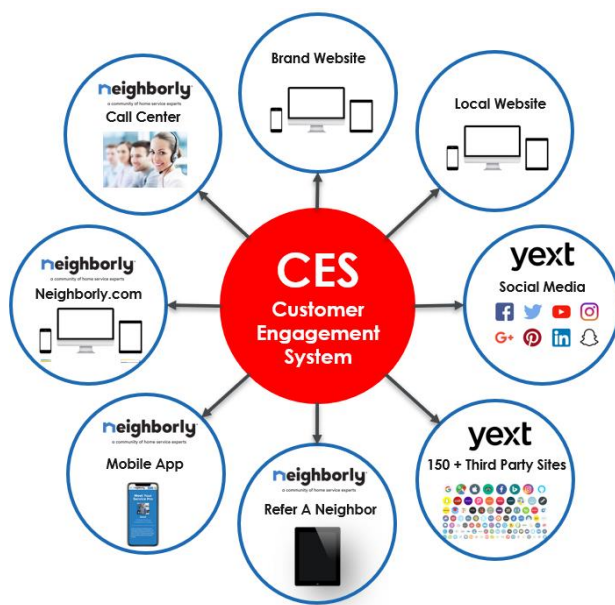




a neighborly company

Dear Franchise Owners,

Are you ready for more leads, more customers and more market share? Well, snap on your seatbelt and hang on! The historic rollout of the all-new Neighborly App for the U.S. at Reunion 2021 is going to propel Neighborly and your business to all-new heights. However, it will require a little “housework” from you to launch effectively, especially in the area of updating your Customer Engagement System (CES) information.



What is CES?

The CES platform is the **single source of truth** for all franchise owner website data. Since CES syncs and serves as the heart for many Neighborly technology platforms, keeping the data current and accurate helps us better serve our customers. Neighborly technology platforms that pull information from CES include the Neighborly website, the Neighborly app, and many more as pictured in the graphic above.

What is expected of me?

Some CES initiatives will require no action needed on your part, but some will require a few actions from you, such as checking and updating data on your CES Profile. All we ask is for your time and

commitment to help us update your data. And don't worry – you are not alone in this process. We will assist you with virtual and recorded trainings, easy-to-follow instruction documents, and a Franchise Business Coach (FBC) on standby to assist.

Will there be hands-on training for CES?

Yes! As mentioned above, we are here to help you every step of the way. We have two upcoming training opportunities for all franchise owners to come together to better understand and update CES. In addition, your Franchise Business Coach will work with you individually as needed. Here are just a few to mark on your calendars:

- **Virtual Neighborly App CES Training, Friday, May 28, 2021** – During this training, you will receive all the information necessary to manage and update your CES profile. Be on the lookout for an email next week with the meeting registration link for this webinar.
- **Neighborly Workshop at Reunion, Sunday, September 26, 2021** – As we come together in Orlando, get ready to power up your laptop and join us for a live hands-on demonstration of the new Neighborly App and navigating through the Customer Engagement System (CES) that drives it. This year's Neighborly Workshop will be like no other. We will be showing you several best practices so you can experience the full benefits of the new Neighborly App! We hope you will make plans to join us at one of the Neighborly Workshops presented by the Neighborly Home Office team at Reunion.

Together, we are going to create an even more remarkable experience for our customers than we could ever imagine.

Josh Sevick

President

The Grounds Guys, a Neighborly company