

# COVERALL® CORNER

NEWSLETTER | Vol. 15 | JANUARY 2022

## MESSAGE FROM CHARLIE DANIEL

On behalf of the entire Coverall family, we'd like to wish you and your families a happy and healthy New Year.

As some of you may know, I have succeeded Rick Ascolese as CEO of Coverall as of December 1st, 2021. Rick served as Coverall's CEO for close to 10 years and I thank him for his leadership and help with the transition. Here's the [link](#) to the press release.



It is a great privilege to take on this role and I am honored to be surrounded by a great team and a group of highly motivated Franchise Business Owners. I am firmly committed to ensuring the entire Coverall team continues to support you with enhanced training and guidance so that your business can be as fulfilling as possible.

We will be communicating with you this year through a variety of channels, including our Coverall Corner newsletter, which will include helpful updates and information.

As we embark on a New Year, I'm confident the best practices we've implemented will serve us well in the future.

Best wishes for health and prosperity in 2022.

## NEW EQUIPMENT PROMOTION FOR 2022

We have negotiated a special offer for our Franchise Business Owners on the MotorScrubber JET3. Our selling price, \$1,030, is fixed at the lowest possible advertised price. Powered by MotorScrubber Backpack Technology, JET3 allows you access to all the hard-to-reach areas.

Our offer is valid through March 31, 2022.

**MOTORSCRUBBER** Veritiv

### MOTORSCRUBBER JET3 ON SALE

The JET3 fits into spaces other machines cannot reach. Its powerful scrubbing action release ingrained dirt from any surface. Its features include:

- > 4X Faster than Manual Scrubbing
- > 100% Water proof
- > Targeted Spray On Demand
- > Maximum Control
- > Maximum Power & Lightweight

**\$1,030** MSRP \$1,149

Our selling price is fixed at the lowest possible advertised price.

**COVERALL** CONTACT YOUR LOCAL SUPPORT CENTER TODAY TO PLACE YOUR ORDER

Offer Valid thru 1/31/22 - March 31, 2022

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)

## COVERALL GIVES BACK DURING THE HOLIDAYS

Food insecurity caused by the pandemic remains a problem in the United States. As an organization, we wanted to do our part to help combat this growing problem in our country. Feeding America is the nation's largest domestic hunger-relief organization. Food insecurity impacts over 38 million people in the U.S. across rural and urban communities. Recognizing the overwhelming resources need to meet the needs of vulnerable citizens, Coverall felt the need to step up.

Commenting on the donation, Coverall's VP of Marketing, Nicole Ivey said, "Contributing to the mission of Feeding America was something our entire organization felt so strongly about," said Nicole Ivey, Coverall's VP of Marketing. "Between the pandemic, people out of work and rising costs, everyone is stretched thin. Hunger is a solvable problem, and we want to be a part of the solution."

A link to Coverall's full announcement can be found [here](#).



## SOUTH FLORIDA TEAM SUPPORTS LOCAL TOY DRIVE

In addition to supporting Feeding America, the Coverall network is committed to supporting their local communities. The efforts of the South Florida team is just one of many examples of how Coverall is giving back.

In partnership with the Miramar Park of Commerce and the Miramar Police Department, Coverall's South Florida team participated in the annual toy drive. Toys were given to children at local hospitals during the holiday season.



L to R: South Florida Ops team FDCs Maria Urso, Angie Fajardo; Manny Hernandez; OSA Marelis Cabrera and GM Nelson Quintero



# DID YOU KN<sup>-</sup>W?

Coverall recently conducted a survey to gauge interest in Franchise Business Ownership among people looking for a change in 2022.

Fifty one percent of individuals surveyed revealed that business independence is among the primary reasons to start their own business and 46 percent believe that having the freedom to make your own schedule is another top benefit of business ownership.

“There were a number of interesting observations from this survey,” said Coverall’s Chief Operations Officer, Shirley Klein.

“There has been so much uncertainty in the job market over the past 18 months that many people are reevaluating their personal and professional goals and are now more open to starting their own businesses. However, they don’t want to do it alone. They are looking for a company that can provide training and operational support, while having the freedom and flexibility to run their own businesses.”

We want to hear what motivated you to start your own commercial cleaning business. Email us at [marketing@coverall.com](mailto:marketing@coverall.com).



## SMALL BUSINESS TIPS

For many of our Franchise Business Owners in our colder regions, the winter season presents new cleaning challenges as many are having to clean slush and salt. Here are some helpful winter cleaning tips:

1. Gather Rock Salt/Calcium Chloride with a broom and dustpan prior to vacuuming.
2. Roll up or move any walk-off matting to make sure all surfaces are dry to be vacuumed. If a walk-off mat is wet on the back side make sure to wet vac it or mop it to keep moisture off of the surfaces.
3. Entryways can be wet. This is a prime area to use a wet dry vacuum. Do not use a backpack vacuum in this area. The rock salt, calcium chloride and water can damage the equipment. The water can also cause an electric shock.
4. The winter presents different challenges for keeping an entry door glass clean. Automotive windshield cleaner for the exterior only and a squeegee works best.



## THINGS TO CONSIDER IN THE NEW YEAR

The New Year is the perfect time to assess your business. Evaluate what worked, what didn’t and what strategic changes you can make in order to improve in 2022. It will come as no surprise that businesses will need to prepare for all sorts of scenarios in the new year, so here are some top things to consider for your business in the months ahead.

- > Review and update your business plan. Be realistic and stick to it as best you can.
- > Stay on top of your expenses, equipment and supply needs. Make sure you have a budget in place that will meet the needs of your business.
- > Monitor inflation. Lock-in pricing on your business’s needs to avoid hikes down the road.
- > Keep up-to-date on pandemic recovery programs and financial aid. The Small Business Administration and local or state chambers of commerce can help provide information on what’s new and available.