

# COVERALL® CORNER

NEWSLETTER | Vol. 20 | MAY 2023

## MESSAGE FROM CHARLIE DANIEL



Earlier this year, Coverall hosted its annual Leadership Summit for our sales and operations teams. The goal of the conference was to bring our team together to share best practices, conduct learning workshops and strategize on how we can continue to support our Franchise Business Owners as you all run and manage your business.

Our team is dedicated to helping you grow and wants to guide you every step of the way. While inflation remains stubbornly high and economic uncertainty can cause concern, please know that we have already implemented new resources that can help you.

Last month, we hosted our first webinar that offered strategic advice that can have an impact on your business's profitability. Based on the positive feedback we received, more webinars will take place this year.

Our Account acquisition training continues to grow with more Franchise Business Owners signing up. We have received great feedback from those that have gone through the training. They are utilizing the techniques in the field and are acquiring new business.

Please reach out to your support center team to stay up to date on what resources we have available to you.

## APPLICATIONS ARE OPEN FOR COVERALL'S 2023 SCHOLARSHIP PROGRAM



### HELPING STUDENTS SHINE 2022 COVERALL SCHOLARSHIP PROGRAM

Coverall's commitment is to put you – our Independent Franchised Business Owner – first. Each year, Coverall awards scholarships to help the children of our Independent Business Owners obtain a higher education. We strive to build a community we can all be proud of by supporting you. Together, we succeed. For more information, please contact International Scholarship & Tuition Services, Inc.

#### Eligibility

High school seniors and college freshmen, sophomores and juniors who are the dependent sons or daughters of Coverall Franchised Business Owners who have been in the Coverall System for at least one year are eligible to apply for the Coverall Scholarship Program. An applicant must have a 3.0 or 3.0 GPA and be applying as a full-time student at an accredited, nonprofit college, university or vocational/technical school in the United States.

#### Awards

Scholarships will be awarded in the amount of \$1,500 each. All funds are distributed in U.S. dollars and are paid directly to the school. The scholarships will be applied to educational expenses at accredited, nonprofit colleges, universities or vocational/technical schools in the United States.

#### Renewal Scholarships

The award is renewable for up to 3 additional years as long as the applicant continues to meet the eligibility requirements. They must maintain a minimum 3.0 GPA to be considered for renewal. Each year, you will receive an email notification with instructions to complete the online renewal application. You will need to provide a transcript showing your cumulative GPA. For more details contact ISTS at 615.777.3750 or by email at [contactus@applyits.com](mailto:contactus@applyits.com).

#### Application Procedure

Apply online at <https://aim.applyits.net/coverall>. All applications must be completed between April 2, 2022 and June 5, 2022.

#### Application Follow-Up

To check your scholarship application status online, go to <https://aim.applyits.net/coverall> and log in to your account. You will be directed to your homepage where you can check the status of your application.

#### Winner Selection

A Selection Committee designated by the Coverall Scholarship Program Board of Directors will be responsible for selecting the recipients of the scholarship awards. In evaluating the credentials of the applicants, the Selection Committee will consider the applicant's eligibility, academic records, extracurricular activities, leadership activities, character and essay content.

#### Winner Notification

Scholarship winner and non-winner notifications are sent via email. Checks will be mailed to the recipient's home address, payable to their college, university or vocational school.

Please remember that our Coverall Scholarship Program is still accepting applications through June 15th for the 2023-2024 academic year. We are very proud to support the children of our Franchise Business Owners who have decided to pursue a higher education.

The program is open to high school seniors and college freshmen, sophomores and juniors who are the dependent children of Franchise Business Owners. Business Owners who have been in the Coverall System for at least one year are eligible to apply.

Scholarships will be awarded in the amount of \$1,500 each and recipients will be notified in Mid-July.

[Click here](#) to apply online or call International Scholarship and Tuition Services at 855.670.4787 for more information.



For additional information, please contact International Scholarship and Tuition Services, Inc., 4200 North Business Suite 170, Nashville, TN 37215 • 855.670.4787 • [contactus@applyits.com](mailto:contactus@applyits.com)

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# FRANCHISE OWNER SPOTLIGHT

## SAHAR AYAGH, GOLDEN CITY COMMERCIAL CLEANING

Based in San Francisco, Sahar Davis has been a Franchise Business Owner since 2016. Sahar radiates positivity and her key message to anyone who is pursuing business ownership is to “love what you do.” A native of Holland, Sahar is living the American dream. While working in housekeeping management for a hotel, she was actively researching opportunities that would allow her to have her own business. She did about three months of research and met with different franchisors. Ultimately, she decided on Coverall, “Because the team touched her heart” and she knew she could have a future with Coverall.

Sahar has taken advantage of all the training Coverall has offered, which she says has allowed her to maintain a high-level of satisfaction among her customers. Owning a business has allowed her to self-reflect on her strengths. She learned that she is resilient, can overcome obstacles and was ready to put in all the hard work needed to grow her business.

She has a team of six people working for her.

“Business ownership has taught me how to manage a variety of personalities and situations,” said Sahar. “I’ve learned how to communicate with my team in a productive way.”

She proudly describes herself as a rainbow – a person full of bright colors that come together to form a great life. Her business plan is definitely working for her. Sahar financed her down payment through Coverall and paid off her debt in a short period of time. This was an important milestone for her and represented a huge accomplishment in her quest to be a long-term business owner.



“There is a big difference in being self-employed versus a business owner,” she said. “I would encourage all Franchise Business Owners to learn all aspects of their business. Having a plan in the beginning is important for success.”

Sahar represents the best of Franchise Business Ownership. We are so proud to have her as part of our network. Her future is bright.

**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](mailto:marketing@coverall.com) and a marketing representative will reach out directly.

 [marketing@coverall.com](mailto:marketing@coverall.com)

## THE FACTS ABOUT LUXURY VINYL TILE FLOORING

With more businesses opting for Luxury Vinyl Tile (LVT) flooring like schools, hospitals and offices, now is the perfect time to have a conversation with your customers about the unique cleaning needs of this type of flooring.

Some retailers and manufacturers are positioning LVT as “Maintenance Free” flooring. This is not true or accurate.

To help clarify what’s involved with LVT maintenance, Coverall has created a flyer for you to use when discussing the cleaning techniques required to properly take care of this type of flooring.

We’re here to help you have these conversations with your customers. If you have any questions, please contact your General Manager or FDC.



**COVERALL**

### THE FACTS ABOUT CLEANING LUXURY VINYL TILE (LVT) FLOORING

**IF NOT DEEP CLEANED REGULARLY, LVT FLOORS WILL:**

- Appear and become increasingly dirty over time
- Display a film on the floor
- Have slippery patches

**LVT IS NOT MAINTENANCE FREE**  
despite what some flooring retailers and manufacturers may advertise.

One Distributor said, “Luxury Vinyl flooring is easy to maintain and requires no special care or maintenance.” **FALSE**

**LVT CLEANING IS IN DEMAND**  
LVT is growing in popularity and is increasingly found in schools, hospitals, offices and other commercial spaces.

**LVT REQUIRES UNIQUE CLEANING TECHNIQUES**  
Work with a trained professional like Coverall who knows the protocols, processes and tools to properly and effectively clean LVT.

BEFORE AFTER

Coverall can create an easy and cost-effective maintenance plan for regular and periodic deep cleans that will extend the life of this asset, offset expensive replacement costs and make the right impression for your business.

Contact your Franchise Business Owner or nearest Coverall Support Center to get started.

## GREAT DEALS ON CLEANING EQUIPMENT

Available in two sizes

<p><b>TM4 15"</b> Sale Price <b>\$1563</b> was \$2,000</p>	<p><b>TM4 20"</b> Sale Price <b>\$1688</b> was \$2,200</p>
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**CRB Cleaning Systems**

**Offer includes:**  
2 brushes, 2 dust and dirt collectors, transport trolley and accessory bag

Excellent cleaning tool for carpets and hard floors



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**U.S. Products**

**Mini Cobra Spotter**

**Offer includes:**  
10" hose and hand wand

Features a powerful 2-stage vacuum motor and storage compartment

Great for upholstery cleaning



**Sale Price**  
**\$703**  
was \$1,125




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**Viper CEX410 Carpet Extractor**

High quality carpet extractor delivering excellent cleaning and drying performance for large and small areas

**Machine only**  
**\$1,905** was \$2,257

**CEX410 + hand tool**  
**\$2,049** was \$2,484

**CEX401 + hand and floor tools**  
**\$2,239** was \$2,810



**COVERALL**

On sale through June 30, 2023

Contact your local support center today to place your order.

## TAKE ADVANTAGE OF GREAT PRICING ON CLEANING EQUIPMENT

We understand the rising operational costs associated with your business, which is why we always try and negotiate the best prices for our Franchise Business Owners.

There is still time to save on three great pieces of cleaning equipment. These tools can be used for hard floors, carpets and upholstery. These services fall under Preventative Maintenance and can be a significant revenue stream for your business. Investing in this equipment can lead to more opportunities to service your customers.

Our Q2 promotion runs through June 30, 2023.

Contact your support center for more information and to place your order.





# SMALL BUSINESS TIPS

## FIRST WEBINAR TRAINING FOR OUR OWNERS WAS A BIG SUCCESS!

On April 27, Coverall hosted its first Webinar for our Franchise Business Owners. Hosted by Steve Kloppenburg, Coverall's Vice President of Operational Development, the webinar covered the strategies Franchise Business Owners can implement to help improve profitability for their businesses. The one-hour session heightened awareness around the impact inflation is having on our Owners' businesses. Franchise Business Owners learned about the financial gains that can be achieved by securing price increases, acquiring accounts independently and how incorporating On-Demand Cleaning and Preventative Maintenance Services can boost their revenue.

Feedback from our Owners regarding the webinar was very positive and many reached out to their FDCs after the session to discuss some business options.



**Coverall will be hosting more webinars this year. Please reach out to your General Managers or FDCs for information on our future sessions.**

## HIRING FOR YOUR COMMERCIAL CLEANING BUSINESS

We've spoken with a number of Franchise Business Owners over the past several months and many of you have expressed a challenge in recruiting and retaining employees. You are not alone in this challenge.



Employee recruitment and retention have been challenges for organizations across all business sectors over the past couple of years.

Here are some points our Owners have shared with us that have helped them in their recruitment process:

### Commercial cleaning is essential

Your employees will be a part of an in-demand industry. People need a clean environment to work, live and play.

### You will be trained

Owners understand that their employees are a reflection of their business. It's important for employees to know that they will be trained and supported. Flexibility can also be an

option as they may be able to work during hours that suit them.

### Employee incentives

Some of our top performing Owners have told us that they provide sign-on bonuses, awards or other recognitions to help attract and retain employees.

### Good first impression

Hiring the right people takes a lot of work. Maximize your time with these candidates by conducting a professional interview. This will help demonstrate to the candidate that you are serious about your business and the people that you want to hire to work for you.