

COVERALL CORNER

NEWSLETTER | Vol. 9 | JULY 2020

MESSAGE FROM OUR CEO

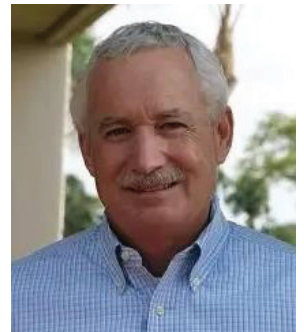
I just want to take a moment to say how incredibly proud I am of our Franchise Business Owners and all of our support teams. All of you have stepped up the support you provide to your customers, who perform essential services in the midst of uncertainty, fear, and the unknown during this pandemic. Thank you to everyone that has made business and operational changes to adapt to this new normal.

As your Coverall Support Teams prepare to slowly resume operations out of your local centers, please know we are following all appropriate CDC social distancing guidelines to help ensure your safety, and the safety of our Coverall employees and all guests. Our local support center teams will be wearing masks, gloves and practicing social distancing, and all employees and guests will be asked to conduct a temperature check. Please reach out to your local support center General Manager with any questions.

Now more than ever, the importance of commercial cleaning has taken on a new meaning. All of you are one the frontlines and the services you provide are necessary and essential as more and more businesses reopen and have a more sustainable “healthier way” to operate their businesses going forward. Your training and professionalism will serve you well as you move your business forward.

Please know we are here to offer our support and guidance any time you want it.

Be well and safe,
Rick



CORE 4® PROCESS

Coverall's proprietary Core 4® Process is a trusted method built on the CDC's standards for cleaning and disinfecting.

All types of businesses have been asking about cleaning protocols, methods and training as they look to reopen safely. We have been fielding a number of questions and calls regarding how our Owners can deliver a clean that is in accordance with the CDC. We encourage you to educate and remind your customers of the training you have completed and your specialized delivery of the Core 4® Process, which is unique to Coverall.

Businesses are also looking for recommendations on frequency and how to protect high-touch areas. As a

commercial cleaning business owner, you are in high-demand and now is a good time to engage with your customers and remind them Coverall's tools, protocols and advanced disinfecting chemistry remove the maximum dirt and soil and help reduced the risk of illness to create a clean facility.

Coverall's Core 4® Process includes:

- » Hospital-grade disinfectants (kills 99.97% of bacteria)
- » Color-coded microfiber cloths (traps 99% of dirt)
- » Microfiber NO DIP flat mops (no cross contamination)
- » HEPA Vacuum (traps 99.7% airborne allergens)

Coverall's Core 4® Process





RISING TO THE OCCASION

Coverall's Franchise Business Owner network is an impressive community of 8,000 people who do great work for their customers each and every day. During this COVID-19 pandemic, your commitment to your customers is extraordinary and makes us all feel a sense of pride. Your hard work and dedication has helped keep businesses open, clean and safe. Here are just a few examples a few of you have shared with us that demonstrates this very nicely.

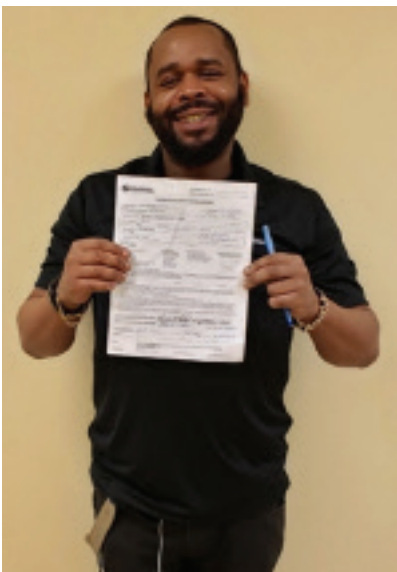
AROCHE JANITORIAL SERVICE'S EXPERTISE ON FULL DISPLAY

Based in Oregon, Fredy Aroche, owner of Aroche Janitorial Service, LLC, also Coverall's 2018 Franchise Owner of the Year, continues to deliver exceptional service for his clients. One of his customers needed a terminal clean in order to open up a portion of their medical facility to treat their customers. Fredy and his crew, in full PPE, provided a terminal clean to help them open. The services of Aroche Janitorial Service have been an important part of helping this business stay safely open for patient procedures.



Aroche's team is seen here doing a terminal cleaning at a surgical center.

NEW OWNER PROVIDES SPECIAL SERVICES DURING PANDEMIC



Carl Lewis (pictured) and his partner, Victor Gold, Owners of Lewis & Gold, LLC of Pittsburgh, PA; started their business in late December 2019, just a few months before the pandemic. They have persevered and have focused on Special Services for their customers and are keeping positive along the way.

DULAC COMMERCIAL CLEANING GIVES BACK

In addition to running his business, Justyn Wade DuLac made the time to help build a porch for a woman in her community. Day after day, she would have to walk on rocks and an unstable round to get out of her house. Thanks to this gesture of kindness and giving, she can safely enter and exit her home. Coverall is incredibly proud of our Owners who are making a difference in their communities.





FRANCHISE OWNER SPOTLIGHT

THOLES BOCICOT, BOCICOT CLEANING SERVICES, LLC

Tholes Bociot, personifies the American dream. He came to the US 13 years ago from Haiti and has been a Coverall owner for four years. During his time as an Independent Business Owner, he has steadily grown his business that he and his wife have worked so hard to build. His customers include: general office, faith organizations, and auto service industries. He successfully runs his business by taking advantage of every opportunity that comes his way. He has found that Special Services are a major part of his business. During a conversation with Tholes, he said, "It's the most important part of the business." He invested in the all the equipment so that it was easy for his customers to contact him for Special Services, and for him to deliver on that need. From grout cleaning to carpet cleaning and from floor waxing to large window cleaning, he and his team try do it all. He credits Coverall with the Special Services training as a way of expanding and growing his business. He suggests that other Owners learn



more about Special Services so that they offer these services to their customers.

"Coverall is a good way to start a business because of the training and the support you have," said Tholes. He also strongly believes in maintaining open communication

between him and his customers. Many of his customers have been with him since he first started the business. "With no experience in commercial cleaning, Coverall made it possible to own my own business."

For more on Tholes story, Click [here](#)



THOLES BOCICOT'S THREE TIPS FOR NEW OWNERS:

1.

BE FLEXIBLE

2.

BE READY TO LEARN

3.

BE READY TO ACCEPT NEW BUSINESS



SMALL BUSINESS TIPS

As the US economy continues to phase in more business activity, small businesses continue to navigate an economic landscape disrupted by COVID-19. Businesses are taking the necessary precautions to reopen safely and small businesses need to assure their customers they doing all they can to provide a clean and healthy environment.

Small business owners like our franchise owners need to be ready to reassess and make changes to their strategy in order to weather the storm. Here are a few tips from experts on how to keep your business afloat:

1. Think about adapting to current market trends:

This is particularly relevant for the commercial cleaning industry. As an essential service in high-demand due to the COVID-19 pandemic, you have a real opportunity to market your services. Connecting with your customers to understand their immediate and long-term needs can potentially create an entirely new revenue stream for your business. Businesses realize that commercial cleaning is a necessary investment in order for them to reopen, so make sure you are communicating with your customers regarding all the services you can provide.



2. Know what financial support you have access to:

The Small Business Administration (www.sba.gov) is a great place to start to read up on the latest resources that may prove beneficial. Loans and grants are available and can be helpful to keeping your business going.



3. Connect with your community:

Staying connected with the people and businesses in your community will provide you with the relationships and opportunities that can help you keep your business going. Volunteer, stay engaged. This can be a valuable bond that will create new business opportunities in the future.

**TELL US
YOUR STORY**

COVERALL WANTS TO PROFILE YOU

As you've read in this edition of Coverall Corner, our owners are doing incredible things professionally and in their communities. Each of our independent business owners has their own unique story to tell. And, Coverall wants to share your journey of business ownership with other owners. Contact us at marketing@coverall.com if you want you and your company profiled in an upcoming newsletter.