

Opening Doors

In This Issue

Letter from the CEO

Making Noise in Your Business

From The Mailbag

Franchisee of the Month

FirstWorks Training Graduates

Training Program

Franchise Referral Program

Letter from the CEO

Despite the continuing economic doldrums, OpenWorks managed to grow its revenue. In 2008, we not only increased our new customer sales and retention rate but also continued increasing our average account size. Our geographic footprint continues to grow with the addition of Houston, Texas and customers in Nevada, Alaska, Oregon and Oklahoma.

Looking forward to 2010, we are excited about our organization's prospects. Nevertheless, the economic climate and competitive environment will remain challenging. However, with the help of our great franchisees and hard working team members we will continue our progress towards becoming one of the leading facility services companies in the nation.

I want to thank all of our dedicated employees, franchisees and vendors for your continued support of OpenWorks. I wish you and your families a wonderful holiday season and a fantastic 2010.

Eric Koubi



"Many people look forward to the New Year for a new start on old habits."

AUTHOR UNKNOWN

"People are so worried about what they eat between Christmas and the New Year, but they really should be worried about what they eat between the New Year and Christmas."

AUTHOR UNKNOWN

"Good resolutions are simply checks that men draw on a bank where they have no account."

OSCAR WILDE
(1854 – 1900)

Irish playwright, poet
and author

"An optimist stays up until midnight to see the New Year in. A pessimist stays up to make sure the old year leaves."

BILL VAUGHAN
(1915 – 1977)

American columnist and author

OPENWORKS SALUTES OUR Franchisee of the Month

Arizona

Matei and Rosita Toc – Mat and Rosita have been Service Providers with OpenWorks for 10 years and still have, and are very successful with the first account they were offered. Their attention to detail and great communication skills have made them a valuable asset to the Arizona Region. Recently they helped negotiate a new contract with an account that was receiving pressure from the competition. Their hard work and attention to the needs of the customer not only secured the contract, but increased it by almost double. In these unsure economic times we need to meet all of our clients' needs with great attention to detail and better communication with the decision makers. Mat and Rosita are fine examples of these practices. Mat and Rosita thanks for your example and hard work

California

Jeffrey Lee – An OpenWorks service provider since 2003, Mr. Lee never complains or takes things personally, he keeps everything on a professional business level. Additionally, Mr. Lee always puts the customer's needs first, he knows about commitment and the dedication it takes to keep the customer happy. Awesome job, Mr. Lee, keep it up!

Washington

Kate and George Kardeshev – Kate and George have been franchise owners since July 2004. They always produce high quality work regardless of the service provided or facility being serviced. They respond instantly to any requests and have rearranged their highly detailed schedules to satisfy customers. They have become expert using our new C3 Restroom Cleaning Cart and have even been providing demonstrations for OpenWorks. They truly display what it takes to become successful Franchise owners. We sincerely appreciate all of their top-notch work.

BETTER BUSINESS PRACTICE

In business, you've *Got* to make some noise!

By Dane Ellison, COO

Recently, I heard about two people who have become experts in marketing. One is a man who has attended all the 'boot camps', read the books and taken seminars from the best marketing gurus around. The other is a woman who told me her personal library of marketing and business books cost over \$100,000 in the past ten years.

Unfortunately, neither of them has applied what they know and their businesses have not grown.

These are classic examples of 'analysis paralysis'. They have studied their market and learned the techniques. They know how to write sales letters and they know the latest in online marketing techniques. They know about using endorsements, about using graphics and colors, about 'reversing risk' and identifying their target demographics.

What they don't know is how to make noise.

They've not taken enough action! One business leader recently told me her greatest fear is "making a mistake!" Get over it already! If you're going to be in business, you're going to make mistakes.



Happy 2010 to
you and yours

Helping Our Franchisees

(I suspect that's true in life; I know it's true in business.)

The key to building your business is taking action. Of course, it's good to know what you're doing. Sure, it's good to put the odds in your favor as much as you can. But in the end, you've got to take a chance and make some noise!

If you want your business to grow, think about what you'll do differently. What will you expand or contract? How much will you spend on advertising? What new products or services will you offer? Which ones will you cancel? In the end, growing a business is about taking action. It's about making the best judgments you can and then taking the plunge.

Being an entrepreneur means the responsibility is on your shoulders!



I am writing this letter to highly recommend the janitorial services provided by Open Works. We have been a client for the past six months and have never seen our office cleaner. Our patients have even made several comments noticing the difference.

I greatly appreciate the professional, friendly, organized and thorough manner in which our account is handled. Whenever I have a question or special request I get an immediate response from Cara Chalmers, Assistant Director of Operations. Additionally, Cara has personally been to our office several times to do a walk through to make sure we are receiving the highest level of service. That type of personal attention is rare in my past experience.

Additionally, Carmen (the woman who cleans our office) does an excellent job and is very reliable. Working in the medical industry it's imperative that our facility meets the highest standards of cleanliness. Carmen shows great attention to detail and always goes above and beyond to make sure we sparkle.

Thank you for all your hard work. We are very pleased with our service and look forward to being a client for years to come.

Sincerely,

Kate Peringer
Director of Operations
Eastside Pediatric Dental Group




**TRAINING
GRADUATES**

Congratulations!

to the following graduate for successfully completing the intense 10 day FirstWorks training program:

Dallas, Texas Diana Rice & Rodolfo Solis

Achieve Their Dreams . . .

Franchise Referral Program

The program is very simple – just call the Regional Director in your region and give him/her your name and the name and phone number of the person whom you are referring. If the referral decides to purchase an OpenWorks franchise, then you make...

First Referral = \$ 750.00
Second Referral = \$1,000.00
Third Referral = \$1,250.00

* referrals that result in a sale *

— Regional Contacts —

Arizona

Troy Hale

troyhale@openworksweb.com
602-224-0440 ext. 132

California

John Allen

johnallen@openworksweb.com
(562) 428-9210 ext. 402

Dallas, Texas

Grant Gifford

grantg@openworksweb.com
(214) 766-2310

Houston, Texas

Orin Johnson

orinjohnson@openworksweb.com
(713) 408-0379

Washington

Christina Arner

christinaa@openworksweb.com
(425) 827-0550 ext. 304

Please forward your comments, newsletter contributions, or suggestions to:

Opening Doors Newsletter

4742 North 24th Street
Suite 300

Phoenix, AZ 85016
fax: 602-468-3788

E-mail the editor:

info@openworksweb.com
www.openworksfranchise.com

open works
there is a difference

FRANCHISEE SPOTLIGHT

Who better to give you business advice than your peers?

Christina Arner, Regional Director in WA, spoke with a successful franchise owner in her region and asked him to share his best business practices with you.



Javier Pena has been a service provider with OpenWorks since June of 1998 and has excelled. Javier deals with some of our top customers and is able to handle almost any janitorial task and

special request that comes to him. He manages his staff closely and is adamant with his follow-up on all of his customer accounts. He knows the importance of rapid response time and has assisted many customers with last minutes emergencies. Christina Arner recently sat down with Javier and asked what advice he would give to other franchise owners who are trying to grow their business:

What do you think has been the critical thing you have done that has helped to grow your business?

"The money is a key factor and budgeting correctly. Customer relationships are also a key thing and I always do the little things to keep them happy. I like to leave gifts for them and do little extras."

How long did it take to become successful at growing your own business?

"It took me about 4 solid years to really grow his business to the point it is today. I am stable and continue to grow."

What hints do you have for other franchisee's who are interested in growing their business?

"I make sure I take care of the employees that handle my customers. Face to face meetings, paying them correctly on time and ensuring they are trained correctly."

CALENDAR OF ADVANCED TRAINING CLASSES

* Arizona OpenWorks

4742 N. 24th Street, Ste. 300
Phoenix, AZ 85016

MONTHLY FRANCHISEE BUSINESS MEETING

Date Friday, January 29th
Time 12:00pm – 2:00pm

Location Saguaro Conference Room. Lunch will be served.

Topic Running Your Business, Part 3: New Hires

* Washington OpenWorks

1750 112th Avenue N.E., Ste. D151
Bellevue, WA 98004

MONTHLY FRANCHISEE BUSINESS MEETING

Date Thursday, January 28th
Time 1:00pm – 3:00pm

Location TBD, watch for further details