

COVERALL® CORNER

NEWSLETTER | Vol. 25 | JULY 2024

MESSAGE FROM CHARLIE DANIEL

I hope you are all enjoying the summer and are spending time with family and friends.

A recent article in a leading trade publication highlighted that the global contract cleaning services market is estimated to grow by \$145.92 billion from 2024 to 2028, according to Technavio – a global technology and advisory firm.

The research points out something we've been talking to with our Franchise Business Owners for some time now – Preventative Maintenance Cleaning Services such as carpet and window cleaning, which are in demand.

If you are considering expanding your cleaning services so that you can better suit the diverse needs of your customers, please contact your General Manager or Franchise Development Consultant. They are here to help train you in these services, help you with the bidding process and can educate you on how to best talk to your customers about these cleaning services.

Sincerely, Charlie



Refer & Be Rewarded!

Exciting news! Thanks to you, our Franchise Business Owners, we continue to receive great referrals for those who are looking to become business owners. Coverall offers you the chance to earn a \$500 reward by referring potential Owners to our network. It's simple: share the opportunity with your family and friends, and you'll receive a bonus for every successful referral. Reach out to your General Manager if you have any questions about the program.

We've made the referral process very easy for our Owners. Click [here](#) to complete a referral form with some basic information and you are on your way to earning a bonus!

REFER & BE REWARDED!

Earn a \$500 bonus

- 1 SHARE**
Let your friends and family know that owning a commercial cleaning business is possible.
- 2 REFER**
It's easy to refer someone using our online form or by calling our toll-free number.
- 3 SCHEDULE AN APPOINTMENT**
Ask your Referral to schedule a Franchise Presentation appointment.
- 4 RECEIVE REFERRAL BONUS**
Once your referral is signed and approved, you receive \$500.

COVERALL
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
Placidia Commercial Cleaning

EXCLUSIVE DEALS ON CARPET & HARD FLOOR EQUIPMENT

GoFit® Cordless Series <ul style="list-style-type: none">Experience a 30% increase in productivityChoose a 4AH or 8AH high-performing & long-lasting lithium-ion batteryImproves mobility, fit and cleaning time <p>New GoFit 8 qt. size with 4AH battery SALE PRICE \$986 was \$1,075</p>	CRB Cleaning Systems Counter Rotating Brush 20" <ul style="list-style-type: none">Low moisture carpet & hard floor scrubberSuitable for tile and grout, hardwood, LVT and rubberReceive free starter chemicals and extra set of brushes <p>SALE PRICE \$1,932 was \$2,300</p>	Niifisk Advance SC251 <ul style="list-style-type: none">Small, compact scrubber with a lithium ion battery & adjustable handleHigh cleaning performance with high scrub pressureIdeal design for tight corners and under furniture <p>SALE PRICE \$3,988 was \$5,114</p>
Niifisk FMS10™ XP <ul style="list-style-type: none">Powerful unit gets floors clean in few passesEquipped with a 14"x20" pad deckPerfect for different floor types <p>SALE PRICE \$2,881 was \$3,430</p>	Niifisk Shovelose SNI19WD Wet/Dry Vacuum (with toolkit) <ul style="list-style-type: none">24" front-mount squeegee, 18-gallon tank9" vacuum hose, 50' safety yellow power cord <p>SALE PRICE \$583 was \$697</p>	Viper AS5160T Floor Scrubber <ul style="list-style-type: none">Highly productive walk-behind scrubberBattery endurance and tank capacity to clean for hoursErgonomic design <p>SALE PRICE \$4,886 was \$5,756</p>

COVERALL CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER

Special Offers on Carpet and Hard Floor Cleaning Equipment

As a valued member of the Coverall network, you are entitled to exclusive pricing on an array of floor cleaning products, thanks to our special agreements with vendor partners. This quarter, we have secured exceptional deals on various floor cleaning equipment that can tackle hard floors and carpets. We have worked to gather the best deals on a variety of equipment so that you can support your customers' needs.

Place your orders by September 30, 2024, to take advantage of these limited-time offers.

Paychex Answers Your Questions

As you know, Coverall has partnered with Paychex to help our Franchise Business Owners simplify the challenges of payroll, HR and compliance and offers special pricing for you all.

We spoke with Ginnie Gale, District Sales Manager of the team dedicated to the partnership, to learn more about Paychex and the solutions they offer.

Q: What services does Paychex offer?

A: We offer solutions for the entire employee lifecycle – from recruiting new employees, to tracking time, and offering benefits like health insurance and retirement plans.



Q: How much does it cost to use Paychex?

A: The pricing is based upon a number of factors, including how many employees are paid each pay period, the frequency of pay (weekly or biweekly) and the products the franchise owner takes advantage of.

Q: How long does it take to get set up on your services?

A: Our turnaround time is pretty quick, and a new client can usually be up and running within a week.

Q: Is there a specific package for Coverall Franchise Business Owners?

A: Each Franchise Owner can choose the products they take advantage of and can add additional solutions as their business grows or changes. We have negotiated special pricing for Coverall's Owners.

Q: Franchise Business Owners may be paying their workers or 'helpers' as independent contractors (1099s) instead of employees, what should they do?

A: We hear this often and it can be confusing to understand the rules! We would love to talk to these Franchise Business Owners to provide guidance on how to ensure they aren't putting their business at risk by possibly misclassifying workers.

Sometimes a business owner may misclassify workers because they think they can save money by not paying payroll taxes and workers' compensation insurance. Unfortunately, they may be putting their business at a greater risk by misclassifying workers as independent contractors when they are truly employees.

Q: How should a Franchise Business Owner contact Paychex to learn more about your services?

A: Paychex will be reaching out to all Coverall Franchise Owners to discuss the needs of their business. You can also email us at coverall@paychex.com to schedule a time to talk.



Paychex will be hosting another webinar for our Franchise Business Owners

Tuesday, July 23rd at 1:00pm EST.

[Click here to register for this event](#)



FRANCHISE OWNER SPOTLIGHT

Maria Sandovik tells us why being a Coverall Franchise Business Owner was the best decision she made.

We had a great conversation with Franchise Business Owner Maria Sandovik, Owner of Blessed Cleaning Solutions (dba Coverall) in South Florida and learned of Maria's determination and passion for business ownership and her recognition of the benefits of partnering with a large commercial cleaning franchisor.

Q: You've been running your business for over four years. How did you get started?

A: I started looking for a franchise opportunity because I wanted economic freedom and didn't want to work for anyone. After doing some research, I decided Coverall was the right one for me, so I used my tax return to start my business. It was the best decision I ever made.



Q: How has Coverall helped you become a better Franchise Owner?

A: Without a doubt, Coverall has made me a better business owner because of the training and support that I receive. I can ask my GM and FDC anything regarding my business and they are always available to help.

Q: What were you looking for in a commercial cleaning business?

A: I wanted independence, flexibility and the ability to provide for my family. My Coverall business has delivered on all of the above.

Q: What advice would you give to anyone who is considering franchise business ownership?

A: I love my business, but it is a lot of hard work. In order to achieve your goals, you need to focus on your customers and keep your motivation levels high because there will be good days and bad days. And, most importantly, you can never stop learning and training.

Q: Why did you choose Coverall?

A: I am passionate about being a business owner. What I was looking for was a partner like Coverall to help mentor and guide me along my journey. The Coverall team is dedicated to helping all its Franchise Owners. When I go into the office, I feel very welcome and comfortable.

Q: How do you maintain a good relationship with your customers?

A: You need to be respectful, be consistent in the delivery of your services, and keep the lines of communication open. Some of my clients like texts, and some clients prefer emails. I communicate differently with each client based on what they like.

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.

 marketing@coverall.com



SMALL BUSINESS TIPS

Las Vegas' Fountainbleau Floors Shine Thanks to M&E Cleaning Services

Franchise Business Owner Mario Garcia M&E Cleaning Services, LLC is performing Preventative Maintenance Cleaning Services for one of Las Vegas's top hotels – The Fountainbleau.

Mario brought the opportunity to his General Manager Rudina Mesiti who helped him with finalize the details for project. Rudina was able to help the Owner who initially started with Elevator servicing at the property and the service has quickly expanded to floor care, which includes marble

polishing.

Rudina visited the hotel to observe the marble polishing process on a day when the Owner polished approximately 10,000 square feet of marble.

The Franchise Owner and his team did a great job and demonstrated the utmost professionalism throughout the project. Congratulations to the Owner for exceeding the customer's expectations and to Rudina for always being there to support her Owners.

For any Owner who would like to get more training on Preventative Maintenance Cleaning Services, please contact your General Manager for more information.



Mario's employee, Miguel Jimenez, hard at work.



Sparkling floors at the hotel thanks to our Franchise Owner.

Congratulations to the team for a job well done. L to R; Miguel Jimenez, David Garcia, Mario Garcia and General Manager Rudina Mesiti



Training, Training & More Training

The first half of the year's training sessions have been a huge success. Here are more training sessions we have planned for you so please consider registering for the following:

**July 18, 2024,
Staples Webinar**

Common Areas & Traffic Lanes
Maintenance

**August 14, 2024,
Nilfisk Webinar**

Solving Restroom Problems

**September 11, 2024,
Midlab Webinar**

Chemical Knowledge

Stay in touch with your GM regarding the overhead cleaning opportunities webinar.