

# COVERALL® CORNER

NEWSLETTER | Vol. 22 | OCTOBER 2023

## MESSAGE FROM CHARLIE DANIEL



The ever-evolving landscape of entrepreneurship and business ownership requires all of us to stay ahead of changing market conditions so that we can meet the current and future needs of our Franchise Business Owners.

I am incredibly proud of the network of Owners that we have and the Coverall team members who work so hard to help you all along in your journey.

I would like to emphasize the invaluable role each of you have in the future of Coverall and share some thoughts on the incredible impact of referring new Franchise Business Owners to our network.

At the heart of our franchising model is the spirit of teamwork, trust and mutual respect. We believe that by expanding our network with like-minded individuals who share our mission, vision, passion and commitment to excellence, we not only strengthen our brand but also create unique opportunities for everyone involved. When you refer potential Franchise Owners to join our franchise system, you not only help them achieve their entrepreneurial dreams, but you affirm your confidence in the model. And with so many of our existing Owners making referrals, this is what makes Coverall special.

I encourage each of you to consider those individuals that you know who could benefit from our franchising opportunity and extend a warm invitation to join our family.

Thank you for your unwavering dedication and commitment to Coverall.

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 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](mailto: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.

**REFER A FRIEND.  
EARN \$750**

Offer valid through  
December 31, 2023





# FRANCHISE OWNER SPOTLIGHT

## Congratulations to our Franchise Business Owners of the Year

### Our Large Category Franchise Business Owner of the Year is Modesta Lugo, Owner of Premier Cleaning Solutions 10, Corp.

Based in Miami, Florida, Modesta’s genuine passion, grit and motivation has resulted in a million-dollar enterprise. Modesta, who was referred to Coverall by another Franchise Business Owner, is an inspiration to her family, and we are proud of her accomplishments.

Over the past 12 years as a Franchise Business Owners, Modesta has demonstrated a keen sense of business by capitalizing on the revenue potential of On-Demand Cleaning and Preventative Maintenance Cleaning Services. Beyond her professional achievements, Modesta’s genuine passion for her business and customer service shines through in her hands-on approach to daily operations. She engages with her customers to keep the lines of communication open to ensure all their needs are being met.

When asked what it meant to receive this honor from Coverall, Modesta said, “I always believed in never quitting and finishing what you start. It’s this philosophy that has guided me as a Franchise Business Owner. I am so thankful and proud to receive this award,” she added.

As a result of her efforts to build her business, Modesta has enlisted the help and support of her family, including her son. She’s proud of the family business she has built.

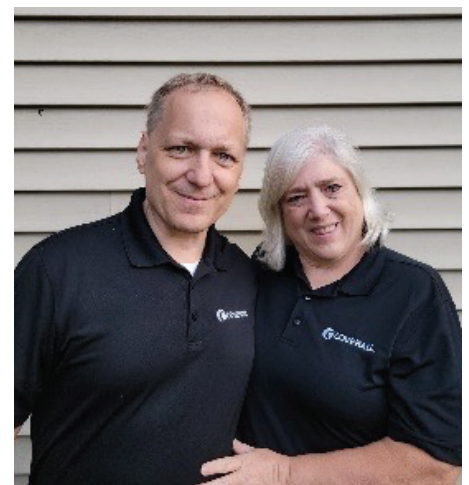


### Taking the Medium Category are Scott and Annette Berard, Owners of SAC Commercial Cleaning Service LLC in Detroit, Michigan.

Through their unwavering dedication to their business and their community, Scott and Annette represent the absolute best of Coverall.

They have been Franchise Business Owners since 2016 and during the Covid-19 pandemic, they assisted their church with setting up a disinfection protocol to help keep parishioners and guests safe.

According to Scott, he chose Coverall because the local Support team in his region made him feel welcome. In seven years, the Berards have built a solid commercial cleaning business and their future looks bright. They are a great example of how hard work along with following the Coverall model can lead to exceptional results.



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**In the Up-and-Coming Category, we are thrilled to recognize Almarys Vasquez Monzon, Owner of Sergyalmy Cleaning Services LLC, based in West Palm Beach, Florida.**

Almarys and her husband, Sergio, exemplify Coverall's core values and their accomplishments, to date, are a testament to their passion and drive.

"My husband and I work as a team," said Almarys. "We've been running our business for less than three years to receive this award so soon is incredible."

Almarys and her husband have grown their business by offering On-Demand Cleaning and Preventative Maintenance Services to their customers. They have been eager to learn and have attended sales training, floor training and have facilitated floor maintenance workshops for other Franchise Business Owners at their RSC. They are focused, dedicated and work closely with their FDC and General Manager so they can continuously learn and improve to take their business to the next level.



## NEWS

### Coverall Among Franchise Times' Top 400 Franchises

We are proud to announce that Coverall has been recognized by Franchise Times as a top franchise brand. Each year, the publication evaluates several franchisors and Coverall increased its ranking on this list. Coverall ranked #134 for 2023; up from 166 in 2022. Thank you for your contributions to help elevate Coverall.



### New Franchise Owners Complete On-Demand Cleaning Training

Congratulations to the new Franchise Business Owners in South Florida who completed their On-Demand Cleaning training. General Manager Nelson Quintero and the entire South Florida Support Center team were on hand to support these Owners and help them learn new skills for their businesses. Congratulations to all!

All regions offer training sessions. Please review your region's calendar of events and reach out to your General Manager for more information.





# SMALL BUSINESS TIPS

## OPERATIONS CALENDAR

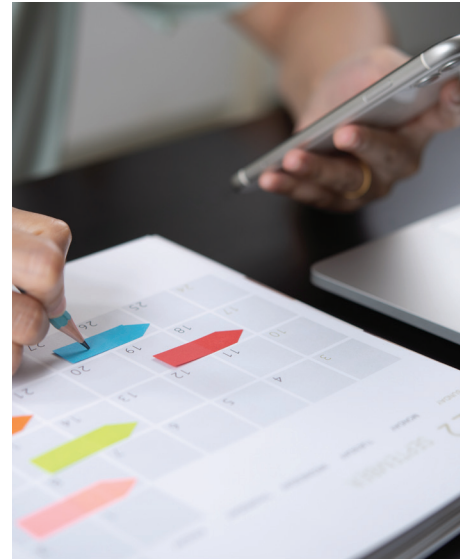
We have two more training sessions slated for the balance of the year.

### Q4 Training Sessions

- > Restroom Maintenance
- > LVT Daily Cleaning, Deep Cleaning and Restorative Cleaning

Our September webinar hosted by Coverall's Director, Operational Development, Sandra Tanksley, focused on Preventative Maintenance and On-Demand Cleaning Sales Training. We are so pleased that over 180 people signed up for this session. We hope everyone found it valuable as it is our goal to help you identify new opportunities for you with your customers.

Contact your General Manager for the dates and times of the upcoming training sessions taking place in your region.



## ACT NOW TO PURCHASE A FLOOR BURNISHER

**BIG SAVINGS ON NILFISK FLOOR BURNISHERS**

ONILFISK	
<b>VENOM VN1500</b> 20" 1500 RPM, high speed burnisher Easy to use and maneuver Flexible pad driver All-metal construction Large transport wheels 50' safety power cord Sale Price <b>\$1,000</b> was \$1,292	<b>DRAGON DR2000DC</b> 20" 2000 RPM, dual-control burnisher Quiet operation Flexible pad driver LED pad pressure indicator Fold down handle for easy storage 50' safety power cord Sale Price <b>\$1,582</b> was \$1,238
<b>Advolution™ 20 &amp; 20XP</b> Easy to store Low sound levels of 67 dBA FlexiFloor™ technology enables the motor to spread over the contours of the floor's surface F5 Superflex™ cord with quick-release hook, hospital grade plug and SafeStart™ function Sale Price <b>\$1,555</b> was \$1,893	<b>Advolution™ 20XP</b> 20" burnishing surface, 2000 RPM Sale Price <b>\$1,885</b> was \$2,185

**COVERALL** Contact your Support Center to place your order. Offers valid through December 31, 2023

Adding a floor burnisher as a part of a regular commercial floor maintenance program will extend the life of your customers' floors and remove scratches that would cause embedded dirt.

For this quarter's equipment promotion, we've negotiated with Nilfisk to offer special pricing on four pieces of equipment. This pricing will be available through December 31, 2023. We wanted to give you equipment options so that you can find the piece of equipment that is best for you.

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

## Coverall's Western Division Welcomes Japan Master Owner

Coverall's Western Division hosted Coverall's Japan Master Owner during their visit to California. The team shared their learnings, bonded, and had a wonderful time seeing each other in person.

