

# COVERALL® CORNER

NEWSLETTER | Vol. 27 | JANUARY 2025

## MESSAGE FROM CHARLIE DANIEL

Happy New Year and welcome to 2025! As we look forward, I want to express my gratitude for your unwavering dedication and hard work to your businesses and your customers.

This year has tremendous promise for the commercial cleaning industry and our brand. The demand for professional cleaning services continues to grow as businesses prioritize cleanliness and safety. We're committed to staying ahead of the curve, providing you with the tools and training you need to grow your Franchised Business.

As we look to the future, one thing remains constant: our commitment to you, our Owners. We are here to guide and support you every step of the way. Our other focus is to strengthen our brand in the marketplace and achieve new heights in 2025 and beyond.

Here's to a productive year ahead!

Sincerely, Charlie



## Make a Referral & Earn \$500

This could be the year you earn a \$500 referral bonus. Spread the word to your family and friends about becoming a Coverall Franchise Business Owner and get rewarded. And, just like the support we offer our existing Owners, we're ready to help anyone who wants to start their own commercial cleaning business.

Refer them to Coverall through our [website](#) today.

### 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](http://www.coverall.com/franchisereferral).
  - Call 866-516-6872 and provide your Referral 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!

**COVERALL**  
[www.coverall.com/franchisereferral](http://www.coverall.com/franchisereferral)  
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Willy Portillo, Portland, OR  
Portillo's Janitorial



Sahar Ayagh, San Francisco, CA  
Golden City Commercial Cleaning



Tonya Dixon, Cleveland, OH  
Placida Commercial Cleaning

**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](mailto:marketing@coverall.com) and a marketing representative will reach out directly.

 [marketing@coverall.com](mailto:marketing@coverall.com)



# FRANCHISE OWNER SPOTLIGHT

## How One Entrepreneur Turned His Dream into a Thriving Franchise

Have you ever wondered what it takes to succeed as a Franchise Business Owner? For Gesper Jean-Paul, the key has been hard work, the right mindset and support from his Coverall Regional team.

Based in South Florida, Gesper launched his commercial cleaning franchise with no prior experience. Coverall® provided him with the training and guidance he needed to hit the ground running. From mastering On-Demand Cleaning Services to excelling with Preventative Maintenance Cleaning Services, he credits these offerings for his strong start.

“I started this business with no experience. But because of Coverall’s support, I was able to get started and I’m doing well,” Gesper shared.

### Gesper’s Philosophy for his business

For Gesper, success comes from dedication, continuous learning and anticipating customer needs. His advice for aspiring franchise owners:

- **Work hard and find the right franchisor:** “Choose a partner who provides training and support.”
- **Ask questions and attend training sessions:** “Coverall’s training was critical to my success.”
- **Build strong customer relationships:** “Know and anticipate what your customers need.”



### Why choose a Coverall franchise

According to Gesper, Coverall makes running a business smoother by providing consistent support and helping franchise owners secure customers. While hard work is essential, having a trusted franchisor has been a game-changer.

As Gesper looks forward to his second year, he’s optimistic about what’s ahead. “The sky is the limit. There’s so much potential, but you must remember it’s your business to manage and grow,” he concluded.

## 2025 Exclusive Pricing for Owners

Are you looking for equipment that will help increase efficiency and potentially drive Preventative Maintenance Services revenue for your business? If so, we have great offers for the New Year that will help boost your productivity.

Valid through March 31, 2025, we’ve negotiated discounted pricing on four pieces of floor cleaning equipment. With a variety of offers, our Owner can choose one best suited for your business’s needs.

Contact your General Manager to place your order today.

**Maximize Results, Minimize Cost with our Special Offers**

|  |   |
|--|---|
| <p><b>Niifisk SC500™ Walk-Behind Floor Scrubber</b></p> <ul style="list-style-type: none"> <li>➤ Improves productivity and drives down cleaning costs</li> <li>➤ Compact, quiet and easy-to-use</li> <li>➤ Technical features allow for daytime cleaning and effective use of water and chemicals</li> <li>➤ AGM batteries</li> </ul> <p>SALE PRICE<br/><b>\$8,294</b><br/><del>was \$12,069</del></p>  | <p><b>Viper Venom 2015 Floor Buffer</b></p> <ul style="list-style-type: none"> <li>➤ Heavy-duty, low-speed floor buffer</li> <li>➤ Multipurpose design can clean, strip or polish a variety of floor surfaces</li> <li>➤ 50’ safety yellow power cord for extended reach in any area</li> </ul> <p>SALE PRICE<br/><b>\$839</b><br/><del>was \$1,157</del></p>    |
| <p><b>Viper AS5160T Walk-Behind Scrubber</b></p> <ul style="list-style-type: none"> <li>➤ High battery endurance and tank capacity allows for hours of cleaning</li> <li>➤ Ergonomic design makes it easy to maneuver</li> <li>➤ Robust machine delivers quality results on indoor surfaces</li> <li>➤ AGM batteries</li> </ul> <p>SALE PRICE<br/><b>\$5,130</b><br/><del>was \$6,514</del></p>         | <p><b>Battery-powered Niifisk SC351™ Walk-Behind Scrubber</b></p> <ul style="list-style-type: none"> <li>➤ Ideal for cleaning small to medium spaces</li> <li>➤ Delivers fast and effective single-pass hard floor cleaning and drying</li> <li>➤ Battery provides 100 minutes of scrub time on a single charge</li> <li>➤ Lithium batteries</li> </ul> <p>SALE PRICE<br/><b>\$4,440</b><br/><del>was \$6,458</del></p>  |

**COVERALL** CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER  
Offers valid through March 31, 2025. Pricing does not include local sales tax and are subject to change.



# TRAINING OPPORTUNITIES

## TRAINING & EVENTS AROUND THE COVERALL NETWORK

The Sacramento Support Center organized a strip and refinish training session for our Franchise Business Owners. Owners of A1 Fresh Cleaning LLC and E&G Cleaning Inc were among those in attendance. The hands-on training will help Owners provide additional cleaning services to their customers and help them increase their business revenue.

In South Florida, Franchise Appreciation Day was a tremendous success. Owners enjoy coming into the Support Center to network with other Owners, participate in training sessions and, of course, to have fun! Congratulations to the South Florida team for organizing a wonderful event.



*Franchise Owner Brian Lopes (left) gets some one-on-one training from FDM Jimmy Villalta*

*L to R: Nilfisk representative Morgan Walker, FDM Jimmy Villalta and Franchise Owner Esala Nakalevu, JETS Commercial Cleaning Services were on hand for a successful equipment training session.*



*Owners were very attentive during a training session during South Florida's recent Franchise Appreciation Days.*



# TRAINING OPPORTUNITIES

## 2025 Product and Equipment Training is in Full Swing

Don't miss out on the 2025 training sessions we have planned for the first quarter. Contact your General Manager for more information on how to secure your spot at your local Support Center. These training sessions can be beneficial to you and your business.

**January 15, 2025**

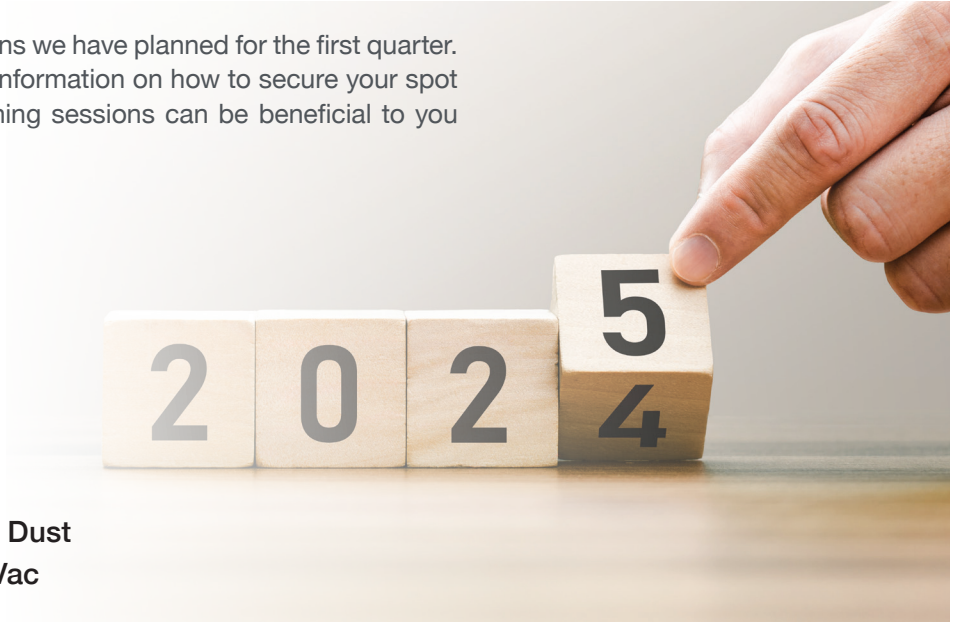
Malish & Nilfisk – Concrete

**February 26, 2025**

Veritiv-Contec – Medical

**March 26, 2025**

Pro-Team – GO Fit Series, High Dust Kit, Blower Door and Wet/Dry Vac



## NEWS FROM PAYCHEX

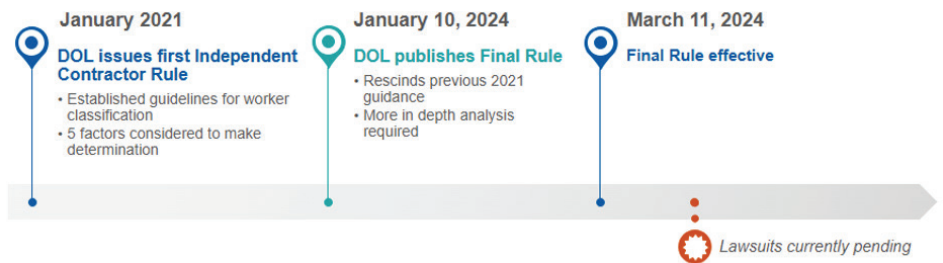
Are you interested in how the U.S. Department of Labor's (DOL) ruling on overtime (OT) may impact your business?

We invite you to watch the recorded presentation of our popular webinar on the DOL's new overtime ruling, with some regulations effective on July 1, 2024\*. Feel free to watch it at your convenience and share it with others.

This webinar covers the following information:

- › Specifics of the DOL's new overtime rule
- › Review of the Fair Labor Standards Act (FLSA)
- › Action steps for what to do with your overtime policies and employees to stay compliant and minimize costs

### Independent Contractor Ruling Timeline



Use [this link](#) to view the webinar at any time. Contact the Coverall team at [coverall@paychex.com](mailto:coverall@paychex.com) for more information.