

COVERALL CORNER

NEWSLETTER | Vol. 10 | OCTOBER 2020

MESSAGE FROM OUR CEO

I continue to be very proud of our Franchise Business Owners and Coverall support teams as the Covid-19 pandemic remains at the forefront of our collective minds. Customers of our Franchise Owners have communicated that they are grateful for the hard work and dedication of our owners as they take on, with the utmost professionalism, new challenges. We have implemented business and operational changes since the pandemic started and remain committed to supporting our Franchise Owners in any way we can. With the onset of colder temperatures and more people spending time indoors in many parts of the country, I thought this would be a good time to remind everyone to remain vigilant. Cold and Flu season, along with the holidays, are fast approaching. It will be important to

protect yourself. Consider getting the flu shot, wash your hands often, practice social distancing and stay home if you're sick.

These and challenging and unprecedented times, but we are confident that we can get through this together. Coverall remains committed to providing all the support and guidance you need at any time.

Be well and safe,
Rick



ELECTROSTATIC SPRAYER USED BY FRANCHISE BUSINESS OWNERS

Commercial cleaning is an essential service and some of our Franchise Owners are using equipment such as the electrostatic spray gun to combat Covid-19. Over the summer, 300 Victory Electrostatic Sprayers were ordered for our franchise owners who purchased them to use for their business's cleaning demands. This handheld Sprayer is an added layer of cleaning for businesses that want an added layer of cleaning protection, especially for those businesses that have a lot of open spaces. Please look for updates regarding future availability as we are in conversations with other vendors about continued sprayer and chemical availability to help get this new tool in our owners' hands.



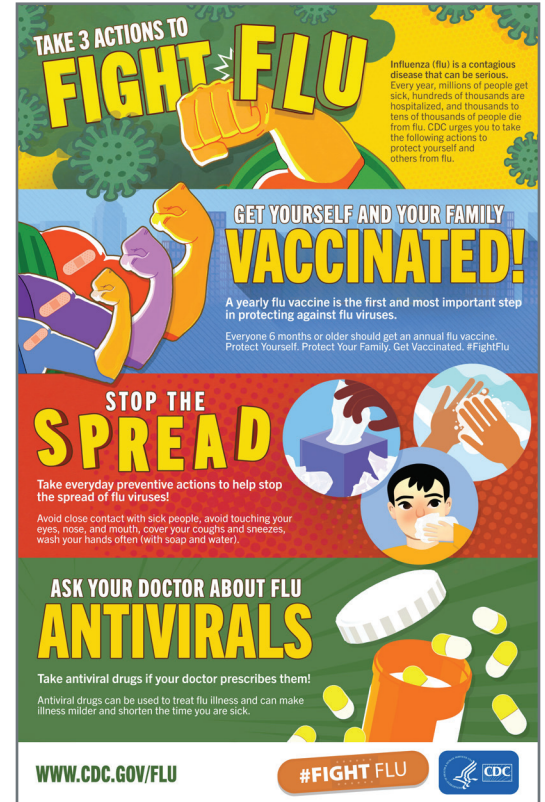
COLD AND FLU SEASON IS HERE

This upcoming cold and flu season is further complicated by the ongoing battle against Covid-19. The fall and winter season can bring a range of illnesses that are easily transmittable as more people head indoors and gather for the holidays. It's important to know the differences between a cold, the flu, seasonal allergies, and Covid19. The CDC outlines these differences and has put forth simple steps we can all take to be informed and protect ourselves.

Consider getting the flu vaccine - it's one of the best ways to prevent catching the flu. Stay home if you are sick and stay away from other sick people. If you do get sick, talk to you doctor about therapeutics like antiviral medications.

And, with any germ-related illness, personal hygiene is key. Continue with hand washing, social distancing and wearing a face mask. Now is also a good time to discuss the needs of your customers any extra commercial cleaning services they may need. High touch areas, common spaces and restrooms may need extra attention to help prevent the spread of viruses like influenza.

Remind your customers that Coverall's Core 4® Process was built on the CDC's standards for cleaning and cleaning schedule that will keep their workplace clean and healthy.



TAKE 3 ACTIONS TO FIGHT FLU

Influenza (flu) is a contagious disease that can be serious. Every year, millions of people get sick, hundreds of thousands are hospitalized, and thousands to tens of thousands of people die from flu. CDC urges you to take the following actions to protect yourself and others from flu.

GET YOURSELF AND YOUR FAMILY VACCINATED!

A yearly flu vaccine is the first and most important step in protecting against flu viruses.

Everyone 6 months or older should get an annual flu vaccine. Protect Yourself. Protect Your Family. Get Vaccinated. #FightFlu

STOP THE SPREAD


Take everyday preventive actions to help stop the spread of flu viruses!

Avoid close contact with sick people; avoid touching your eyes, nose, and mouth; cover your coughs and sneezes; wash your hands often (with soap and water).

ASK YOUR DOCTOR ABOUT FLU ANTIVIRALS

Take antiviral drugs if your doctor prescribes them!

Antiviral drugs can be used to treat flu illness and can make illness milder and shorten the time you are sick.

WWW.CDC.GOV/FLU #FIGHT FLU 

WELCOME TO THE COVERALL FAMILY

The local support center in Philadelphia welcomed many new franchise business owners to the Coverall family over the past few months. Amid the pandemic, these entrepreneurs were ready to take charge of their futures by starting their own commercial cleaning company and were excited to know that Coverall was committed to supporting them in every way possible.



Lawrence Lee (right), owner of Ocean Breeze Cleaners, LLC joined Coverall a few months ago and was a referral from an existing franchise business owner, which is the best endorsement. Lee will be servicing customers in Cape May County. Pictured with him is Sarah Hammond, General Manager, Philadelphia support center.



A power outage at the Coverall support center in Philadelphia didn't stop GM Sarah Hammond (left) from helping Steven Rodriguez (center), owner of MJB Cleaning Company and Williana Guzman (right), owner of Ulloa Cleaning, LLC from getting started with Coverall. Instead of heading into the office, they signed their agreements on Sarah's porch.



Amir Harrell (left) and Brianna Richardson, owners of A B Luxury Cleaning are excited to start their own commercial cleaning business. They will be working with customers in a few states: PA, NJ and DE.



FRANCHISE OWNER SPOTLIGHT

SAMILAH YOUNGBLOOD, Youngblood's Cleaning Service, LLC



In the midst of a pandemic, Samilah Youngblood made the decision to become a franchise owner with Coverall. Based in Montgomery County just north of Philadelphia, PA, Youngblood started her own business over six months ago. She has five employees and provides services for a large manufacturing facility. In addition to this customer, her team has performed several add-on services for businesses in her market.

“I chose to become a franchise owner with Coverall after doing my research and talking to the center GM.” said Youngblood. “I felt as though I could grow with Coverall. I like the communication, the support, the Core 4® system Coverall has in place. I have heard of a lot of different franchise companies, but Coverall had more to offer.”

Since the Covid-19 pandemic, Youngblood has received more disinfecting requests and makes sure her staff wears the proper PPE for these jobs. Youngblood makes it a point to explain Coverall's Core 4 process to all her customers. Her employees are trained from day one on Core 4® and she does quality checks to ensure their consistency. As a relatively new business owner, Youngblood has learned a lot about starting a business.

“Be patient. Delegate responsibility and hold everyone accountable. Your reputation is everything and word of mouth goes a long way.”

COMING SOON TO OUR FRANCHISE BUSINESS OWNERS

Marketing and Sales items available for purchase and download

We are excited to announce our new Marketing Resource Center (MRC) for our Independent Franchise Business Owners in support of your business' marketing and sales needs. Owners will soon have access to a variety of Coverall-approved and branded materials, including marketing and sales collateral, business cards, ID badges and promotional items. You will be able to create your own accounts, order and have materials shipped direct, using only a credit card.

An email announcement will be sent out at the end of October or beginning of November with directions on how to access and order from this site. Stay tuned!



Now offering two Facemasks versions; gray and black, as well as Coverall hand sanitizer are a few of the items now available in stock for purchase through the Coverall MRC.





SMALL BUSINESS TIPS

Small businesses are the backbone of the American economy. While Covid-19 has disrupted all aspects of the economy, small business owners must confront the situation and take immediate action to help keep your business afloat. Here some tips to consider to keep your business nimble so that you can stay up and running.

Stay informed: There are a number of financing options for small businesses that will help small businesses with cash flow. Given the low-interest rate loans available, grants and paycheck protection insurance, it's beneficial to stay current on the support channels available for independent business owners.

Adapt and pivot: To survive any downturn or crisis, small businesses need to learn to pivot and adapt. We've seen many of our franchise business owners adapt their commercial cleaning businesses to include electrostatic sprayer to assist clients with deep cleans and contamination cleans. Investing in your business and training your employees enables you to align your objectives with the cleaning priorities of your customers. Discuss add on services as this could lead to new opportunities as well.

Communicate with customers: While it may be hard to communicate in person, there are plenty of way to stays connected with your customers virtually. Email, phone calls

and zoom meetings are a few ways to remain connected to your customers to learn about their changing cleaning needs. This can be valuable time to foster a deeper connection, build trust and confidence.

Plan for the future: The pandemic will end, and when it does, the businesses that will succeed will be those entrepreneurs will be those who confronted the challenges of this time face on.



NOVEMBER 3RD IS ELECTION DAY

Voting is the most basic and cherished right in our democracy. Generations of Americans fought and died so that we can have the right to cast a ballot, the freedom to select leaders and to have our voices heard. Visit usa.gov for information voting information in your state. Coverall supports everyone's right to get out and vote!



**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.