexibility, the ability to grow at their own pace and the freedom of running their own business among the top benefits of being a Coverall Franchise Business Owner. They have also taken advantage of the training offered by Coverall to help them develop new skills that can provide them with additional revenue opportunities.

General Manager Paul Burboa (right) recently presented Franchise Business Owner Stephanie Kamstra (center) with her referral check.

Speak with your General Manager or Franchise Development Consultant to see how easy it can be to earn extra income by simply referring someone to Coverall.



SMALL BUSINESS TIPS

EXCLUSIVE OFFER ON WINDOW CLEANING EQUIPMENT

To start the year off, we are offering special pricing on Unger Window Cleaning equipment for both exterior and interior windows. Our special offers on three window cleaning products will be available through March 31, 2024.

These window cleaning systems can help you offer easy and efficient Window Cleaning Services to your customers and can be an additional revenue stream for your business.

Using these tools simplifies the cleaning process, reduces labor costs and there is no need to set up ladders, scaffolds, or scissor lifts. Depending on the piece of equipment you purchase, you can clean exterior windows ranging from 20' (2 stories) or 39' (4 stories).

Contact your local Support Center to place an order for any of these pieces of equipment.

EXCLUSIVE OFFERS ON Unger Interior & Exterior Window Cleaning Equipment

20' HydroPower® Ultra Entry Kit

- > nLITE® Carbon Composite 20' pole can reach up to 24.5' (2-story building)
- > Includes 1 free resin bag

SALE PRICE \$1,019
~~was \$1,500~~

39' HydroPower Ultra Entry Kit

- > nLITE® Carbon Composite 24' pole can reach up to 44' (4-story building)
- > Includes 3 free resin bags

SALE PRICE \$3,891
~~was \$4,343~~

The Easiest and Most Efficient Pure Water System on the Market

- > Increase your revenue by offering this Preventative Maintenance Cleaning Service
- > Simple one-step window cleaning process
- > No need to set up ladders, scaffolds or scissor lifts
- > Cut labor hours in half

Unger Stingray® Professional Window and Surface Cleaning Kit (Interior Windows)

SALE PRICE \$583
~~was \$688~~

- > Award winning ergonomic tool designed to expedite the cleaning of indoor windows, glass and plexiglass up to 11' drip-free and other hard surfaces by up to 25% faster
- > Includes 1 free 5-pack of Microfiber triangular pads

COVERALL CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER
Offer valid through March 31, 2024. Pricing does not include local sales tax and is subject to change.

REFER A FRIEND. EARN \$500

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.