

Renue Systems
Sales Procedure Manual
Updated January 2020

Introduction

- What is Renue Systems?

Our Customers

- Who They Are
- Types of Hotels
- Hotel Personnel
- Other Types of Customers

Sales Overview

- Process
- Internal Organization
- Starting Out
- Building Relationships
- Ongoing Communication with Prospects and Customers
- Customer Corporate Contacts

Sales Detail

- Meeting with a Prospect
- Performing a Demonstration
- Providing a Proposal
- Closing on the Sale
- Barriers to a Sale
- Our Competitive Advantages

Performing the Work

- Preparing the Customer
- Before Leaving the Customer
- Post-Job Follow-up
- Additional Opportunities
- Etiquette
- Invoicing
- Collections

Closing

- Ongoing Education
- Quality Over Quantity
- Interacting with Renue Systems, Inc. (the “Home Office”)
- Interacting with Fellow Franchisees

Appendices

- Why Use a Professional and Experienced Deep Cleaning Service?
- Customer Prospect Questionnaire
- What to Expect from Renue (new customer letter)
- Service Completion Sign-off Form

Introduction

What is Renue Systems?

Renue Systems is the leading provider of comprehensive deep cleaning services to the hospitality industry. We specialize in cleaning, restoring and maintaining such surfaces as carpets, drapes, upholstery, tile and grout, and marble, among others, services that our customers do look to maintain at high levels. We also handle situations such as odors, floods, smoking, cooking and pet rooms, and VIP visit and QA exam preparation. We consider ourselves experts in what we do and strive for our customers to view us that way. To that end, we aim to provide top quality, reliable, professional service at a reasonable price. Given that our customers are very busy and wear many hats we function to make their lives easier by being seen as dependable and high quality problem solvers. Also, responsiveness is key to meet the needs of the dynamic 24/7 environment of our customers. It is important that we offer a very broad line of services so we are the vendor partner that can serve almost all our customers' cleaning and maintenance needs for their indoor (and many outdoor) surfaces. In summary, in keeping with our image we want to be viewed as the expert go-to comprehensive "we'll cure your headaches" partner. In other words, we want to make them and their property SHINE.

Our Customers

Who They Are

Our customers consist primarily of mid- and high-end hotels. They are properties with the highest quality requirements. Many of our customers are part of international companies, so maintaining strong, uniformly top service across their properties is critical, in part because our customers do communicate extensively amongst themselves regarding their vendor partners. A number of customer relationships date several years or longer, and it is not uncommon for a key contact to have used us at a hotel where he/she was previously employed.

Types of Hotels

Hotels fall into the following three classifications:

- *Full-service*: Typically with 150+ rooms these are the large properties. They usually have sizable meeting rooms and one or more restaurants. Since their room rates are high they tend to be higher-end properties with nicer furnishings, such as marble vanities and floors in the guest bathrooms. They have the need for a wide variety of Renue services. Also, the managers at these properties generally are the most sophisticated, respect relationships and value quality work.
- *Limited-service*: These properties typically have fewer than 150 rooms and do not have large meeting rooms or a separate restaurant (other than something small in the lobby).
- *Extended stay*: These hotels targets guests spending a minimum of several nights at a time. They are identified by a kitchen in each guestroom. Also of note is that most rooms are large. These customers value frequent use of some of our specialty services, namely, cooking and pet room clean-up.

Note that the large hotel companies (Marriott, Hilton, IHG, Starwood and Hyatt, among others) have many brands. They have hotels in all three of the above categories.

Hotel Personnel

Our primary contacts at a hotel are as follows:

- *General Manager*: This individual has overall responsibility of the hotel. Typically, for full-service properties they are not our primary contact, but they may be a behind-the-scenes key decision-maker. For limited service and extended stay properties they often are our primary contact.
- *Director of Housekeeping/Executive Housekeeper*: This person is usually our primary contact. They oversee guestrooms and hallways and sometimes common space.
- *Direct of Operations/Assistant General Manager*: Not every property has one of these positions, but if they do they often are involved in the deep cleaning decisions.
- *Chief Engineer*: This person is often an important contact, especially for PTAC and flood issues.
- *Director of Food and Beverages*: Responsible for banquet space, restaurants and kitchens, this individual can represent an often-untapped additional source of revenue.
- *Hotel Owner*: All the above people are part of the management team of the hotel. While sometimes they also are employees of the hotel's owner, typically the owner is a different group. Except for large projects (such as a sizable marble restoration) the ownership group is not a decision maker for our services.

We encourage you to develop relationships with as many of these contacts as possible for two important reasons: 1) to sell services in multiple parts of the hotel and 2) to keep a relationship with the hotel in case of personnel turnover.

Other Types of Customers

One note: while our focus is certainly on the hospitality industry you are not restricted to servicing only hotels. In fact, given that hotels have among the highest quality requirements and are among the most challenging to service, working at other types of customers is doable. Some customers we have serviced include restaurants (both within hotels and free-standing ones), spas/health clubs, retirement communities/assisted-living facilities, office buildings, religious institutions and high-end homes and apartment buildings.

Sales Overview

Process

Sales is not something that is turned on and off. It is a continual effort, no matter when business is brisk or slow. Organizing your team and your time so you can devote sufficient focus and resources to building and increasing sales is key.

Internal Organization

We recommend that there be one full-time person whose primary function and time is dedicated to sales. While it is typically the franchise owner in the U.S. (internationally where among other things the territories are larger this may not be the case), a partner or employee can fill this position.

Starting Out

When a franchisee joins us, our home office outside Chicago strives to work closely with you to contact the hotels in your territory. This process is intense the first approximately six months where we endeavor to set up meetings with hotels.

When visiting a hotel and meeting with the appropriate contact for the first time we have found it beneficial to briefly explain to them our long and steep history, our vast experience and our wide range of capabilities. Our desire is to make them and their property SHINE (see our Core Values and Mission). We want to build a long-term relationship with the hotel. To begin relationship-forming we recommend you offer to perform a free demonstration for them. Offer to clean a guestroom or an area particularly dirty, such as one with stains present for a long time. The dirtier the better so they can see with their own eyes the improvement we can make. As discussed in more detail in this document be sure to schedule a demo when hotel management will be present to see the work with their own eyes. We recommend you take before and after pictures which you can afterwards email to all key contacts at the hotel. These pictures can also be sent alongside a proposal which contains pricing for the hotel.

Building Relationships

As an important aside, like our customers we are in the service business. Building rapport through a personal relationship with our customers is key so they will hopefully like you (studies have shown that people prefer to do business with people the like). Even more, we want them to have confidence that we are the experts, we are high quality professionals and we reliable. They should be able to pick up the phone at any time and know we will do our best to help them. We want them to think of us as the one party who can solve any deep cleaning problem. Hardly a job is too small or too large for us. While we do not want to overpromise we strive to say yes rather than no.

Ongoing Communication with Prospects and Customers

We recommend frequent communication with prospects and customers. A combination of emails, phone calls and face-to-face meetings works best. While we do not encourage too much communication so as to come across as aggressive, proactive interactions (done in a tactful, professional manner) work well especially since our customers are often busy, reactive individuals. Prospects that seem uninterested at one point often become interested at a later time due to a change in personnel, a change in ownership/management, negative guest reviews, additional funding, a low Quality Assurance score (a poor audit result), higher occupancy or seasonality.

Even long-standing customers should be contacted because they may be unaware of all the different services we offer. For example, many times in the past we have found that if we helped a customer

with their dirty carpets they think of us as merely able to clean carpets. Also, when we roll out a new service we encourage you to notify all hotels of this new capability.

Another important reason to frequently visit hotels is the frequent turnover. People usually stay within the industry but every several years it is not uncommon for them to move to another property. That property may be within the same city or in another geography – where hopefully Renue can still service them. By visiting a property you can learn of new hotel personnel in a timely enough manner that we can service them. An important note: be sure to collect email addresses of all key contacts to keep your records current and also send them to the Renue home office for our marketing activities.

As an aside, if you learn that one of your contacts moves to a location outside your territory please either notify the Renue office located there or the Renue home office. That way, we can try to maintain the customer in his/her new location.

Customer Corporate Contacts

In addition to managers at individual hotels there are some other personnel that can be helpful. Some of the large hotel chains have regional contacts that are key influencers. They tend to be in engineering, housekeeping or operations. Please ask us at the home office to identify these individuals and then work to build relationships with them. If you are in North America, establishing rapport with your local Avendra representative, for example, can be very beneficial. That person is incented to steer more business to Avendra-approved vendors. Do not be bashful to ask for help with specific hotels, especially if you know they are using non-Avendra vendors. As with most relationships the more you work to develop and maintain them the more beneficial they tend to be. One suggestion is to offer to serve lunch at their next meeting with their properties in exchange for a 15 minute conversation or presentation.

Sales Detail

Meeting with a Prospect

When meeting a potential customer we recommend you arrive on time, preferably wearing a shirt with a Renue Systems logo. Don't be deterred if you wait a few minutes in the lobby or even if the contact needs to reschedule. Given the dynamic environment in which they work, while frustrating it is not uncommon. When you do meet we suggest you provide a hard copy of our brochure and explain ALL of the services we offer, including scheduled maintenance, specialty work and last-minute work (such as flood restoration, smoking room clean-up and QA preparation). It is important to ask their needs and to keep probing because often they have some issues (such as stains) that are not being adequately addressed. Find out how they property has been cleaned in the past. Appendix 2 contains a checklist of questions you may find useful. Be sure to mention our preferred vendor relationships (where applicable) and our expertise acquired since our founding in 1991. Again, in keeping with our image we want to be viewed as the expert, reliable, go-to comprehensive "we'll cure your headaches" partner. If there ever is an issue with our work we like to address it as quickly as possible.

It is advised that if at all possible walk the property with the contact so as to better determine their needs, establish rapport and take measurements (although that might need to happen at a later time). Sending a proposal and scheduling a free demonstration are good outcomes of the meeting. If references are needed, the Renue Systems home office can assist.

One last point: if at all possible find out who will be involved in making the purchasing decision and when. We suggest you try to meet with all those parties.

Performing a Demonstration

When you book a demonstration with a potential customer be precise as to what service you are demonstrating. You may want to be prepared to demonstrate related services too. (As an example, if the demonstration is guest room carpet cleaning, be prepared for carpet stain removal, upholstery/drapery cleaning and or malodor handling.) Here are some guidelines:

- Only take into the property what you need. Even if you are prepared for additional services, leave other supplies and equipment in the van. Too much "stuff" can make you appear disorganized and inefficient. Don't take an army with you. Take only the technician(s) you need to do the demo.
- Observe your surroundings from the moment you enter the property to identify any potential needs. Invite the contact person to observe the process. If he/she cannot stay, perhaps do half the area so it is obvious the "before" and "after". We encourage you to take "before", "during" and "after" pictures for additional support.
- After the contact person has seen the process/outcome, mention any of the other needs you have noticed and offer to further the demonstration with such services as red stain removal, bleach stains and burns in carpet. If accepted, then return to the vehicle to obtain the necessary items to perform the process.
- Keep track of how long it takes to perform the work. This information could be especially important when providing a proposal.
- Measure out the entire property while you are there. This will avoid a separate appointment in the future.
- Leave samples of the water that you extracted out of the materials cleaned. Place the dirty water in a plastic "see through" cup so the dirt extracted can be easily seen.
- Confirm that your contact is a decision maker. If he/she is not, introduce yourself and company to that person while on the property.

- CAUTION: Be aware of the chemical and equipment that you bring to a demonstration. Sometimes the potential customer is not looking for you to do the project, but rather to educate them to do it themselves! If you have to use a non Renue Systems private labeled chemical, mix the chemical in your truck or place product needed into a nondescript bottle and then bring it into the hotel. Make sure to label the product after or pour it back into the original container.

Providing a Proposal

The following information is needed to prepare a proposal:

- Customer contact information
- Understanding of service(s) and area(s) being covered
- Specific measurements/quantities of the area being covered (square feet or meters for common space and number of guestrooms and/or suites). Note that sometimes it is helpful to have an estimate of how long it will take to provide the work, especially for marble and/or other non-carpet cleaning services. This estimate can be obtained from the demo
- Knowledge of whether the property has an existing budget for the services
- Requested frequency (does the property want this service provided on an annual, semiannual or quarterly basis?)

Once this information is assembled use the appropriate proposal template (this can be found in Google Drive). Enter the appropriate information. When determining pricing sometimes it is helpful to provide an option for a one-time service and an option for a maintenance agreement where payments are spread over the entire year. The latter is often done for bigger properties to help them with budgeting. From your perspective it means that they are budgeting for the work (and hence will perform the services, sometimes more than once a year), it provides cash flow consistency and it makes it easier to renew this contract for the following year.

At the end of the proposal is the service agreement, a one-page addendum to be signed by the contact. It lists the services to be done and the price. It is important that this service agreement document be obtained prior to work, especially if it is a new customer. This way, there will be no confusion as to what work is to be performed and what the cost is. The proposal should be emailed to your contact and any other decision-makers. In some cases you may want to copy his/her boss, such as the General Manager to keep them abreast. Including an electronic copy of the Renue Systems brochure and any pictures of our work can be helpful since sometimes this proposal is forwarded to individuals not familiar with us.

Closing on the Sale

After emailing a proposal we suggest you contact the property 48 hours later to both ensure they received it (since it has an attachment it could be routed to spam) and learn if they have any questions. As with any time you interact with a potential customer view it as a marketing opportunity. Ask them what when they intend to make a decision. If not already performed, offer again to do a demonstration and for them to require one from all other vendors they are considering. While Renue tries to offer competitive pricing there are lower-priced companies. Their quality is almost invariably lower. Thus, our higher quality, level of service, scheduling flexibility and responsiveness require a higher price. While this may seem obvious it may need to be reiterated more than once to the prospect.

If comfortable doing so you can i) offer flexible payment terms such as the ability to spread out the bill over several months and ii) schedule the work around their schedule (including weekends and at night).

With the hotel's permission do call or email them frequently until you receive an answer on the proposal. If you do not win the work it is helpful to know exactly why since sometimes you may be able to make adjustments. A common reason is pricing (although note to stress to the customer that they make sure they are comparing our proposal to others correctly – others have hidden charges or provide a lower value option). Other common ones include a decision to not perform the work or to push the work into the next budget cycle (in which case you may want to offer to do the work now and bill them later).

Barriers to a Sale

There are a number of reasons a property may not want to use our services. While we acknowledge that persuading some properties to try us can be very challenging we have a number of effective arguments. Please see Appendix 1 at the end of this document entitled "Why Use a Professional and Experienced Deep Cleaning Service?" Feel free to share that document with a prospect.

Our Competitive Advantages

We have a number of advantages over other cleaning companies. Many of these apply to a hotel using their own staff as well. The most important ones are as follows:

- Comprehensive solution: we can handle almost anything inside a hotel (and in some cases outside) from hallway carpets to drapes (on the rod) in guestrooms to tile and grout on pool decks to bathroom marble vanities to airwalls in ballrooms to natural stone in lobbies to air conditioning units to upholstery in meeting rooms to smoking or pet odors in guestrooms to cooking odors in kitchens to floods to power washing of pavement to stains in executive lounges to.... The ability for the hotel to utilize one trusted company to solve all its deep cleaning problems cannot be underemphasized. This saves much management time and focus. Thus, embracing all our services and marketing them continuously is very helpful in setting us apart. Additionally, many times we start with one service and end up broadening our relationship with the customer once we prove ourself with their most immediate need.
- Focused on hotels: Because almost all we do is hotels we are very familiar with their needs – and can even anticipate them. Our equipment, chemicals and processes are all designed to operate in the hospitality industry.
- Franchise model: Our customers benefit from the best of both worlds. Their Renue team receives the support from a large organization (training, equipment, chemicals and processes), yet offers the responsiveness, quality and continuity of a locally-owned small business whose owner is highly motivated to ensure a happy customer.
- Preferred vendor partnerships: In some countries we are preferred vendor with many large hotel companies, including Marriott, Hyatt and Fairmont (through Avendra) along with Hilton, Wyndham, Best Western and others. In those locations where we are not, we maintain good relationships with many of them. While none of these companies guarantee us revenue, our agreements with them nonetheless offer big advantages in winning work with their affiliated hotels. They chose us because they like the combination of our quality, pricing and responsiveness. Plus, in many cases we pay them a rebate. We encourage you to mention to prospects our preferred vendor partnerships even to hotels with different flags. Note that in not all our international locations are we preferred vendor since some of the hotel companies do not currently have international programs in place. Nevertheless, mentioning our preferred vendor status in the U.S. is helpful to establish credibility.

Performing the Work

· **Preparing the Customer**

Since first impressions are crucial it is important to properly set the new customer's expectations. By doing so you increase the chance that they are happy after you have serviced their property. To that end Appendix 3 is a letter you may want to edit and send prior to arrival. It also lists for the customer action items to take before your arrival and during your visit that will increase your efficiency. If not all these steps are taking it could take your team more time than anticipated. Not only does this cost you money but it could disappoint the customer since often they only have a short window in which they allow us to work on property.

· **Before Leaving the Customer**

Since you are not encouraged to visit each job site each day you can utilize a customer sign-off form, a sample of which is shown in Appendix 4. Your lead worker can ask the customer to complete it and either give it to you through your lead worker or email it directly to you. It serves three important purposes: it enables the customer to 1) provide feedback on the work, 2) note if it all was completed and/or if additional work was performed (so you can schedule an additional visit or change your invoice) and 3) sign-off on the work. The third point gives you some protection should there be an issue in the future about the quality of your work. Lastly, knowing that this form will be used gives your workers even more motivation to ensure a terrific work product.

· **Post-Job Follow-up**

It is advised that within 24 hours of job completion the property be contacted either via email or phone (or in person if possible) to ensure they are satisfied with your services. However, for particularly long projects it is advised to check in with your contact during the project to ensure satisfaction. This is also a good time to ask for feedback and to continue to build on your relationship, especially if not provided in the Service Completion Sign-off Form. If there are issues that need to be addressed, then sometimes a face-to-face meeting and/or sending a technician to the property is warranted. Fast problem resolution can turn "lemons into lemonade" and strengthen your relationship with your customer. However, if you create a happy customer, then be sure to ask for additional work (when needed) including additional services you offer.

We also have available an online survey for your usage. It asks a series of questions about the customer's happiness, their willingness to make referrals, any specific positive or negative feedback and if they would like to be contacted. This survey can be customized to your preferences. Simply ask the home office to learn more about it.

· **Additional Opportunities**

Since happy customers are often interested in helping you do not hesitate to ask for referrals. A housekeeper, as an example, can make an introduction to other parts of the hotel. Additionally, because they tend to network among peers feel free to request that they contact other hotels. Keep in mind that one of our biggest sources of business is a referral from another hotel.

Furthermore, at many properties there are multiple revenue and relationship-building opportunities so contacting the Executive Housekeeper to clean guest rooms, for example, is one opportunity and also getting in touch with the head of Food and Beverages to address the banquet/meeting rooms is another while speaking with the Director of Engineering to clean air conditioning units or the lobby marble is yet another.

Etiquette

Most of our customers specialize in providing a quality stay to their guests. Part of that quality component is maintaining the appearance of their hotel assets and that is where Renue Systems comes into the picture. In remembering etiquette it is important to include the guest. The customer's guest is our customer too! Keeping this in mind will also help you maintain another level of professionalism on the property. A checklist of information needed prior to entering the hotel the first time includes:

- ✓ Where to park the vehicle
- ✓ Which entry to use to bring the equipment into the building
- ✓ Who to see upon entering (your contact person). You might obtain an alternate in case that person is off on the day of service. It is also great advice to call a few days prior to the appointment to be sure everything is still on schedule
- ✓ Where your team is to take breaks and eat lunch on the property
- ✓ The location of the employee washrooms since your team should only use them

Once you are on property a checklist of information needed from your contact person includes:

- ✓ The location of the hot water sources and waste drains that you are to use. You may also ask for a vacant room closest to the area you are working. Please leave the room in better condition than you found it.
- ✓ Inquire about the electrical outlets and ask them to identify some in the area where you will be working that are on different circuits so you do not blow fuses.
- ✓ Find out if management will permit you to leave guest room doors open to enhance air circulation and drying. Some will not out of concern about theft of items from the rooms.
- ✓ Clarify property procedures for cleaning any occupied rooms: Have guests been notified? Does management require staff or security attendance? Never, under any circumstance, walk away from an occupied room with the door open – not even for a moment. Someone may enter the room and steal something or the guest may return and feel their security violated with the room exposed and unattended.

Always remember:

- ✓ Speak softly when working in public areas of the hotel. Do not use fowl language at any time while on the property.
- ✓ If given a master key, guard it with your life! Return it before leaving the property.
- ✓ For full service hotels, check in with security before commencing work.
- ✓ If you smoke, smoke in your vehicle.
- ✓ Workers should not operate a music device while working. This looks unprofessional and also prevents them from hearing hotel guests or hotel employees.
- ✓ Never say no to a customer! Your team members should call their immediate supervisor for assistance on any question or request they do not know how to answer.
- ✓ Do not empty any wastewater outside in a storm drain. Only empty waste water in toilets or other specified areas that the property has granted you permission to use.
- ✓ Employees should be neatly groomed and wearing uniforms. Wristwatch and wedding rings are the only jewelry approved as part of the mandatory Renue Systems uniform. Any necklaces should be worn inside of garment. The Renue Systems uniform is composed of a colored shirt (currently black or dark blue) with our logo, khaki pants and an optional Renue Systems-logo hat.
- ✓ Never use anything in the guest room (such as toilets, towels, garbage cans, televisions, radios, refrigerators and toiletries). Our customers are VERY particular about their rooms' appearance and smell. Leave them as you found them or in better condition.

- ✓ Keep your equipment in the immediate area where you are working. Line up the equipment, hoses, and electrical cords along one side of the hallway, so staff and guests can easily pass on the other side of the hall.
- ✓ If and when you take a break, please place your equipment in a vacant room or on one side of the guest corridor.
- ✓ Use wet floor signs around your work area and where the carpet meets the tile to avoid a slip and fall accident.
- ✓ Be friendly and courteous to guests and employees, some of who may visit to observe your work. You never know who that person may be.
- ✓ When the job is finished, clean up the area, check for any bottles, equipment, work lists, or anything your crew might have left behind. Unobtrusively move the equipment back to the loading area. Notify the desk and housekeeping that you are leaving the premises.
- ✓ Importantly, our customer is in the customer service business, so we need to be of that mindset as well. Thus, several times per day both you and your crew should check in with your contact to show him/her the progress and ensure he/she is pleased with your work.

Invoicing

Once the work has been completed and customer sign-off has been obtained then sending an invoice listing the services provided and the pricing should be sent. The invoice should be based on the original proposal, but if some work was added (while the crew was at the worksite) or deleted (time ran out, some areas were unavailable or hotel personnel directed work not be performed) at the time of the job be sure to reflect those changes in the invoice. We suggest you state on the invoice that payment is due within 30 days or whatever is customary for your local market.

Collections

Customers typically pay within 30-45 days. If payment is not received after 30 days or the scheduled date, contacting the customer to inquire about the status is warranted. Often a gentle reminder or two is all that is needed. However, if the invoice is outstanding for more than 60 days or you feel that the customer is attempting to not pay, then contact our home office. We have some tips that may be helpful. We are also willing to assist with collections if needed.

Closing

Ongoing Education

We strongly encourage and in some cases require additional training to occur after the initial franchisee start-up course. This applies to both the franchisee owner/manager and his/her personnel. We conduct training in our home office and also can possibly visit your territory. In addition, there are some worthwhile courses taught by outside professional teachers. One curriculum we approve is through the Institute of Inspection, Cleaning and Restoration Certification (the IICRC). They have frequent courses in many geographic regions. Some of the key courses are Commercial Carpet Maintenance Technician, Water Damage – Restoration, Spot and Stain Removal, and Carpet Dyeing. We are happy to recommend other training to meet your specific needs.

Quality Over Quantity

The amount of work done per worker in a day makes a big impact on the profitability of your business. After all, the more that can be accomplished in a day the higher the revenue. However, quality is an even more important variable, for several reasons. For one, if the work is not done to the customer's satisfaction, your crew will need to return to the property to redo the work, this time to the satisfaction of the customer. Also, the customer may choose not to use you in the future if complaints occur and cannot get resolved. Furthermore, Renue Systems and its franchisee network pride themselves on their quality. Our customers hire us because they view us as quality, reliable vendor partners. Repeated sub-par results from one franchisee can jeopardize our hard-earned reputation with our global customers.

Interacting with Renue Systems, Inc. (the “Home Office”)

We refer to Renue Systems, Inc. outside Chicago as the “home office” because we really believe it is a place that you are always welcome to visit or call/email at any time. Renue Systems likes to hear from its franchisees and franchisees' employees. It gives us a sense of the opportunities – as well as challenges – you are encountering in the field. Here are some of the ways we interact with franchisees:

1. We can assist with proposal work where to guide you on such topics as pricing and labor requirements.
2. We can give technical advice on procedures to be used when facing a challenging customer situation.
3. We can advise on chemical and equipment to be used. The best way to communicate is to call. It is often helpful if you email a picture of the specific situation. We almost always are able to respond quickly.
4. We can also provide sales support. Some of this we can initiate and undertake, but we encourage you to proactively discuss a marketing program that best meets your needs.
5. We can help you create and conduct an ongoing marketing campaign (consisting of emails, an online presence and social media) to supplement the activities of the home office.
6. We post many of our documents on our password-protected website or Google Drive, an online system that allows 24-hour access. These documents include tech tips, chemical, equipment and supplies information, proposal templates, marketing brochures, supplies order forms and protocol overviews.
7. We like to speak frequently by telephone to understand your performance and challenges.
8. We welcome visits to our home office, and we like to visit our franchisees as well.

Interacting with Fellow Franchisees

Many franchisees have expressed value in interacting with each other since there are a number of common issues you face ranging from sales approaches to labor to scheduling to running the business. While Renue Systems is happy to cover these issues another option is to discuss with other franchisees. We conduct franchisee-wide meetings from time to time, but we encourage you to directly call or email each other (phone numbers and email addresses are listed on our website). We have also established a forum for more frequent communication: franchisechat@renuesystems.com. This email goes to all franchisee owners and managers and can be used to address a specific question or to discuss more general matters.

Appendix 1

Why Use a Professional and Experienced Deep Cleaning Service?

The Four Key Questions Every Hotel Management Team Faces in Deciding to Clean Their Property A Primer by Renue Systems

Question 1: Should I clean our property or postpone the decision to save money?

We certainly advocate regular maintenance to keep the quality of your property strong. All major carpet manufacturers agree with this philosophy. Key reasons include:

- 1) **Extends Life of Assets:** For every \$1 spent per year on maintenance, periodic capital expenditures for carpet replacement of more than \$25 can be deferred
- 2) **Generates Additional Revenue:** Higher guest satisfaction leads to repeat customers and referral business
- 3) **Raises QA Scores:** Cleanliness is a key factor in property inspections
- 4) **Improves Work Environment:** A clean workplace has been shown to increase productivity, improve the health of employees and customers and make the environment more sustainable

Question 2: Now that I have decided to clean my property, should I outsource the work or use our internal staff?

While using existing staff may sound attractive, there are many important benefits to relying on a third party, such as:

- a. **Saves Hidden Costs:** Avoids overtime of staff or hiring additional staff
- b. **Minimizes Employee Burden:** Frees up staff to do other work
- c. **Improves Results:** On-site staff often is not well trained and does not have access to high quality machines and chemicals
- d. **Reduces Management's Focus:** Partnering with a reliable company means that management does not need to focus on the work and can rest assured it will be done right and in a timely manner
- e. **Simplifies Process:** Eliminates need to buy, maintain and store equipment and chemicals and to train staff
- f. **Adds to the Bottom Line:** Due to the experience of an outside company, worker productivity is high, so faster turnaround means that rooms can be put back into usage – and return to revenue generation – more quickly
- g. **Works Within Occupancy Constraints:** An outside company can field a team of workers to clean the entire property in a short window of low occupancy

Question 3: Now that I have decided to use an outside company, should I bring in experienced professionals or search for the lowest cost provider?

While tempting to shop exclusively for the best price, like many services often the low cost provider is the low quality provider. Other reasons consist of the following:

- a. **Increases Return on Investment:** High end hotels charge a premium because their guests expect high quality results – similarly, superior vendors require a premium to maintain their quality work
- b. **Anticipates Needs:** A company with deep experience and sole focus servicing the hospitality industry knows the needs of its customers and customizes its service offerings and business practices specifically for its hotel customers

- c. **Improves Quality:** With certified and highly-trained employees, continual R&D and state-of-the-art chemicals and equipment, the outcome is fewer problems with better results
- d. **Streamlines Decision-Making:** Utilizing a vendor with comprehensive service offerings enables the hotel to address almost all needs with one partner – one-stop shopping
- e. **Meets Hotel-Specific Requirements:** Given the realities of hotels, a company working with them that is not responsive, reliable, professional and nimble will be less helpful

Question 4: Now that I have decided to use professionals, does it matter that they have portable cleaning equipment or truck mounted units?

The biggest determinants in the quality of service are the skill of the technicians and the effectiveness of the chemicals used, and not the specific equipment used. While in many settings the more expensive and larger piece of equipment (a truck mount) is recommended over a portable unit, for hotels this is certainly not the case. A portable machine is better suited for the hospitality industry for the following reasons:

- a. **Avoids Hazards:** Because portable units do not require long hoses which need to be connected to a truck in the parking lot, there are no unsightly hoses dragged through the hallways and other common space – the most visible areas of a property
- b. **Increases Results:** The motor of a portable unit is typically no more than 25' from the area being cleaned. Especially for larger properties, the vacuuming suction of a truck mount weakens substantially because a long hose is necessary to reach inside a property's higher floors and interior areas
- c. **Improves Safety:** A portable unit eliminates the dangers resulting from a truck mount's long hose that causes doors to remain open and unlocked, violates fire codes and can cause guests and employees to fall
- d. **Compares Favorably with Heat:** Many portable units now come equipped with a heater, thus making obsolete the historical advantage of a truck mounted unit – and even so, for most surfaces excess heat can damage the carpet fibers

Appendix 2

Customer Prospect Questionnaire

The following questions will aid you to learn more about the prospect. Be sure to explain all the different services we offer, provide a brochure and encourage a free demonstration.

- ✓ How has your deep cleaning been performed in the past?
 - Are you happy with the overall results of this effort?
 - If not, please explain.
- ✓ Are there any especially troubling areas that I can see now and possibly perform a free demo on?
- ✓ Do you currently have an in-house staff that performs any deep cleaning duties?
 - Have they been able to keep up with your needs?
 - If not, why (is it lack of knowledge, no equipment, insufficient manpower, etc)?
- ✓ How are your QA inspection results for your overall cleanliness?
 - How is your guest feedback?
- ✓ Do you outsource or have you outsourced this type of work before to a professional carpet cleaner?
 - If so, what did you like and dislike about that company and/or services?
 - Why are you looking to make a change?
- ✓ Do you have the finances budgeted for these services?
 - Would it help if you were able to spread out payments over several months?
- ✓ Is your hotel mandated by the corporate office to have these types of services done at certain frequencies per year?
 - What are the mandates or recommendations?
 - Is the hotel currently in compliance with these mandates or recommendations?
- ✓ When is your property next scheduled for a renovation?
 - When was the last renovation?
- ✓ What issues have you and your staff had with the cleaning of your hotel (i.e. spots, stains or overall soiling)?
- ✓ Would you be interested in a maintenance/service program for your property?
 - If so, what frequency of cleaning do you envision?
- ✓ How do you handle the cleaning of your guestroom carpet with guest occupancy?
- ✓ How did you hear about Renue?
- ✓ Will you be the person making the decision regarding the deep cleaning program?
 - Who else is involved?
- ✓ Do you prefer email, phone or meeting communications?
- ✓ When do you expect to make a decision?



Appendix 3 What to Expect from Renue (new customer letter)

First, it goes without saying that you can expect quality and professional service each time you contract a Renue Systems team to clean your hotel. However, there are some items I would like to review with you to ensure a seamless and expedited experience each time we visit.

- Please have your rooms ready and available at the scheduled time. In order for us to complete the project in the scheduled time we need our technicians to start the work immediately upon arrival at your hotel. We try to avoid waiting around for rooms to check out, doors to be opened or rooms to be cleaned by your staff.
- 48 hour cancellation notice required or a 15% cancellation fee will be charged.
- We need to do at least \$_____ worth of work each time we visit your hotel. This can result from any of the services we offer. By allowing us to generate a certain amount of revenue each visit we are able to better manage our labor costs and hence allow us to honor the price quote we made to you.
- Our pricing includes moving of baskets, desk chairs and lamps. We do not move beds or other large furniture items in the guestrooms as these unexposed areas are not subject to staining or soiling. Pricing is for the exposed traffic areas only. However, we do clean in the closets, behind all doors and any other visible areas. If you want larger pieces of furniture moved, please have your own staff move those items to another area prior to our arrival at your hotel.
- Also be aware that some staining in the carpet fibers may be permanent and not removable with cleaning.
- We may need to address occupied rooms in order to finish the project in the time scheduled. This is especially the case were we are traveling from out of town to service your hotel. We can provide you with a notice to place within each room or at the front desk to notify your guests. We also have door key cards that can be placed within the room door lock to again notify your guests that their carpet may be damp upon entering and to watch their step. Details regarding this issue can be discussed prior to any scheduled work.
- Our team cleaning your hotel will ask you to inspect random rooms to ensure we are meeting (and hopefully exceeding) your expectations. They will also ask you to sign off on a work order completion form each day.
- We may turn the heat or air conditioning on in each room to help with the drying process. We may also leave unoccupied room doors open with an air mover placed at each threshold to aid the quick drying process of your room carpets.
- We will use WET FLOOR signs to caution your guests of our service and to watch their step in our immediate work area or when transitioning from an area we cleaned.
- If you scheduled the work but are not going to be at the hotel the time of service, please advise your staff about our pending service, make sure they are also familiar with what we are to do at those times and that we will have the access we need, and pass along a point of contact name for our team to meet with upon their arrival.



- We require the last page of our service agreement signed by the property prior to any scheduled work. This will specify exactly which services you have requested of us and allow us to properly bill each project we do at your hotel.
- Explain any special request you have in advance of our scheduled work. We do a nice job of anticipating your needs but knowing upfront about something can help ensure a smooth and quality job each time.
- We ask your hotel to provide complimentary parking during each visit. That can be in a hotel parking lot or even a loading dock, if necessary. If this is not possible, please advise us in advance of service.
- For hotels well outside of our local service area, we will require the hotel to provide complimentary lodging for our team during the service. Details regarding this issue can be discussed prior to any scheduled work.
- Please note if your property has the following stains, they may require additional chemicals and time to restore. Pricing for the repair and restoration of these stains will be provided to you before any work is done.
 - ✓ Blood and bodily fluids
 - ✓ Bleach and color loss
 - ✓ Kool-Aid and misc. **red** dye stains
 - ✓ Hair dye
 - ✓ Wine
 - ✓ Some coffee stains
 - ✓ Cigarette and iron burns

Following is some information for addressing smoking rooms

- Hotel staff should remove all linens from room prior to our arrival and launder them. Please wait to replace these items until we have completed the service.
- Clean the filters in PTAC or VTAC units. This is important as much of the malodor related to smoke can be present within the air handling units.
- The final step in our process is to thermo fog the entire room to disinfect all porous areas and the ceiling. This will require the temporary disabling of the smoke detector by your engineering personnel. Please have your engineering team disable the units prior to our cleaning and then reinstall the units about an hour after the service is completed.
- The thermo fog may leave a slight film on all the horizontal surfaces once the fog settles. This may require a quick clean up by your staff on these horizontal surface and on glass on windows.
- You may want to consider painting your ceiling with a product made to seal surfaces like Kiltz. This is for extreme cases only and can further aid in the smoke remediation process.
- Please note:
 - ✓ Some nicotine staining in the drapes and sheers may be permanent and not removed with cleaning.
 - ✓ Although the process used to clean smoking rooms by Renue is extremely effective in removing the odors caused by smoke, there are some instances where a room may require additional treatments to fully remove the odor. In those cases, a reapplication of the thermo fogging agent would be recommended and the property would be charged the cost for that service. The typical cost for this service is a fraction of what the initial service was.



Following is some information for addressing pet rooms

- Whether pets are official or unofficial guests in your hotel, their presence may leave lingering issues for future guests in the form of allergy-triggering hair, dander, saliva, or odors. Also, sanitation concerns from biological fluids and wastes may result.
- The usual carpet care alone – vacuuming or shampooing – may not make the room safe for future sensitive guests. One in every five people has asthma or allergies. In the interest of your guests' health, an odor-free environment, and your potential liability, additional steps may be necessary to make those rooms hygienically clean for subsequent guests. That is why Renue Systems has developed a special Pet Room Cleaning process.
- We do not pre vacuum. Please have your staff vacuum the room thoroughly to remove any pet hair. Our process is designed to address only the accidents pets may have and the dander left behind that some of your guests may have allergic reactions to.
- If our black light exam reveals areas of pet urine, vomit, or feces, we will apply our proprietary Pet Deodorizer, a biological enzyme that will digest the residual contaminants. There may be an additional charge in extreme or unusual cases. Our certified technician will review with you any issues and request your authorization prior to the cleaning.
- Although our process is extremely effective in neutralizing odors related to pet accidents it may not totally remove all the residual odors caused by these contaminants. You may have to retreat the areas again or in extreme cases, the material affected may need to be removed and thrown away. In those situations, the amount of urine is just too much to effectively remediate those malodors as they have most likely soaked through the carpet, into the padding or even onto the porous concrete. Although our process has results proven over many years and is cost effective versus simply removing all the old carpet, it is not guaranteed to be 100% effective all the time.

Most importantly, we thank you for the opportunity to help you with your property. Should you have questions at any time feel free to give me a call.



Appendix 4
Service Completion Sign-off Form

Property: Ct. Yard Mag Mile

Renue Technician Name: _____

Description of Services Provided: Guest room carpets and hallway carpet cleaning w/ Scotchguarding

Dates Scheduled: April 30th & May 6th

Property management- please sign next to each day below confirming that the work on that day was done to your satisfaction.

Total amount of rooms done

Property manager signature

Day #1: _____

Day #2: _____

Day #3: _____

Day #4: _____

Day #5: _____

Day #6: _____

I acknowledge that the above work was completed to my satisfaction by Renue Systems on the above date(s).

Name: _____

Signature: _____

Title: _____

Comments by hotel management: