

Dawn Derrick

From: Mr. Appliance LLC [communications@dwyergroup.com]
Sent: Monday, November 25, 2013 10:58 AM
To: Dawn Derrick
Subject: Mr. Appliance News and Tips - November 2013



November 2013

October Franchisee of the Month

Glen Swallow and Jayson Tate



Glen Swallow, owner of *Mr. Appliance* of Salt Lake City and Tooele, joined the *Mr. Appliance* family in August 2006 and his business grew steadily over the next two years, but it really took off when he brought his brother-in-law, Jayson Tate, onboard.

With this move, Jayson was able to manage the technicians and Glen, the office; they both concentrated on following the system and continuing to grow and build what they already had.

They saw 32 percent growth in 2011, seven percent growth last year, and they're really exploding this year, with several companies referring business to them based on their sterling reputation.

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

Upgrade your Business!

Business Analysis Tool

The new year is quickly approaching. If you have not already done so, you should get with your franchise consultant to create your 2014 budget and business plan. We created a great tool to help you evaluate your business like never before.

You don't want to enter a new year without a roadmap to success; how will you know if you are on the right course?

Warning! Update your iPad!

Have you experienced the exciting new features with the new iPad app and Zware? If you've not already updated your system, check with your franchise consultant for available updates.

ATTN: When replacing an iPad, if you have backed up your old iPad on iCloud, and recovered it to the new iPad, you will retain your apps on the new iPad.

However, the *Mr. Appliance* app will not function on the new iPad until it has been deleted and re-installed. Our *Mr. Appliance* app is licensed so it is only run on one iPad per license.

The reinstall process requires [Dave Konkey](#) to release the license from the old iPad which allows you to move it to the new iPad.

When you get a replacement iPad, consider that regardless of how you set it up, you will have to work with Dave Konkey to get the *Mr. Appliance* app functioning properly on your new device.

Are you using the electronic Big Board?

We are hearing great reports from the field about offices energized by seeing the goals and goal attainment on a daily basis.

Don't miss this opportunity to share the responsibility and victory of achieving goals with your entire team. Your franchise consultant can help you get things setup.

Marketing

would like someone else to receive this email, contact socialmedia@dwergroup.com.

In the News

Mr. Appliance Named on Franchise Times Top 500 List. [Read more...](#)

Business Awards:
Mr. Appliance at Lakes Edge. [Read more...](#)

The Dwyer Group® Names Pamela D. Harper Vice President of Marketing. [Read more...](#)

Have a PR story idea?
Email marketing@mrpliance.com

Season of Sharing



It's not too late! [Get registered](#) to support your local RMHC and the *Mr. Appliance* system!

Glass Doctor	\$5,914.61
Aire Serv	\$825
Mr. Rooter	\$785
Mr. Appliance	\$510
Mr. Electric	\$450
Rainbow Intl	\$440
The Grounds Guys	\$250

And promoting just got easier! Social media content supporting this campaign is now available for download on Ad Builder.

Questions? PR@dwergroup.com

**Do You Know Your
RMHC Representative?**



Meet Brand Manager Kari Sanders!

Kari has been with *The Dwyer Group* marketing department for six years working with Aire Serv Heating and Air Conditioning®.

In her new role, she will oversee national marketing initiatives for both *Mr. Appliance* and Glass Doctor®.

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

PH: 559-584-2349

[Click Here to Email](#)

Dylan Conner



Do you trust your SEO vendor?

Backlinks, or inbound links, are links from other websites that link to your website and are important for search engine optimization (SEO).

However, if backlinks are purchased by your SEO vendor to create a lot of inbound links to your site in a short period, this can cause significant and irreparable damage to your website. Some SEO vendors build good backlinks that can boost your website's rankings and traffic. Good backlinks are time-consuming to build and cannot be purchased; bad backlinks can be bought in large quantities.

ProTradeNet vendors have been vetted to ensure they do not purchase backlinks.

Are you concerned your SEO vendor might be purchasing harmful backlinks? Contact Marketing Coordinator Haley Anderson at marketing@mrappliance.com.

PTN

ProTradeNet® and Navigate HCR Team Up to Provide Health Care Options for Franchisees

Mr. Appliance franchisees: Looking for a way to navigate the health care changes? Through *ProTradeNet* vendor, Navigate HCR, you have options for medical, dental, vision, disability and life insurance.

For more information call 1(855) 454-5700 or email ProTradeNetService@bxall.com.

Ad Builder

New Condenser Cleaning pieces are now available on Ad Builder.

- Updated Coil Cleaning jumbo postcard
- Coil Cleaning Reminder magnet

You can find both pieces on Ad Builder by



November NPS Update

Mr. Appliance NPS Score
(1.4% increase from October)
71

We live our Code of Values® by...

communicating honestly and with purpose.

navigating to: All Assets > MrAppliance > United States > Advertising & Marketing Materials > Campaigns > Condenser Cleaning.

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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