

Dawn Derrick

From: Mr. Appliance LLC [communications@dwyergroup.com]
Sent: Monday, December 30, 2013 10:04 AM
To: Dawn Derrick
Subject: Mr. Appliance News and Tips - December 2013



December 2013

November Franchisee of the Month



Rick Taylor

Congratulations to Rick Taylor, Mr. Appliance® of Greater Livingston County and Franchisee of the Month for November. Rick became a *Mr. Appliance* franchisee in 2005 after previously working for Sears. Rick started as the only tech

and now has five technicians who are dedicated to following Frontline Service. Rick and his team do an outstanding job of creating encore experiences as is evident by his high NPS. This dedication to a superior customer experience has enabled Rick to steadily grow his business. He also takes the time to help other franchisees with the knowledge and experience he has acquired over his career.

We wish to issue a public correction regarding last month's spotlight for Glenn Swallow and Jayson Tate. You may view the updated article [here](#).

Toolbox

View the [latest issue](#) of Toolbox!



Social Media



We write daily content for your social media sites, are you receiving it? You should have a daily email from our office allowing you to "accept" or "reject" our content before it publishes on your page.

If you are not receiving this email or would like someone else to receive this email, contact [Rebecca Melton](#).

New Technology for MRA

There is a lot of exciting new technology this month! You should have the new Zware release and Zware mobile app up and running. You can find the release notes on FranConnect and on Higher Logic, the new communications portal for you, your office and your techs.

Your team has access to work orders completed throughout MRA, and they can access the training materials there, too. And for an owner, there is a robust platform for sharing information among yourselves. You access it from the button on your FranConnect. Your CSR can access it via Zware, and your tech uses the link on the iPad.

There is a great slideshow describing how to use the system. If you missed the Town Hall meeting in December, you can find the slides on FranConnect > Library > Town Hall Meetings > December 2013. You can view the video of the meeting or get the slides on Higher Logic > Events > Town Hall Meetings > Town Hall Meeting Recordings (in the center of the page).

2014 Local Marketing Plans

Local marketing plans for 2014 are available from your marketing team.

Marketing plans include:

- Detailed customer demographic information
- Projected marketing budget
- Marketing task calendar with estimated costs and deadlines
- Yellow Page and Pay-Per-Click recommendations
- Core marketing tactics and examples
- ...and much more!

Contact [Haley Anderson](#), your local Marketing Coordinator, to get started!

Increasing Search Rank

People who use *Google* or *Bing* to find a website do so by asking questions. For example, someone with a leaky washer might find a local appliance repair company by searching with a question like, "Which local appliance repair company can fix my leaky washing machine?" A website that ranks highly within search results answers those kinds of customer questions on their website.

Did you know that you can help the website rank higher on the search engines like *Google* and *Bing* by helping us answer questions? Tell us the most

Social Media Specialist.

In the News

More Bang For Your Buck: Extended Warranties. [Read more...](#)

Mr. Appliance of Central Maryland Releases New Videos Describing Business and Best Practices. [Read more...](#)

Mr. Appliance of Greater Cincinnati on Franchise 500 List for over a Decade. [Read more...](#)

Mr. Appliance of Greater Cincinnati Joins the AllBusiness All Stars Team of Home Service Providers. [Read more...](#)

Mr. Appliance of Greater Cincinnati Proud to be a Veteran Friendly Franchise Providing New Jobs for our Heroes. [Read more...](#)

Have a PR story idea? Email [Desirae Franco](#), Senior Communications Manager.

Season of Sharing



Don't forget to request last minute support!

Glass Doctor®	\$6119.61
Mr. Rooter®	\$2,290
Aire Serv®	\$985
Mr. Appliance	\$655
Rainbow Intl.®	\$515
Mr. Electric®	\$465
The Grounds Guys®	\$250

Social media content supporting this campaign is available for download on Ad Builder.

Questions? Contact [Desirae Franco](#).

Do You Know Your RMHC Representative?

Contact your *Mr. Appliance* RMHC Representative Dylan Conner, owner of the *Mr. Appliance* of the Central Valley (Calif.), for ideas on how you can support RMHC in your area.

common questions your customers ask you! You can submit customer questions to your Marketing Coordinator, [Haley Anderson](#).

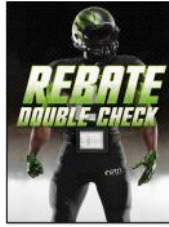
PH: 559-584-2349

[Click Here to Email](#)

Dylan Conner

Rebate Double Check

There's still time before the end of the year to do a Rebate Double Check! Many Franchisees have taken advantage of reviewing their ProTradeNet® Vendor Program and recovered additional rebate funds after taking the time to do a Rebate Double Check with our team. Call PTN today at (254) 745-2549.



Looking for Mr. Appliance Logos?

Color, Black & White, and Embroidery logos files can be found on Ad Builder by navigating to MrAppliance > United States > Logos. All file types are available: PDF, JPG, EPS, & DS



November NPS Update

Mr. Appliance NPS Score
69

We live our
Code of Values® by...

...never saying anything about anyone
that we would not say to him or her.

Mission & Vision Statement

Mission: To create encore experiences that customers can't wait to share with others.

Vision: To be the appliance service leader renowned for integrity and dependability.

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