

COVERALL® CORNER

NEWSLETTER | Vol. 29 | JULY 2025

MESSAGE FROM CHARLIE DANIEL

As we continue to navigate an uncertain business climate, our mission to support you and your business is constant. Our team is here to support your day-to-day needs, and we offer programs and training designed to help you seize new opportunities and strengthen your business.



An effective way to expand your reach and deepen customer relationships is by broadening your range of services. On-Demand Cleaning and Preventative Maintenance—especially in high-need areas like concrete floor care—are more than just add-ons; they're powerful tools to help you grow existing accounts and attract new ones.

To expand your skills and offerings, reach out to your General Manager to secure your spot at an upcoming training session. Don't miss these opportunities in the coming months to explore leading solutions from Nilfisk and Square Scrub, with sessions covering everything from large venues like malls and casinos to advanced techniques for hard floor care.

Another driver of growth is reputation. We encourage you to ask satisfied customers to leave positive Google reviews. These reviews not only build trust but also help increase your visibility in the local market—giving your business a competitive edge.

Sincerely, Charlie

Informational Technology Update

As you know, we upgraded our Information Technology platform earlier this year, transitioning to Microsoft 365 to better manage our Sales, Finance and Operations functions. Please note: this does not apply to Master Regional Support Centers.

We thank you for your continued patience during this important system enhancement.

As expected, some issues related to statements arose during the transition. While many have already been addressed and resolved, we

understand that a few of you are still experiencing challenges. Please know our team remains focused on resolving these issues and we will continue to provide timely updates.

Additionally, some Franchise Business Owners have requested access to customer aging reports and trial franchise statements. We are working to reinstate these reports in the coming months and will notify you once they become available.

We are making considerable progress every day and greatly appreciate your understanding.

**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



FRANCHISE OWNER SPOTLIGHT

Get to Know Emma Joseph

When Emma Joseph, owner of Divine Cleaning of Florida (dba Coverall), decided to become a Franchise Business Owner, she didn't come from a background in cleaning or business. What she did have was the drive to work for herself and build something of her own.

"I had zero experience," Emma says. "But from day one, Coverall gave me the tools, training, and support I needed."

"Don't be afraid. You don't need experience—just determination. Coverall has your back."

Through hands-on training and ongoing mentorship, Emma quickly went from unsure to confident—learning the ins and outs of running a thriving commercial cleaning business. With Coverall's proven systems and guidance, she was able to grow her franchise, take control of her professional future and set her own goals.

Her advice to others thinking about taking the leap?



"Don't be afraid. You don't need experience—just determination. Coverall has your back."

Emma's story is proof that with the right support, anyone can turn a new opportunity into a lasting business.

Watch Emma's full story here: [Emma Joseph - Coverall Franchise Owner](#)

Q3 Equipment Promotion

Now's the time to upgrade your floor cleaning process!

💡 Save over \$4,600 on the Nilfisk Advance SC550 20D—an intuitive walk-behind scrubber built for efficiency and ease.

💡 Just \$8,209 (was \$12,876)

Need something compact?

💡 The Nilfisk Advance SC351 Micro Scrubber is perfect for tight spaces and quick cleanups.

💡 Now \$4,063 (was \$5,420)

Both models include Lithium-Ion batteries and are built to perform. Don't miss out—these deals won't last long! Contact your Support Center to place your order.

TAKE ADVANTAGE OF EXCLUSIVE FLOOR EQUIPMENT DEALS
Powerful. Efficient and Effective.

Nilfisk Advance SC550 20D

- Walk-behind scrubber is simple and intuitive to use and maintain
- Customizable pin code setting prevents non-authorized people from using it
- Optimizes water, energy and chemical use
- Includes a Lithium-Ion battery
- Tutorials and maintenance guides available

SALE PRICE \$8,209
~~was \$12,876~~

Nilfisk Advance SC 351 Micro Scrubber

- Deliver fast and effective single-pass hard floor cleaning and drying for small spaces
- Ideal for daily cleaning of small areas and tight spaces such as tight corners, furniture and under tables
- Includes a Lithium-Ion battery

SALE PRICE \$4,063
~~was \$5,420~~

COVERALL CONTACT YOUR SUPPORT CENTER TO PLACE YOUR ORDER
Offer valid through September 30, 2025. Pricing subject to stock levels and is subject to change.



SMALL BUSINESS TIPS

Don't Forget to Ask for That 5-Star Review! ★

Positive Google reviews are one of the easiest—and most powerful—ways to boost your local visibility and build trust with your new customers. Don't be shy: kindly ask your customer to leave a review on your local Google Business profile. A simple request can go a long way in boosting your reputation and bringing in new customers!

A quick follow-up text or email with the Google Business Profile link makes it even easier for them to respond. Any questions regarding the review process, please speak with your General Manager.



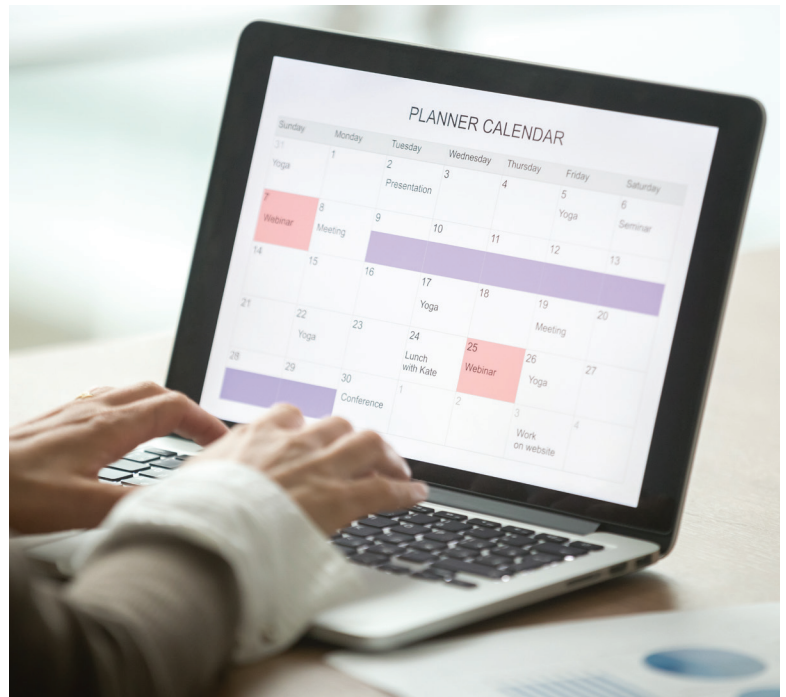
TAKE ADVANTAGE OF OUR TRAINING SESSIONS

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.

July 23 11:00am PST/ 2:00pm EST
Nilfisk- Grocery Stores, Casinos, Airports, Malls and More

August 20 11:00am PST / 2:00pm EST
Nilfisk- Government Facilities, Military Bases, Chip Manufacturers and More

September 17 11:00am PST / 2:00pm EST
Square Scrub- Hardwood Floor and More



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

Know someone ready to start their own business?

Point them toward a new opportunity with Coverall! By referring a friend, colleague or family member, you can help them launch a commercial cleaning business backed by proven support—even if they have no prior experience.

We make getting started simple with in-house financing options and expert guidance every step of the way.

And here's something for you: when your referral signs on to become a Franchise Business Owner, you'll earn a \$500 bonus as a thank-you from us.

Help someone unlock a new future—submit your referral today through our [website!](#)

Latest News from Paychex

Free guide to help with managing your business.

Managing a business is complex. Critical functions like payroll, taxes, human resources, and employee benefits can create big headaches for your business if they're not handled properly.

Ever wish you had help with all the details?

Access the [2025 Essential Guide to Business Owners and Managers](#) from Paychex® for useful information and best practices that can help you manage your business.

Contact coverall@paychex.com for more information.

PAYCHEX

HR | Payroll | Benefits | Insurance

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

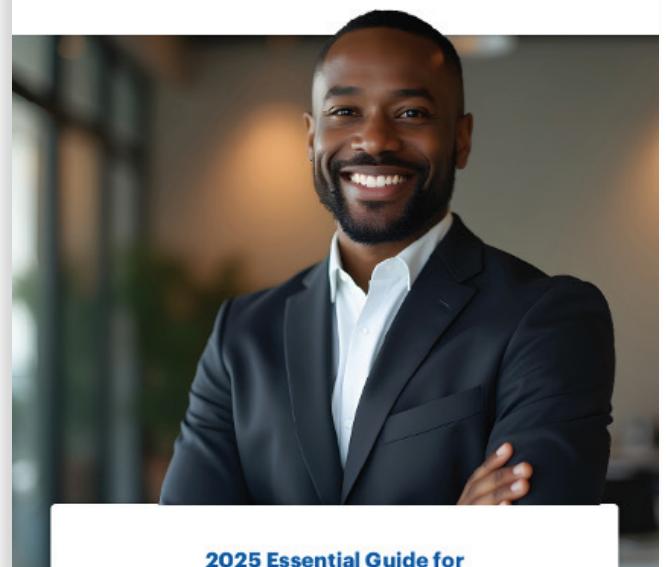


Tonya Dixon, Cleveland, OH
Placidia Commercial Cleaning



www.coverall.com/franchisereferral

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**2025 Essential Guide for
Business Owners and Managers**