

## Dawn Derrick

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**From:** Mr. Appliance LLC [communications@dwyergroup.com]  
**Sent:** Tuesday, October 29, 2013 3:50 PM  
**To:** Dawn Derrick  
**Subject:** Mr. Appliance News and Tips - October 2013



October 2013

### September Franchisee of the Month



## Stuart Kauder

Stu Kauder's team at *Mr. Appliance* of NYC has been providing service to customers in and around Manhattan since October 2009. He was recognized at Reunion for

achieving the highest revenue of any *Mr. Appliance* last year. Stu also made an impact by leading a lively discussion about taking care of customers.

Stu, Alison and the team have embraced all the systems and technology to maximize opportunities in their territory.

Everyone says their market is different, but Stu's is truly unique. His territory is vertical, with the bulk of his customers living in high-rise buildings. When he has service calls downtown, a driver drops his technician at the customer's address and later picks

### Toolbox

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



### Social Media



### In the News

The Dwyer Group Celebrates Q3 Growth and Expects Strong Year-End Success. [Read more...](#)

Appliance Repair and Refrigerator Repair Jacksonville FL "Best of the Best" Awarded to *Mr. Appliance* for Excellence. [Read more...](#)

him up because it is impossible to park.

One of his wrapped service vehicles is a smart car! You can count on this creative owner to find solutions that allow him to provide encore experiences to his customers!

## What's new on ZWare?

Are you on the new ZWare yet? There are loads of great features on the latest version of Zware.

You can find the release notes to walk you through the changes on the Connection Site: Library > Zware > Zware Release Notes > Zware 7.3.2. You will also want to use the latest version of *Mr. Appliance* Mobile on your iPad.

To get the updates, call your franchise consultant or send an email to [David.Konkey@dwergroup.com](mailto:David.Konkey@dwergroup.com) to schedule the changeover.

## Thanks again to our great Reunion sponsors!



## CODE Update

Consistency has become one of the most important words in your online presence vocabulary. Whenever your business shows up online, it should always have the same DBA, address, phone number and website. If not, you run the risk of confusing search engines and losing opportunities for higher placement of your website or your directory listings (e.g., Google Places).

The exception? Whenever you make a significant online investment, such as advertised listings on Yelp, you should always include a tracking phone number.

If you have questions on how to correct erroneous listings online, contact Haley Hilburn at [marketing@mrappliance.com](mailto:marketing@mrappliance.com).

Mr. Appliance Welcomes Ten New Franchise Owners in Third Quarter. [Read more...](#)

Have a PR story idea?  
Email [marketing@mrappliance.com](mailto:marketing@mrappliance.com)

## Season of Sharing

These are the final days for pre-fundraising activation of your participation in the annual Season of Sharing campaign.

[Get registered](#) and don't miss out on this incredible opportunity!



Contact [PR@dwergroup.com](mailto:PR@dwergroup.com) for more information.

## Reminder

Did you order your Finish dishwasher detergent samples?

Contact [Diane.Hoffmann@rb.com](mailto:Diane.Hoffmann@rb.com)

## Do You Know Your RMHC Representative?

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.

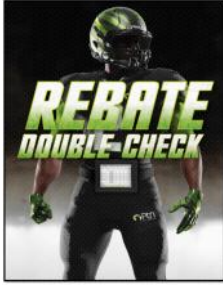
PH: 559-584-2349  
[Click Here to Email](#)  
Dylan Conner



## Sign up for SWAT!

Log into FranConnect and sign up for one of the below dates:

## Are you leaving money on the table?



Make sure you take advantage of the ProTradeNet® Rebate Double Check!

ProTradeNet Members earned 1.8 million dollars in rebates in 2013. If you plug into the PTN program, you too can earn a rebate check in 2014!

Call (254) 745-2549 today!

## Congratulations, Haley!



Marketing Coordinator Haley Hilburn has a new last name!

Congratulations on a beautiful wedding to Haley Anderson. Everyone at *Mr. Appliance* wishes you the best.

Nov. 9 Boston, Mass.

Nov. 23 Anaheim, Calif.

## Net Promoter Score



### September NPS Update

*Mr. Appliance* NPS Score:  
**70**

## We live our Code of Values® by...

operating in a responsible manner: "above the line."

## 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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