



5 TRENDS

**THAT ARE INCREASING
PRODUCTIVITY FOR PORTABLE
RESTROOM OPERATORS TODAY**



TABLE OF CONTENTS

Introduction 01

PROs Are Finding Ways To Maximize Cash Flow 02

PROs Are Investing Resources To Help Them Optimize Their Routes 04

PROs Are Improving Their Reputation Online—It Matters! 06

PROs Are Empowering Their Staff 08

PROs Are Investing In Luxury Restroom Trailers 10

Key Takeaways/Summary 13



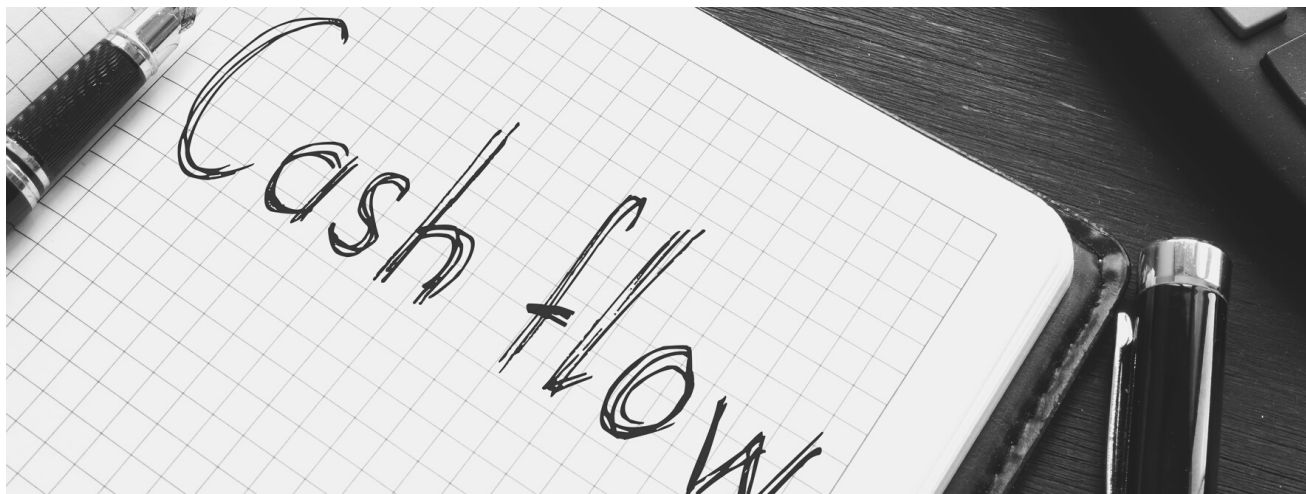
5 TRENDS THAT ARE INCREASING PRODUCTIVITY FOR PORTABLE RESTROOM OPERATORS TODAY

If you're a Portable Restroom Operator, you're probably busier than ever. You're working, and ~~relaxing~~ working, and ~~vacationing~~ working, and ~~spending time with family~~ working.... Am I right?

If you're taking the time to read this report, *atta boy/gal!* That means you're taking the time to *work on* your business instead of spending all of your time working *in* your business.

So how do the top Portable Restroom Operators work on their businesses AND enjoy more time with their family? Well, we wanted to know the answer to that too. So, we dug in, and what we found was that the top Portable Restroom Operators that worked on their businesses focused on finding ways to make it more efficient and productive.

But what did they focus on? We're glad you asked. Here are the top 5 trends that the most successful Portable Restroom Operators focus on today to make their businesses more productive.



PROS ARE FINDING WAYS TO MAXIMIZE CASH FLOW

By far the #1 complaint we hear from Portable Restroom Operators is that billing their customers and getting paid (quickly) is stressful! It is extremely time consuming, and prone to mistakes because there are a lot of duplicate entries. **But, the top Portable Restroom Operators have figured out how to use billing to their advantage.** It's easy for their staff, less prone to errors, and drastically reduces past due invoices.

So how do they do it? It all comes down to one thing. But, before I tell you what it is, let's look at how you may be billing your customers today.

Many Portable Restroom Operators have traditionally invoiced their customers on a monthly basis, with the first payment due one month after the restroom is delivered. Others choose to invoice every customer at the end of the month.

This presents several degrees of risk (and a lot of wasted time). It will put the customer's account into arrears if no payment is made and customers will often expect a pro-rata invoice if the restroom is delivered or collected part-way through a fixed billing cycle. Situations like this create extra work for the office and can lead to less revenue coming into the business.

Since restrooms are often priced on a weekly basis, it makes sense to invoice every 28 days (four weeks) rather than monthly. This benefits the Portable Restroom Operator because it reduces administrative time/mistakes (nobody has to calculate the monthly fee for shorter or longer months) and also creates thirteen 28-day billing cycles rather than twelve one-monthly invoices, thereby increasing the value of each contract over the course of a year.

Ok, so let's get back to how the top Portable Restroom Operators use billing to their advantage. It's almost too simple to be true, but they get the majority of their customers to pay by credit card.

Portable Restroom Operators that get the majority of their customers to pay by credit cards have reduced past due invoices by 50% or more and get paid faster!

Wait, I know what you're thinking. Some of the commercial businesses you work with don't pay by credit card. That's ok. The key takeaway here is to get the majority of your customers to put a credit card on file even if they want to pay by check. Why? If a customer's account is past due, you charge the credit card that you have on file. This will drastically reduce your past due invoices and increase your cash flow. You'll also create a better experience for your customers, especially if you put them on autopay.

“ Portable Restroom Operators that make it easy for their customers to pay by credit card reduce their past due invoices by 50% or more and get paid faster! ”

So how can you put this into practice in your portable sanitation business? Here's a playbook that we learned from the top Portable Restroom Operators.

- Find a way to do batch billing daily. Wait, isn't that creating more work? That depends. If you're running your business on spreadsheets, this will be really hard, but if you have a tool that allows you to **batch-bill your customers**, this will be easy!
- Put your customers on autopay. Have your CSRs explain this upfront and you'll get paid immediately once the invoice goes out.
- Get the majority of your customers to put a credit card on file.
- Make it easy for your customers to pay you online (especially if you run septic routes) because checks are quickly becoming a thing of the past.
- Finally, make sure you're not paying more than 3.25% in credit card processing fees. If you are and need help, **talk to us today**.

Bonus: If you can make it easy for your staff to get billing done quickly each day, they'll have time to collect from past due customers. One of the Portable Restroom Operators that we interviewed told us that when they started batch billing customers daily, it freed up time for their billing gal to call out to past due customers. In one year, she recovered over \$500,000 in past due invoices for their 20+ truck business! How much money do you think you could recover for your business?



PROS ARE INVESTING RESOURCES TO HELP THEM OPTIMIZE THEIR ROUTES

We've seen huge increases in the cost of fuel across the world and like other suppliers that rely on transportation, Portable Restroom Operators have been adversely affected by the increased cost of fuel. In operational terms, it is important to make sure that every mile counts. Speaking of miles, let's look at what it actually costs your business to run routes per truck-mile.

According to the National Private Truck Council (NPTC) it costs **\$2.90 for every truck-mile your fleet runs**. That may not sound like much, but let's break it down. If your technicians are driving 250 miles per day and you run 5 trucks, that's 6,250 miles per week. That adds up to **\$942,500 per year!**

I know what you're thinking. How the heck do those Portable Restroom Operators cut their truck miles by 15%? Their schedulers, dispatchers, and drivers must be superheroes. Well, they're probably pretty good, but the secret to reducing wasted truck-miles isn't their staff. They rely on software made for portable restroom businesses to optimize their routes and reduce mistakes.

The most clever Portable Restroom Operators have found ways to reduce wasted truck-miles by an average of 15%. If we use the example above, reducing truck-miles by 15% would equal a savings of \$141,375 per year!

Think about it. If you're running your business on spreadsheets, or software not built specifically for your portable restroom business, you are wasting a ton of time. You're also paying your drivers too much overtime, and making too many mistakes. At the end of the day it's all about delighting your customers, so why wouldn't you invest in software if it created a better customer experience.??

Here's a story that one of our Portable Restroom Operators told us about their business—I bet it will sound familiar. He said that it took a particular driver 12 hours to service 50 portable toilets on a Monday. On Tuesday that same driver had 30 portable toilets to service. So how much time do you think he worked on Tuesday? You guessed it, 12 hours. If that Operator had software to track his drivers, he'd be cutting wasted truck-miles, and reducing his overtime pay.

So here's what Portable Restroom Operators need from software to cut truck-miles by an average of 15%.

- The software should be specifically designed for liquid waste businesses.
- It needs to take the guesswork out of scheduling routes (extra credit if it automatically optimized your routes).
- It should make it easy to track your drivers.
- It should tell your drivers exactly where to place and pick up units.
- And finally, it should make it easy for your drivers to communicate an issue like a locked gate.

If that sounds great, hint, hint, ServiceCore does all of that and more. [Get a demo today ►](#)



PROS ARE IMPROVING THEIR REPUTATION ONLINE—IT MATTERS!

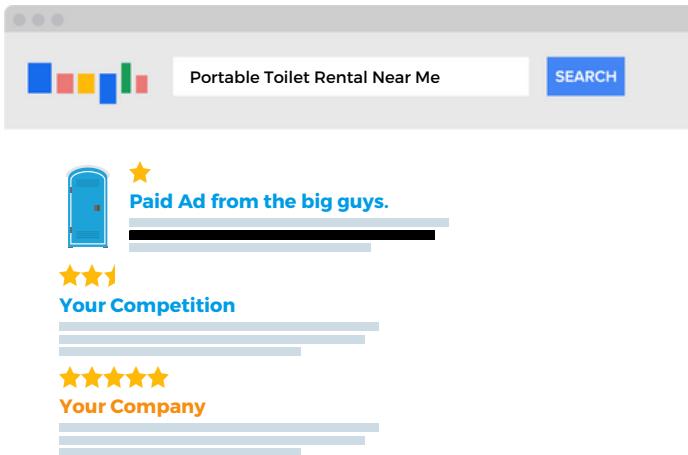
So what makes up your online reputation? The online reputation of a portable restroom business is made up of your website, online listings (like Yelp, Angi, etc.), your customer reviews, and more. Most importantly, your online reputation impacts how high you rank on Google when someone searches for the products and services you offer in the community or communities you serve. **It's a really big deal!**

This is where the top Portable Restroom Operators easily, and I mean EASILY separate themselves from their competitors online. So how do they do it? Well, let's start by searching Google.

First, visit www.google.com and type in the search bar "portable restroom rental in [your city, state]." Hit return on your keyboard and I'll bet you \$1 the top result is your favorite (har har) blue portable toilet company. Am I right? Psst. If you're in the middle of nowhere USA, I owe you \$1.

That blue company is spending millions of dollars to show up first on Google in every populated city in the US. Is that fair? Heck no, but this is exactly why the top Portable Restroom Operators focus on improving their online reputation.

If you look down the page under the ads, do you see your business (I hope so). If you don't see your own business, do you at least see one of your competitors? Notice how the companies that appear under the paid ads from the big boys have little yellow/orange stars under their names? This is where the top Portable Restroom Operators win! But why?



Let's say that I'm planning a large event that I'm holding in my backyard. I don't want everyone using the bathrooms in my house, so I go to Google and search for "porta potty rental company near me." The first thing that comes up is our blue friend, so I give them a call. "Hi, I need to rent a porta potty for my backyard event." "Hi, this is Mary. Where are you calling from?" For one, I'll bet you another \$1 that this person's real name isn't Mary.

Also, what do you mean where am I calling from? You showed up when I searched "porta potty rental company near me." I'm outta here, click! So I go back to Google and look down the page. I see "[J Bar Enterprises](#)" (a friend of ServiceCore). They have several 5-star customer reviews, so I click on the link. I can tell from their website that they are in my community because I recognize several of the images on their homepage. I give them a call and my experience is exceptional. They are polite, they know exactly where I live, and the service and portable toilets I received from them were perfect.

Here's the key takeaway. The top Portable Restroom Operators know that their website, and their online reputation is their best seller. So if your website isn't your top-performing salesperson, Houston, we have a problem. If that's the case we can help. [Learn more >](#)

Bonus: Make sure your website is mobile-friendly

According to Fit Small Business, over 54% of searches for the products & services you offer are from a mobile device.



PROS ARE EMPOWERING THEIR STAFF

If you work in the portable sanitation industry, you know one thing is for certain. This job ain't easy! But, it can be highly rewarding because of the people we work with, and the communities we serve. Our industry is made up of great salt-of-the-earth human beings that truly care about each other. That's why the top Portable Restroom Operators are investing more in their people. I'm not just talking about pay, I'm talking about building a culture at your company where employees feel valued and they have several opportunities to grow professionally and personally.

Why is this so important? Well, the Great Resignation certainly hasn't made retaining employees any easier. But even if employees weren't leaving their jobs at alarming rates, the best portable sanitation businesses have figured out a formula to keep (and attract) employees through thick and thin. Here's how they are building rewarding cultures and empowering their staff.

Don't tell your staff that you care. Show them!

Sit down with your staff and talk to them about what makes them tick. Do they love to hunt? Are they really into barbecue? Did their child just win a little league tournament? But, don't just do this with some of your staff. Do this with all of your staff! Ride along with your drivers. Go out to visit customers with your sales team. Sit down with your yard manager. The point is that the top Portable Restroom Operators show their staff that they truly care.

Here are some other ways to show your staff that you care:



Weekly recognition of an employee at your all hands meeting for doing something great (throw in a gift card for lunch or coffee).



Tell your employees how much you appreciate them with a handwritten letter. In a world of texting, this will go a long way!



Hold a team event that isn't your holiday party. Hire a taco truck to come to your business at the end of the busy season and personally thank each and every one of them for their hard work.

Give your staff the tools that they need to do their job well.

Here's a story that might sound familiar. One of the Portable Restroom Operators we work with told us that they use 4 printers in their office. Each printer has a different color paper. The yellow paper is for billing. The green paper is for scheduling. The white paper is for new customers, and the light blue paper is specifically for events. Once each paper is printed, they physically walk it over to another department and place it in a colored bin that corresponds to the colored paper they printed. Here's where it gets interesting.

Even though the company had this process, they'd still write in giant letters "NEW CUSTOMER" on the white paper, "SCHEDULING" on the green paper, and so on. When we asked what happened when someone printed on the wrong paper, we got a combination of laughter and frustration. You may be thinking, "that's similar to what we do, and it works for us." Well, if we're being honest, what happens when a customer calls in with a problem? Does your staff need to run around and find colored papers with handwritten notes or do they have the customer's information at their fingertips?

The point here is that the top Portable Restroom Operators provide their staff with tools that empower them to do their jobs well and work smarter. If your employees need a decoder ring to figure out how to do their job, they aren't going to be your employees for very long.

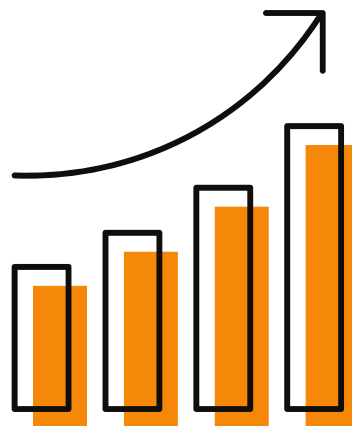


PROS ARE INVESTING IN LUXURY RESTROOM TRAILERS

The top Portable Restroom Operators have added a secret weapon to their product offerings that helps them stress less. Luxury restroom trailers. What? Why? Because it helps their portable restroom business work smarter, not harder, and you can charge a premium price. Let me explain.

In 2020 the pandemic all but shut down the wedding industry and emptied out corporate offices. Couples that were ready to tie the knot had to postpone their weddings and office workers happily got comfortable in sweatpants and the flexibility that working from home offered.

The recent explosion of outdoor weddings and high-end events has skyrocketed the demand for luxury restroom trailers.



But guess what? Pent-up demand for weddings and corporate events exploded in 2022, and the demand for luxury restroom trailers is way up. Let's focus on weddings for a moment. According to the Wedding Report, there will be 2.5 million weddings in 2022. **That's a 40-year high!**

Due to the ongoing uncertainty with the coronavirus, many of those weddings will be outdoors. That smells like an opportunity. And it's one that [Fancy Flush in Santa Rosa, CA](#) took advantage of. They are renting their luxury restroom trailers out to 500 events annually. If they're charging \$2,000 per event, that's \$1,000,000!

It's easy to see the opportunity, but how does this help Portable Restroom Operators stress less? Think about it this way, have you ever received complaints about your portable toilets after dropping them off in a residential area, or near a business? **Of course, you have!** It happens all of the time, and it causes a lot of stress for your drivers, office staff, and you! But when you're renting luxury restroom trailers, you're welcomed to the site with open arms. Sometimes your staff may even be offered food, and they are treated like family. That's awesome for morale and your business!

Here's how you can take advantage of the rise in demand of luxury restroom trailers.



Get out in your community and partner with the top wedding planners in your area. Build a relationship with them and they'll become one of your top salespeople.



Make sure the local wineries, breweries, and high-end venues know who you are and what you offer.



Write a blog post on your website about when to choose a luxury restroom trailer over portable toilets for your backyard wedding or event. Have that printed and mail it to residential areas in your community. Yes, print still works!

If you're ready to buy a luxury restroom trailer or want to add more to your fleet, visit our good friends at [JAG Mobile Solutions](#). Tell them ServiceCore sent ya. They'll treat you right!

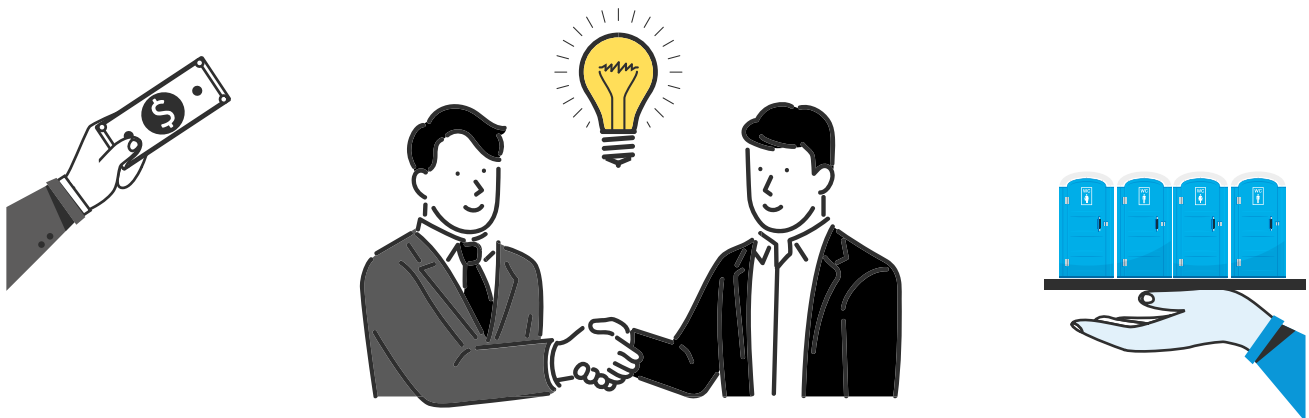


PROS ARE BUYING THEIR LOCAL COMPETITION

Some of the top Portable Restroom Operators are purchasing their competitors. Why? It's all about growth.

Is your business getting to the point where you're ready to grow beyond your service area? If so, you may want to consider purchasing another portable restroom business. If done right, you can pick up assets such as trucks, units, and property. Most importantly, you'll also pick up customers and contracts you may not have won in the past.

If you're interested in growing your service area by purchasing your competition, talk to our friend, Damon Powell over at FMC Advisors. They have helped hundreds of portable sanitation operators buy or sell their business. Visit www.fmcadvisors.com or call Damon at 407-765-9440. All conversations are 100% confidential.



KEY TAKEAWAYS

The portable sanitation industry is busier than ever. Portable Restroom Operators have very limited time for the things that matter most in life, like spending time with family. That's why the top Portable Restroom Operators prioritize working *on* their business instead of always working *in* their business.

The key takeaway from this report is to find ways to make your business more productive. That means sitting down with your staff and digging into all of the inefficiencies with managing customers, billing and collections, scheduling routes, managing inventory, and where you're missing the mark on customer service.

If you take the time to do this, your employees will open up to you and together you'll make the business more productive. Your staff and your customers will thank you!



If you'd like to better understand how using a tool like ServiceCore makes your business more productive, get a demo today.

