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In an effort to make sure our businesses are ready for the  
**RECOVERY – REOPEN – REIMAGINE** phase of C19 -  
We are providing these recommend steps to consider while we are in the “Stay at Home” order. Be prepared now, for a new future & a new way of doing business.

Everything we do going forward will now more than ever be focused on a new way of operating & new ways of obtaining profitability. Now is the time to map that plan and execute it.

**INDUSTRY:** General Business

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**AREAS OF FOCUS:**

Property:

- Deep clean floor to ceiling
- Repairs to any necessary items.
- Are there things you need to do to the property that you can't do while open?
- Does landscaping need to move to a more zero scape atmosphere to save in the long term?
- Lighting: LED – now is the time to change everything over?

Product/Service:

- Can you change your prices now slightly to aid in profits?
- Is there a new offer you want to introduce?

Operations:

- Can you revisit and renegotiate contracts with vendors?
- Evaluation of staff – is every position needed? Can you reimagine job functions that will better serve profits?
- Do you have a five-star experience? Are there things you could change to elevate the customers experience?
- Do you have a fully vetted follow up system?

Online Presence:

- Focus on making sure you Google My Business is up to date with pictures, offers, posts and hours
- Facebook: update all business aspects
- Reviews: Reply to reviews