



# MEND IT NOW HANDYMAN SERVICES

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## “TOOL BOX” PRESENTATION

All the Tools You Need To Know About Mend It Now Handyman Services

# WHO WE ARE



- Privately owned company based in the state of Colorado
- Company began operations in March of 2013
- Professional maintenance and repair service – “A True Handyman Service”
- Provides service to residential and small-to-medium commercial clientele
- Provides service in multiple metropolitan areas across the country
- Lead by a core management team with years of experience across various professional genres
- Plans to become the leading provider of property maintenance services

# WHAT WE DO



- We offer maintenance and repair services to residential and small-to-medium commercial properties
- We are a “True Handyman” service and do not operate our business as a “construction company”
- Our services include, but are not limited to, drywall patch & repair, carpentry, painting, gutter maintenance, minor electrical and plumbing, tile, cabinetry installation and much more.
- We do not perform repairs that require a builder’s permit
- We offer an ongoing residential and commercial maintenance program
- We work closely with other industry professionals including, general contractors, realtors, property managers, investors, etc.

# HOW WE DO IT

## How We Do It

- We offer three service contracts – 2-Hour, Half-Day and Full-Day
- We offer flat rate pricing : 2-Hour - \$180.00, Half-Day - \$295.00 and Full-Day - \$449.00
- Client chooses the contract based on the number of service items they require
- All clients are assisted on their service contract decision by the assigned Property Service Technician
- Property Service Technician will advise of project repair methods, materials, and required time of each service item
- Property Service Technician will attempt to complete as many service items as possible
- Property Service Technician secures project payment immediately upon completion

# WHO WE SELL TO



Mend It Now Handyman Services primary market will consist of residential and small-to-medium commercial businesses. Fortunately, the possibility for growth in the handyman business is exponential because the potential target market spreads across a wide spectrum of social, economic and cultural diversities. Simply stated, the target market for this type of business venture is to a large degree, never ending.

In addition, Mend It Now will increase its possibility for potential clientele by providing services in several metropolitan locales across the country. By doing so, it increases its population base thus, increasing its potential overall market.

# WHERE WE SELL



## ★ Current Service Locations

- Colorado Springs, CO
- Dallas, TX
- Denver, CO
- Detroit, MI
- Evansville, IN
- Houston, TX
- Indianapolis, IN
- Los Angeles, CA
- Nashville, TN
- Pueblo, CO

## ★ Coming Soon

- Atlanta, GA
- Las Vegas, NV
- San Diego, CA
- Raleigh/Durham, NC
- Toledo, OH

# OUR TRAINING

## Mend It Now University (MINU)

- An in-house training and professional development program designed to assist and support new and existing team members in their journey for success within our organization.
- The program is made up of various training modules specifically targeted for the different positions in the company.
- Each team member's participation is tracked by MINHS management.
- Each team member maintains a personal series progress sheet to document their training.
- This program is mandatory for all MINHS team members, new and existing.
- Each team member must be assigned a personal access code by their Senior Management to participate in the program.



# OUR TRAINING cont.

## District Training

All managers in MINHS are responsible for conducting weekly/monthly training workshops for their respective team members. Training for all members will involve topics such as:

- Prospecting
- Team Building
- Leadership Training
- New Hire Training
- Customer Service
- Presentation Training
- Ethics and Social Responsibility
- Employee Motivation
- Coaching & Mentoring
- Company Policy Implementation
- Employment Laws
- Delegation
- Networking and Alliances
- Time Management
- Social Media Marketing
- Recruiting and Hiring
- Effective Communication
- Performance Development

MINHS training is a continuous and ongoing process for all members.

***“Training is Essential to an Organization’s Success”***



# The MINHS Mission Statement

**OUR MISSION IS TO IS BECOME THE NATION'S BEST AND MOST SOUGHT AFTER HANDYMAN SERVICE BY GUARANTYING EACH AND EVERY CLIENT A PROMPT, PROFESSIONAL, QUALITY DRIVEN PROPERTY MAINTENANCE SERVICE THAT IS AFFORDABLE, CONSISTENTLY DEPENDABLE AND OF THE HIGHEST QUALITY.**

**Created by**

**THE MINHS TEAM MEMBERS**

# The Mend It Now Basics

## Part 1 - Building the Team

- The Regional Flowchart
- Our Positions and Their Responsibilities
- How These Positions Work Together
- How We Recruit – The Organic Ladder
- The Hiring Process
- Who-Hires-Who
- District Personnel Goals & Quotas



# The Regional Flowchart



# Our Positions & Their Responsibilities



## **SALES MANAGER (SM)**

- The “Leader” of the Mend It Now marketing program
- Responsible for building high performing regional sales team by perpetually recruiting talented team members
- Ensures all regional sales personnel and targeted sales goals are consistently maintained
- Plans and oversees scheduled weekly, monthly and quarterly sales team meetings
- Completes and submits weekly district sales tracking documentation
- Upholds and enforces all MINHS operating procedures and regulations
- Sales Manager reports directly to Senior Management

## ASSOCIATES SALES MANAGER (ASM)

- “Right Hand” team member to the Sales Manager
- Responsible for assisting the Sales Manager in building high performing regional sales team by perpetually recruiting talented team members
- Creates a structured support system for the Sales Management Team
- Ensures all regional sales personnel and targeted sales goals are consistently maintained
- Participates in the planning of scheduled weekly, monthly and quarterly sales team meetings
- Works in Primary or Satellite districts
- Upholds and enforces all MINHS operating procedures and regulations
- ASM reports directly to the Sales Manager

## SALES AGENTS (SA)

- “Heart” of the MINHS marketing and sales program
- Responsible for daily contact with the extensive handyman service customer base
- Responsible for expanding and increasing the visibility of the MINHS brand
- Develops and maintains working relationships with industry professionals to generate sales leads
- Required to maintain weekly sales goal as set by the company
- Sales Agents report directly to the Sales Manager and Associate Sales Manager



## LEAD SERVICE TECHNICIAN (LST)



- Responsible for recruiting, assembling and managing a team of Property Service Technicians
- Must consistently maintain appropriate number of technical personnel for a high volume of daily service calls
- Ensures all assigned customer service requests are completed in a timely and efficient manner
- Ensures all Property Service Technicians are providing the highest standard of customer service as required by MINHS
- Ensures Property Service Technicians are securing all project payments immediately upon completion
- Lead Service Technician reports directly to Senior Management

## PROPERTY SERVICE TECHNICIAN (PST)



- The Property Service Technician is the “Face” of the MINHS brand – They are....*Mr. Mend It*
- Determines individual project requirements by assessing service requests submitted by the client
- Responsible for completing all assigned customer service requests in a timely and efficient manner to the complete satisfaction of the client
- Responsible for securing payment for all completed customer service requests
- Property Service Technician reports directly to the Lead Service Technician



# How We Recruit - The Organic Ladder

- Referrals from existing MINHS team members
- Social Media – Facebook, Craigslist, Twitter, LinkedIn, etc.
- Flyer and other company paraphernalia
- Jobsite search engines
- Word-of-Mouth
- Job Fairs
- Public Postings
- Review of past applicant files
- Friends and family



MINHS values and takes exception to the existing members of the MINHS family. For this reason, when seeking talented, qualified individuals for newly posted positions, we first look within our own ranks to fill these slots. This is what we call “The Organic Ladder”....We grow and improve from within. Our perspective is, why look elsewhere for talent when we’re already overflowing with outstanding dedicated people.

# The Hiring Process

- Submit Online Employment Application
- Applications Reviewed by Senior Management
- Prescreening Interview
- Manager Interviews Applicant by Phone
- Manager Conducts Face-to-Face Interview
- Manager Verifies Applicant References
- Manager Completes Online Applicant Interview Summary Form
- Manager and Senior Manager discuss recommendations of potential applicant
- Background Check Authorization Form Secured from Applicant (applies to all LST's & PST's)
- Background Investigation of Potential Applicant
- Team Membership Offer



# Who-Hires-Who

Sales Manager Recruits, Hires and Trains Associate Sales Managers and Sales Agents



Senior Manager Recruits, Hires and Trains Qualified Sales Managers



Senior Manager Recruits, Hires and Trains Lead Service Technicians



Lead Service Technician Recruits, Hires and Trains Property Service Technicians



# District Personnel Goals & Quotas



## Sales Manager

- All Sales Managers must consistently maintain a minimum of **15** “active” Sales Agent team members as set by MINHS national standards. The minimum number of sales team members is determined by the service area size and population.
- All Sales Managers ***maintain the option*** to recruit, hire and train an Associate Sales Manager in their perspective primary districts. Depending on the size and population of the service area, the Sales Manager can have multiple Associate Sales Managers. Each Associate Sales Manager will be required to “independently” maintain the minimum personnel targets set by the company.

(An “active” Sales Agent is one that consistently meets their sales target goals/quotas)

## District Personnel Goals & Quotas cont.

- All Sales Managers **must** recruit, hire and train an Associate Sales Manager to manage and grow all prospective assigned **Satellite Districts**. The Associate Sales Manager under the supervision and guidance of the Sales Manager will be required to consistently maintain a minimum of **15** “active” satellite district Sales Agents as set by the company. The minimum number of sales team members is determined by the service area size and population.



# District Personnel Goals & Quotas cont.

## Lead Service Technician

- All Lead Service Technicians must consistently maintain the minimum number of Property Service Technicians to efficiently support and complete all assigned customer service requests. The minimum number of Property Service Technicians will be determined by the number of customer service requests generated by the district.

# The Mend It Now Basics

## Part 2 – Sales Goals & How we Compensate

- District Sales Goals & Quotas
- Performance Based & Bonus Plus Compensation Model
- Commission Scale & Bonus Structure
- Professional Affiliate Program
- Referral Partner Program
- Payday and Direct Deposit



# District Sales Goals & Quotas



## Associate Sales Manager

- All Associate Sales Managers, primary and satellite, must personally maintain a minimum weekly sales goal/quota of 3 individual project sales. This requirement **can** include repeat customers. Associate Sales Managers, under the supervision and guidance of the Sales Manager, will also be responsible for ensuring that all assigned districts, primary and satellite, consistently meet their assigned district sales goal/quota requirement.

## Sales Agent

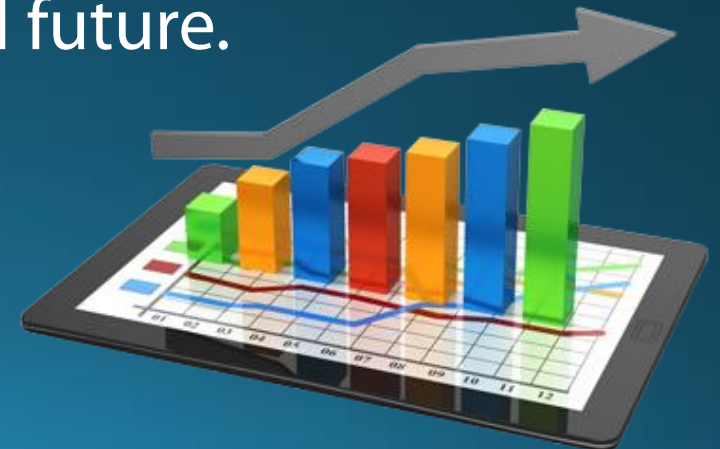
- All Sales Agents must personally maintain a minimum weekly sales goal/quota of 3 individual project sales. This requirement **can** include repeat customers. If it is determined a Sales Agent displays a trend of not maintaining their mandatory sales targets, then that individual will be removed from Sales Agent status and placed in the Referral Partnership Program.



# Performance Based Commission + Bonus Model

Mend It Now Handyman Services has successfully operated on a Performance Based Commission model for the vast majority of its team members since the company's inception. This compensation model is exactly as the term describes, a team member's earnings is in direct correlation to their output. There are several reasons why our company chose to use this type of model:

1. It encourages individual members to recognize and understand their value to the company's overall sustainability.
2. It improves team member performance and puts each team member front and center of their own financial future.  
There is no earnings cap.



# Performance Based Commission + Bonus Model cont.

3. They control their destiny and are motivated to work as much or as little as they wish to be compensated.
4. It clearly identifies motivated team members and their production is easily quantifiable.
5. Team members can easily calculate their desired rate of pay and are self-motivated to reach their goal.

In addition to our Performance Base Commission model, MINHS has a “Bonus Plus” structure for some team members. All bonuses are measured on a scale set by the company and are commensurate to the production of each eligible team member.



# Sales Agent Compensation Scale

- Sales Agent self-generated project sales:
  - 2-Hour Project Sales – Flat Fee    \$35.00
    - Residual Commission - \$26.25 (75%)
  - Half-Day Project Sales - Flat fee    \$60.00
    - Residual Commission - \$45.00 (75%)
  - Full-Day Project Sales - Flat fee    \$75.00
    - Residual Commission - \$56.25 (75%)



# Technical Team Commission Scale

- All technical Contractors hired by the Company will be assigned to a “Level” category based on their individual skillset and experience. The Company has three technician level categories, Level 1 Technician, Level 2 Technician and Level 3 Technician. The Level 3 Technician is also known as a Lead Service Technician. Contractor’s hourly compensation is commensurate based on the assigned experience level category.
- Each individual Contractor’s experience level must be confirmed in writing before any project service assignments can be made.
- Projects will be assigned in 2-Hour, 4-hour, and 8-Hour blocks.
- If the Contractor completes a service assignment before the maximum block expiration, the Contractor will be compensated for the full block assignment.

# Sales Management Team Member Bonus Structure

Sales Management team members can earn a generous weekly bonus that is directly tied to the districts overall sales production. This means, the sales team must meet a combined minimum weekly sales goal set by the company. The “Trigger Point” for all bonuses start a 60 percent of the total weekly sales goal. Keep in mind, there is no weekly bonus for sales that fall below the minimum 60 percent bonus trigger. Sales bonuses are shared/split between the Sales Manager and Associate Sales Manager (when applicable). All weekly bonuses are accumulative and will be paid out at the end of each month.



# Professional Affiliate Program



## What is a Professional Affiliate Program?

- A program developed and maintained by a core group of businesses whose services, in many cases, closely resemble each other.
- The businesses support each other's growth by attracting new clients for each other through mutual referrals.
- Customers benefit from these partnerships by dealing with a group who provide quality goods and services.

## Our Professional Affiliate Program

- MINHS team members actively network to seek out other professionals and mutually agree to market and refer new clientele to each other's business.
- Some Affiliates will request a fee for new client referrals. All Affiliate fee agreements must receive prior approval by Senior Management.

# Referral Partner Program

## What is a Referral Marketing?

- Referral marketing, sometimes also called word-of-mouth marketing, is just people purchasing products based on someone else's opinion or influence. It's a powerful marketing channel because people trust the opinions of other people in their lives and people they respect, whether that be family, friends or social media influencers.

## Our Referral Program

- MINHS will pay a referral fee to previous customers, friends, family, or whoever signs up to become part of our Referral Marketing Program and refers another person who utilizes our services. **The services must be completed before payment is made to the referral partner.**

## Referral Fee

- 2-Hour Service @ \$180.00 – Referral Fee \$15.00
- Half-Day Service @ \$295.00 – Referral Fee \$20.00
- Full-Day Service @ \$449.00 – Referral Fee \$25.00



# Payday & Direct Deposit

## Payday

- All Mend It Now Handyman Services team members are paid on a weekly basis. Pay periods run from Monday to the following Saturday of each week. Paychecks are distributed on Wednesday of each week with no exceptions. Each paycheck will include earnings for all completed Customer Service Requests through the end of the prior payroll period.



## Direct Deposit

- All MINHS team members will be required to complete and submit all necessary direct deposit forms. Payroll will be issued and directly deposited in all designated and approved financial institution accounts.



# The Mend It Now Basics

## Part 3 – Operations & Procedures

- Customer Service Request (CSR): A Step-by-Step Process
- CSR Project Assignment Path
- Our Company Calendar – Acuity Scheduling
- CSR Payment Options (Payments we Accept)



# MINHS Customer Service Request (CSR)

## What is a CSR?

**Answer:** A potential client makes contact with our company by way of an online request submittal, by phone or by direct team member contact to request the service(s) they require. In the request, the client provides us with a brief description of the tasks needed and the request will be assigned to the appropriate district by the MINHS schedule administration team. The assigned team handles the CSR according to the MINHS standards.

## How to Handle a CSR

Please copy and past the PDF Link below to view the separate MINHS CSR "How-To" PowerPoint presentation. ***Please do not skip this section of the presentation, it is paramount that you understand the method in which MINHS has established in the handling of a CSR.***



[Click Here to Watch the MINHS Customer Service Request Tutorial](#)



# CSR Project Assignment Path

## **CSR Generated By Client Direct Company Contact:**

- **Phone/Online Request** (w/o Sales Team or Referral Involvement)

CSR rec'd by Schedule Administrator CSR via phone/email →  
Schedule Administrator assigns to Lead Service Technician via  
email and text on even/balanced rotation → Lead Service  
Technician assigns to Property Service Technician by phone, email  
and text → Client contact made by Property Service Technician



## CSR Project Assignment Path cont.

### **CSR Generated By Sales Team Management Team Member:**

- **MINHS Management Team Members (SM, ASM)**

Client or Team Member notifies Schedule Administrator of CSR  
Sales Manager notified of CSR via email → Schedule Administrator  
assigns to Lead Service Technician via email and text → Lead  
Service Technician assigns to Property Service Technician by phone,  
email and text → Client contact made by Property Service  
Technician



# CSR Project Assignment Path cont.

## CSR Generated By Sales Agent:

Client or Sales Team Member notifies Schedule Administrator of CSR → Schedule Administrator assigns to Lead Service Technician via email and text → Lead Service Technician assigns to Property Service Technician by phone, email and text → Client contact made by Property Service Technician



# CSR Assignment Path cont.

## CSR Generated By Referral or Professional Affiliate:

CSR rec'd by Schedule Administrator → Schedule Administrator assigns to Lead Service Technician via email and text on even/balanced rotation → Lead Service Technician assigns to Property Service Technician by phone, email and text → Client contact made by Property Service Technician

Schedule Administrator also notifies via email the MINHS team partner of the Referral or Professional Affiliation generated CSR so that the appropriate credit and compensation can be made.



# Our Calendar – Acuity Scheduling

Any small business that schedules appointments with clients knows that scheduling can be a hassle. That's why MINHS utilizes Acuity Scheduling as our company-wide appointment scheduling calendar. This program offers a web-based scheduling application for small businesses operations. The application includes calendaring capabilities as well as other features that make scheduling multiple clients less painful than using a standard calendar. Please click the link below to view the Acuity Scheduling tutorial.



[Click Here to Watch the Acuity Scheduling Calendar Tutorial](#)



# Acuity Scheduling

# CSR Payment Options

**Mend It Now Handyman Services** offers 5 convenient ways for customers to pay for services received. Here are those 5 options:

- *PayPal Here*

Each Property Service Technicians is equipped with a MINHS issued **PayPal Here** swipe device which connects directly to their smart phone or tablet. This device allows the customer to pay for their service by swiping their credit or debit card and following the prompts on the phone/tablet. At the end, they simply use their finger to sign the touch screen and complete their payment. A service receipt will be immediately generated and sent to the customer via email or text.





# CSR Payment Options cont.



- Online Payment

A customer can conveniently make a credit or debit card payment online by logging on to the company website and clicking the “Pay For Services Tab”. They simply follow the directions on the page to make their payment. A service receipt will be immediately generated and sent to the customer via email or text.

- Pay By Phone

To pay by phone, a customer can call our toll-free telephone number and one of our professional associates will handle the payment procedures.

# CSR Payment Options cont.



- Pay By Phone

To pay by phone, a customer can call our toll-free telephone number and one of our professional associates will handle the payment procedures.

- Pay By Check

A customer simply makes a check payable to MINHS and issues it to the Property Service Technician.

- Pay With Cash

A customer can pay the Property Service Technician with cash. The Technician is required to contact and inform the Schedule Administrator of all cash payments received.

You've reached the end of this presentation. Thank you for your participation and interest in MINHS.

**MEND IT NOW  
HANDYMAN SERVICES  
“TOOL BOX”  
PRESENTATION**

