

COVERALL® CORNER

NEWSLETTER | Vol. 17 | JULY 2022

MESSAGE FROM CHARLIE DANIEL

We are more than halfway through 2022, and while many of you have had good beginnings to the year, we are all aware that high inflation, rising interest rates, economic uncertainty and volatile markets have been unsettling.

I want you to know that we are here to support you and are determined to help you keep moving forward amid these conditions. We are investing in additional sales resources and piloting new approaches to how we staff our sales team to attract new customers for our Franchise Business Owners. We are seeing more of our Franchise Business Owners over the past year participating in training and investing in new equipment to deliver On-Demand Cleaning Services and Preventative Maintenance Services, which continues to be a proven benefit to your businesses and to your customers. In July, we are rolling out our “advanced” sales training for those of you who want to improve your sales skills. We would also encourage you to take advantage of our initiative to support you in obtaining increases from your customers. If you are interested in these or any other training opportunities, please reach out to your support center.

Our mission has and will always be to provide a great experience. As we look ahead to the second half of the year, we are excited to bring back Franchise Owner Appreciation Days. The dates are being scheduled in September and October, so be sure to watch for communications from Coverall that will have complete details.

Lastly, I am excited to include in this issue of the newsletter, our 2021 Franchise Business Owners of the Year winners. Each winner represents the best of what it means to be a Franchise Business Owner and we all wish them a big congratulations!

Sincerely,

Charlie



**TELL US
YOUR STORY**

COVERALL WANTS TO PROFILE YOU

Allow us to help share your story of Franchise Business Ownership with others considering a commercial cleaning franchise. We have received a lot of feedback from prospective and new Franchise Business Owners that saw our “Owner Testimonial” campaign and listened to our existing Coverall Owner’s testimonials videos. The feedback was that these people were more compelled to want to inquire to learn more about the Coverall Brand and business opportunity. We believe your experience and story is relevant to so many other people who are considering owning a commercial cleaning franchise and would love to highlight you and your experience.

Everyone has a personal story to tell on why they chose to start a Coverall franchise business and what it means to them. Sharing your story doesn’t take much time or effort - email us at marketing@coverall.com and we will set a time to have a phone call, ask a few questions about your Ownership experience and journey, and will work with you on how we can best feature your story.

 marketing@coverall.com



2021 FRANCHISE BUSINESS OWNERS OF THE YEAR

Each year, we are in awe of the accomplishments of our Franchise Business Owners. We hope you will find inspiration in each of their stories. They are remarkable people, and they represent Coverall well.

One Main Janitorial, LLC **LARGE CATEGORY**

We are thrilled to celebrate the accomplishments of Lino Murillo, Owner of One Main Janitorial, LLC in Fresno, CA. Lino has been an owner for over seven years. During this time, we witnessed his ability to stay the course, trust the process and grow his business.

Lino attributes his success to solidifying relationships with his clients, employees and the local Coverall Support Center. He has 81 clients and is committed to training his employees extremely well on the Coverall processes. He also spends a good amount of time speaking with his customers and fostering relationships.

Lino has a strong conviction and

determination to constantly invest back into his business. He has acquired every piece of equipment one could have to provide On-Demand Cleaning and Preventative Maintenance Services. He meets with his Franchise Development Consultant and GM on high-level projects and on ways to continue to grow.

He also is an incredible mentor to other Franchise Business Owners in his region. He's been known to let his fellow Franchise Business Owners shadow him in the field while he is providing On-Demand cleaning service so that they can build confidence in delivering those services or a Preventative



Lino and Diana Murillo

Maintenance service to customers. He wants to help others reach the level of success that he has been able to achieve. His commitment to help others for the greater good of the Coverall brand is not only rare but a true blessing to our organization. We are so proud that Lino is part of the Coverall family.

Bermatt LLC **MEDIUM CATEGORY**

Bernardo and Vicky Largaespada, Owners of Bermatt LLC, have worked diligently since 2002 to start, work and grow their business to one of the most successful Franchise Business Owners in Palm Beach, FL. The team at his local Support Center describe Bernardo as, "The go-to Franchise Business Owner that will always respond and do the right thing for his customer(s), his business and the Coverall brand."

Bernardo and Vicky have worked hard to grow a solid commercial cleaning

company that spans most of Palm Beach County, serving customers of every industry and facility size. This team is always looking to improve skills, abilities and capabilities to provide every type of commercial cleaning service to their customers. They have invested in equipment and training to help them grow and accomplish this goal.

Bernardo and Vicky serve as great role models for other Franchise Business Owners! Congratulations to them.



Bernardo and Vicky Largaespada



2021 FRANCHISE BUSINESS OWNERS OF THE YEAR

SD Best Quality LLC UP AND COMING CATEGORY

In a short time, Juan Jose Licea Jimenez, Owner of San Diego-based SD Best Quality, LLC has become one of our most respected Franchise Business Owners. Not only is he a fast learner and hard worker, but he is also a Marine Corps Reservist with a current rank of Lance Corporal. He started his business in August 2020 just as the pain of the pandemic was being felt. But his discipline and determination propelled him to deliver exceptional customer service. He purchased machinery to provide On-Demand and Preventative Maintenance Cleaning services.

At a young age, he knew he wanted to own a business rather than be an employee. And his business is a family affair. His five sisters are actively involved in the business. In fact, two of his sisters serve as Site Supervisors. Juan has customers in almost all industries and is doing a great job for all his customers. He continues to take advantage of all the resources Coverall offers and works closely with his Franchise Development Consultant, Michael Bemby. We are so excited to see what's in store next for Juan and his business.



Juan Jose Licea Jimenez, Maria Licea, Fanny Quinñonez and Guadalupe Licea



SMALL BUSINESS TIPS

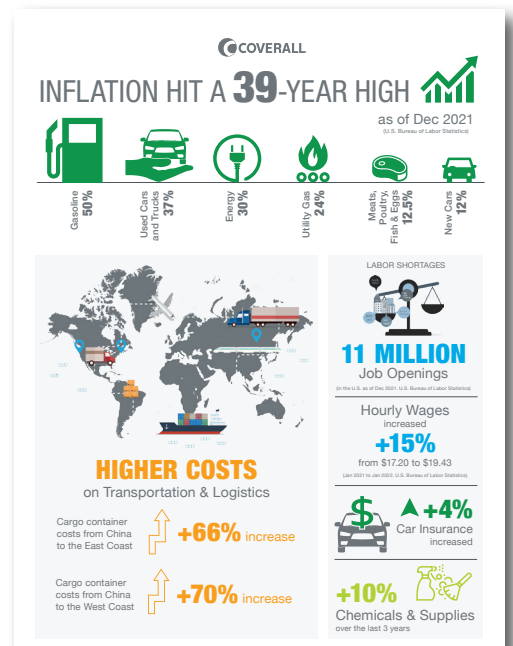
TALKING TO CUSTOMERS ABOUT INFLATION

We have been working with all you to help support you with information to secure price increases from your existing customers. As part of the program, we provided a marketing tool and communications strategy that allows you to have an open conversation with your customers about inflations. We are pleased to announce that many of you, with the support with the support of their local Franchise Development Consultants, are making great progress.

According to our latest data, in the Month of May:

- 363 customers agreed to increases
- 269 Franchise Business Owners had customers with increases
- 74 FDCs had at least 1 Franchise Business Owner that realized a price increase
- Of the customers that agreed to an increase, the revenue grew by a total of 21.7%

Please contact your Franchise Development Consultant if you need additional information or coaching on this topic. We are here to support your business.



Attention Franchise Business Owners: WE'VE EXTENDED OUR TASKI SWINGO 250B SPECIAL OFFER

We have had a lot of interest in our special offer on the TASKI swingo 250B floor cleaner. As a result, we have decided to extend our exclusive pricing of \$4,750 through September 30, 2022. Our owners can save \$850 Off the original price, plus this promotion includes a free battery upgrade. This is just another way we are working to deliver value to our Franchise Business Owners.

As many of you know, the TASKI swingo 250B is a breakthrough in floor cleaning excellence. Owners who use this equipment instead of traditional mopping will be able to deliver a professional floor cleaning result for your customers with ease, convenience, and efficiency.

Contact your local Support Center to for more information and to place an order.

TASKI swingo 250B ON SALE

CALL YOUR LOCAL SUPPORT CENTER TODAY



swingo 250B is a breakthrough in floor cleaning excellence.

- Removes up to 5x more soil than mopping
- Advanced cleaning pressure for visibly cleaner floors
- Superior water pickup for safer floors
- Up to 14,000 sq. ft. per hour productivity
- Efficient water distribution and chemical usage
- Simple and safe to use
- 80 mins run time / 1 hour recharge time

Was **\$5,600**
Sale Price **\$4,750**
Includes a free battery upgrade – a savings of \$850.
Valid through September 30, 2022.




COMING SOON

We are so excited to bring back some of the events that we postponed due to the pandemic. Be on the lookout for detailed information on our Franchise Appreciation and Vendor Days. We will be inviting all of you, your family, friends and anyone you know interested in franchise ownership to meet with our team and our vendors. As part of these events, experience product demonstrations, participate in training workshops and enjoy some giveaways and refreshments.

Once we have our Fall dates confirmed, we will be sending out communications to you so you can mark your calendars. Be sure to stay in touch with your General Manager for more information in the coming weeks and to reserve your spot.

Limited Time Offer: EARN \$1,000 FOR EACH FRANCHISE REFERRAL

You know the benefits of Franchise Business Ownership are great, so why not share this opportunity with a friend or family member? For each referral that is signed and approved, now through September 30, 2022, you will earn \$1000. This special referral promotion won't last long. Make sure all your referrals are in before the deadline, so that you can qualify for this fantastic referral bonus.

Be sure to contact your General Manager at your Local Support Center for details.

FOR A LIMITED TIME ONLY

REFER TODAY TO RECEIVE **\$1,000**

valid through
9/30/22

- 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 Name and ID and your Regional Support Center information.
- 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 \$1,000. It's that easy!



REFER & BE
REWARDED!

coverall.com
Contact your General Manager
at your Local Support Center.