

COVERALL® CORNER

NEWSLETTER | Vol. 28 | APRIL 2025

MESSAGE FROM CHARLIE DANIEL

As businesses continue to prioritize cleanliness and safety, two key trends are shaping the commercial cleaning industry and presenting new business opportunities for our Franchise Business Owners: the growing demand for luxury vinyl tile (LVT) care and the increasing focus on overhead and high cleaning services. LVT requires expert maintenance to preserve its durability and appearance, while high cleaning—targeting ceilings, ductwork and rafters—ensures a healthier, dust-free environment.



We're committed to staying ahead of these trends. Our specialized training programs help equip Franchise Business Owners with the skills to deliver expert LVT care and overhead cleaning services, helping businesses maintain pristine, professional spaces.

Please reach out to your General Manager if you're interested in training sessions to learn how to deliver these cleaning services.

Sincerely, Charlie

Enhancements in our Admin Support Process

As you know, on Jan 2, 2025, we upgraded our operating systems to help with overall accuracy and efficiency. These upgrades affect statements, invoicing, and billing for our Franchise Business Owners. This enhancement is a significant step forward, paving the way for the development of a Franchise Owner Portal in the near future, which will allow you to access real-time information electronically.

While we don't anticipate any interruptions to the support we provide to you, we ask for your

patience during this transition. As with any new system, there may be minor adjustments along the way.

Again, we ask you to be sure to review your Statements and reports for accuracy. Keep in mind, some of the reports and your Monthly Statements will have a slightly different look.

If you have any questions regarding these documents, please reach out to your local Support Center.

Thank you for your understanding as we make this important improvement to better serve you.

**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 themselves. 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 about 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 and a marketing representative will reach out directly.








SMALL BUSINESS TIPS

Make a Commitment to Goal Setting

Running a commercial cleaning business takes determination, consistency and a commitment to excellence. That's why setting clear, achievable goals is essential. Your Coverall® Support Center team is always available to share with you the tools, roadmap and guidance you may need to run and scale your business. Here are four top goals to help your business:

 **Set Weekly Productivity Goals** – Identify key objectives like acquiring new customers or increasing services with existing customers. These small steps can make a big impact on your business.

 **Stay Up to Date with Training** – The industry is always evolving. Take advantage of Coverall's training programs, especially our On-Demand Cleaning and Preventative Maintenance Cleaning Services to help you become a more valued service provider to your customers and stay ahead of the competition.

 **Prioritize Exceptional Customer Service** – Stand out by exceeding client expectations. Open and frequent communication, prompt responses as



well as finding and offering solutions can help you build long-lasting relationships.



Commit to Consistency – Standardized procedures and quality checklists ensure top-notch service every time, boosting client satisfaction and referrals.

By focusing on these key areas, you'll help build your reputation and strengthen your business. If you need any support in these areas, we're here to help!

Take Advantage of our Upcoming Training Opportunities

We're excited to share the training sessions we have planned for the second quarter. Reach out to your General Manager to secure your spot at your local Support Center. We're committed to supporting your needs as a Franchise Business Owner.

April 23, 2025

Nilfisk, Educational Facility Cleaning

May 15, 2025

Staples, Becoming an All-in-One Service Provider

July 2, 2025

CRB, Carpet, Tile and LVT Floor Care Cleaning Programs



2025 SCHOLARSHIP APPLICATION IS NOW OPEN

We are pleased to announce that our 2025 College Scholarship Program is now open to the children of our independent Franchise Business Owners. Please keep these key dates in mind:

- All applications must be completed by June 13, 2025
- Scholarship Recipients will be notified mid-July 2025
- Scholarship Checks will be issued in August 2025

High school seniors and college freshmen, sophomores and juniors who are the dependent children of a Franchise Business Owner who has been in the Coverall System for at least one year are eligible to apply. An applicant must have a B or 3.0. If you have any questions about the application, please contact contactus@applyists.com for more information. [Click here](#) to access the application. Please note the application will require you to enter the following Program Key: **Coverall**



HELPING STUDENTS SHINE 2025 COVERALL® SCHOLARSHIP PROGRAM

Coverall's commitment is to put you – our Independent Franchise Business Owner – first. Each year, Coverall awards scholarships to help the children of our Independent Business Owners pursue a higher education. We strive to build a community we can all be proud of by supporting you. Together, we all 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 B or 3.0 GPA and be applying as a full-time student of 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. You 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@applyists.com.



Application Procedure

Apply online at <https://aim.applyists.net/coverall>. All applications must be completed between April 3, 2025 and June 13, 2025.



Application Follow-Up

To check your scholarship application status online, go to <https://aim.applyists.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 applicants' 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.



For additional information, please contact: International Scholarship and Tuition Services, Inc.
40 Burton Hills Boulevard, Suite 170, Nashville, TN 37215 | 615.670.1575 (4787) | contactus@applyists.com

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Boost Productivity with Our Exclusive Floor Cleaning Equipment Offers

Get ready to take your cleaning efficiency to the next level! For a limited time, Coverall® is offering exclusive discounts on top-tier floor cleaning equipment designed to help you work smarter, not harder.

- Increase productivity with faster, more effective cleaning
- Enhance efficiency with advanced technology

➤ Deliver superior results that will impress your customers

Don't miss out on this opportunity to upgrade your equipment. Offers are valid through June 30, 2025.

BOOST YOUR PRODUCTIVITY WITH ADVANCED CLEANING EQUIPMENT

Niisk Dryt

- The new Niisk Dryt is a breakthrough in floor cleaning.
- Features ultra low-profile head shape and 4200 rpm scrubbing technology
- Delivers a faster and better method to tackle small and tight spaces
- Micro scrubber moves backward like a mop and forward like a scrubber

SALE PRICE

\$2,000

~~was \$2,999~~

plus get extra battery for only

\$310

~~was \$495~~



Niisk VU200 New Cordless Stick Vacuum

- Ergonomic handle designed for comfort
- Lightweight makes it ideal for transport
- Includes a portable charger / Up to 60-minute runtime
- Lithium-ion battery, HEPA filter and a .26-gal dust bin

SALE PRICE

\$481

~~was \$600~~



Santaire® Transport® Commercial Cordless Backpack Vacuum S6580A

- Ultra-portable and easy to use
- Fast and efficient
- Ergonomic easy adjust cushioned harness
- Lightweight
- Includes 2 removable batteries and 1 dual charger

SALE PRICE

\$732

~~was \$850~~



CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER
Offers valid through June 30, 2025. Pricing does not include local sales tax and is subject to change.

Earn a \$500 Referral Bonus – This Could Be Your Year!

Do you know someone looking to start their own business? Help them take the first step toward success by referring them to becoming a Coverall Franchise Business Owner!

Just like the support we provide to our existing Owners, we're here to help new entrepreneurs build their commercial cleaning businesses—no experience needed! Plus, we offer hassle-free in-house financing to make the process even easier.

When you refer someone through our website and they become a Franchise Business Owner, you'll receive a \$500 referral bonus as our way of saying thanks!

Start spreading the word today and help someone take control of their future.

REFER & BE REWARDED!

Earn a \$500 bonus

- 1 SHARE THE OPPORTUNITY**
 - › Let your friends and family know that owning a commercial cleaning business is possible.
- 2 IT'S EASY TO REFER**
 - › Complete the online referral form: www.coverall.com/franchisereferral.
 - › Call **866-516-6872** and provide your Referral's information, along with your Coverall Franchise number.
 - › Instruct your referral to contact your local support center and let the GM know you referred them.
- 3 MAKE A PRESENTATION APPOINTMENT**
 - › Ask your Referral to schedule an appointment and attend a Franchise Presentation to learn more about Coverall's proven system.
- 4 RECEIVE REFERRAL BONUS**
 - › Once your referral is signed and approved, you receive your \$500. It's that easy!



Willy Portillo, Portland, OR
Portillo's Janitorial



Sahar Ayagh, San Francisco, CA
Golden City Commercial Cleaning



Tonya Dixon, Cleveland, OH
Placidia Commercial Cleaning



www.coverall.com/franchisereferral

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State Mandated Retirement Programs — Are You Ready?

State retirement savings mandates are a growing trend. Your business may soon be required to offer an employee retirement savings option. Should you participate in a state-run IRA or offer your employees a 401(k) plan? With a 401(k) plan, you could potentially get up to \$16,500 in small business tax credits and an additional \$1,000 per year with employer contributions¹. See what your state requires, then compare your options.

[Click here](#) to select your state and learn more about requirements in your state.

To learn more about Paychex or 401(k) requirements, email coverall@paychex.com today.





HR | Payroll | Benefits | Insurance