

HQW Seal of Excellence Application

Purpose of the Seal

The HQW Seal of Excellence is the highest recognition awarded by Home Quarters Warehouse (HQW) to home service companies that operate with uncompromising integrity, quality, and professionalism.

This is not a participation credential — it is a mark of proven discipline, client trust, and operational mastery. Only verified, performance-driven businesses meeting every HQW benchmark is approved.

Core Principles

Every HQW Certified Business must exemplify:

- Integrity — Transparency, honesty, and fair treatment in every client interaction
- Accountability — Systems that track, resolve, and document all client feedback or issues
- Excellence — Proven mastery of service delivery, consistency, and professionalism
- Community — Commitment to ethical employment, environmental responsibility, and social awareness

Eligibility Requirements

To qualify, applicants must meet all the following:

Operational Standards

- Minimum 3 years in continuous operation under current ownership
- Zero unresolved complaints on BBB, Google, or industry platforms in the past 12 months
- Consistent 4.8-star average rating or higher across at least 3 review platforms

Legal & Compliance

- Fully licensed in every jurisdiction served
- Active General Liability Insurance (\$1M minimum coverage)
- Worker's Compensation policy or verified exemption
- Up-to-date business registration and tax compliance

Employment & Training

- All staff background-checked within the last 12 months
- Written onboarding and safety training programs required
- Proof of professional conduct policy (employee handbook or training manual)

Quality Assurance

- Written service checklist for every service type offered
- Internal quality control process with random inspections or audits
- Clear service recovery procedure (documented complaint-to-resolution timeline)

Community & Conduct

- No pending litigation related to service or labor disputes
- Verified record of community engagement (donations, volunteerism, or mentorship)
- Public commitment to environmental responsibility (eco-friendly products, waste management, or recycling programs)

Application Form

Section 1 — Business Information

Legal Business Name: _____

DBA (if applicable): _____

Business Type: ☐ LLC ☐ Corporation ☐ Sole Proprietor ☐ Franchise ☐ Other

Years in Operation: _____

Business License #: _____

EIN #: _____

Website: _____

Primary Contact: _____

Title: _____

Email: _____

Phone: _____

Address: _____

Section 2 — Verification Documentation

Attach the following mandatory materials:

- ☒ Copy of Business License(s)
- ☒ Proof of Insurance (Minimum \$1,000,000 Liability Coverage)
- ☒ Proof of Worker's Comp or Exemption
- ☒ Proof of Completed Staff Background Checks
- ☒ At least 3 Client References (verifiable)
- ☒ Screenshot or report showing online review ratings
- ☒ Copy of Service Checklist or Quality Standards
- ☒ Copy of Employee Training or Conduct Policy
- ☒ Proof of Community Contribution (photo, receipt, certificate, or letter)

Section 3 — Written Submissions

Each applicant must answer all written prompts in no fewer than 150 words per question.

Describe your approach to maintaining trust and accountability with your clients.

Explain your company's process for ensuring consistent service quality and safety.

In what ways does your business give back or contribute to the community?

What sets your business apart from others in your industry?

Section 4 — Certification Fees

Tier	Description	Fee	Renewal
Standard Seal	Meets all minimum HQW criteria	\$250	Annual review: \$150
Gold Seal	Demonstrates exceptional service, verified 4.9+ rating, full compliance	\$400	Annual review: \$200
Elite Seal	Reserved for top 5% of applicants — exemplary performance, mentorship, community leadership	\$750	Annual review: \$375

- All applications undergo a verification audit.
- Fees cover inspection, background verification, and HQW administrative review.

Section 5 — Signature & Agreement

By signing, the applicant certifies that all information is true and accurate.

HQW reserves the right to revoke certification at any time if standards are not maintained.

Printed Name: _____

Signature: _____

Date: _____

Review & Enforcement

Approved businesses agree to:

- Allow random audits or spot checks once a year.
- Maintain public visibility of the HQW Seal only while certified.
- Submit updated documents upon request (insurance, licensing, or compliance).
- Uphold the HQW Code of Ethics at all times.
- Violation or misrepresentation will result in:
 - Immediate revocation of certification
 - Public removal from HQW listings
 - Ineligibility to reapply for 24 months

Submission Instructions

Submit your completed application and supporting documentation to:
support@eschomeservices.com

Processing time: 10–15 business days

Only complete; verified applications are reviewed.