



Commercial Business Development

Service Channel's Fixxbook for New Franchise Revenue

By Ted Sprink

For 1st Q 2014 Storm Surge

Rainbow International is pleased to have developed a national relationship for local franchise access to *Service Channel's "Fixxbook"* platform. This new commercial business relationship provides local franchises the opportunity to create a free on-line profile with a leading national sales channel to generate new low-cost revenue.

Fixxbook is an online vendor directory utilized by client-registrants to find service providers. Over 30 million work orders have been placed through Service Channel's 200 corporate clients in Canada and the United States.

Fixxbook customers include retailers, hotels, restaurants and other commercial business opportunities. Rainbow International recommends each franchise have a strong on-line Fixxbook presence in order to capture your share of this business.

Benefits of Fixxbook registration:

1. You gain eligibility to do business with 200 corporate clients (Walmart, Apple, Nike, Ruby Tuesday, etc.)
2. Fixxbook is a **service request generator**, not a lead generator (such as Service Magic)
3. Minimal time investment.
 - a. Submit a 3 page DocuSign form, and Dwyer Service Solutions (a new unit of The Dwyer Group on behalf of Rainbow) will build the profile for you!
4. You can pursue local business while the Rainbow Key Accounts team pursues regional/national business on your behalf.
5. Register now and you will be one of the first contractors registered in your area.
6. FREE internet listing similar to the information on your website.

7. It is applicable in the United States & Canada.
8. It is ***FREE***.

Fixxbook utilizes “Verticals” to identify service categories and “Trade Expertise” within the Verticals, to provide the potential for (Rainbow) vendors/service providers to be matched with customers/buyers. Your profile is customizable, and will initially target the following five “Verticals”:

1. Assisted Living
2. Commercial Buildings
3. Full Service Restaurant
4. Hotel/Casino
5. Residential

Your customizable profile initially includes Trade Expertise as set forth below:

1. Air Duct Cleaning
2. Carpet Cleaning
3. Disaster Recovery
4. Environmental Services
5. Floor Cleaning
6. Flooring
7. Restoration

Please look for the ***Fixxbook DocuSign*** email in your inbox (Sender: “Fixxbook Helpdesk via DocuSign”). If you need new registration materials or have any questions, please contact your Franchise Consultant.

Best wishes in developing new local revenue through this valuable new national relationship!

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