



SparkleWash®

INTERNATIONAL
PROFESSIONAL PRESSURE WASHING

Celebrating 50 years 1965 - 2015

Reference Guide to Franchise Ownership

www.sparklewashfranchise.com

800.321.0770

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The Sparkle Wash Difference

Congratulations on deciding to be your own boss! You're driven to succeed and looking to enjoy the freedom and pride owning a business can bring. But even the most ambitious person needs a solid business plan in order to be successful. That's where owning a Sparkle Wash mobile pressure washing franchise comes in. Our business model is designed to help you grow your business year-round, regardless of economic or seasonal conditions. And we've been doing it for over 50 years.

Our Experience Makes Us the Leader

Founded in 1965, Sparkle Wash designed and manufactured the industry's first completely self-contained mobile power cleaning system. Upgraded and improved over the years, this unique patented mobile unit outperforms its competition hands down. Our commercial grade pressure washing equipment allows us to perform types of work other service type franchises can't. Sparkle Wash also developed specialized environmentally safe cleaning products and applications to clean most any surface.

Our Business Model Makes Us the Expert

When you own a Sparkle Wash franchise system you are trained how to pressure wash – not how to clean windows or how to clean carpets – we specialize in how to properly pressure wash any surface. Making you an expert in the pressure washing industry. There's never been a better time to open a Sparkle Wash franchise. The U.S. economy is improving. Both consumer and business spending are increasing, and according to the U.S. Labor Statics the cleaning industry segment has revenues exceeding \$49 billion.



We invite you to read more about who we are, what we do and how we work. Whatever your goals are, we're here to help you succeed.



Our Franchisees Keep Us Local

Run by franchise owners, Sparkle Wash provides specialized power washing and restoration services based on local needs. Corporate provides franchise owners with the tools for success while letting them enjoy the freedom that comes with owning their own business. Proven marketing and sales procedures in conjunction with superior equipment, products and technology give Sparkle Wash franchisees the foundation for a powerful business program. Sparkle Wash is recognized internationally as the world's leading mobile power cleaning and restoration service business.

Our Services Clean and Protect

Sparkle Wash franchisees service residential, commercial, industrial, construction and transportation industries. Our technology provides extremely high quality, reliable, cost-competitive cleaning for a wide range of surfaces, including masonry, marble, granite, brick, stone, metals, vinyl, natural and painted wood surfaces. Sparkle Wash also applies various sealing and protective coating systems to protect and preserve cleaned surfaces from moisture or environmental pollution damage.



Look around! The opportunities are everywhere.
Commercial · Residential · Fleet
Construction · Industrial



Our Culture

The Sparkle Wash culture isn't a motto that hangs on the wall or something the marketing department dreamed up. You will find it is inherent in the way we service our franchisees and our customers – with Honesty, Mutual Respect and Collaboration.

See What Our Franchisees Have to Say About Their Experience with Sparkle Wash

"What you will get from Sparkle Wash is help and support. You have all the support of the corporate office and 45 or so different franchisees that you can consult within a low cost franchise system. This amounts to a couple hundred years' experience. You never need to feel like you're left alone."

Dave Trefethen, Burlington, ON

"I found myself laid off as an executive for a tech company that was sold abruptly and I found myself without a job and very few benefits to show for it. Then, in my next job, I never felt completely secure about my future. So that's when I decided to go my own route and looked into Sparkle Wash. I liked the idea of controlling my own destiny. Now I get to call the shots and grow as much and as fast as I decide. Plus, I get to enjoy the freedom that owning and operating my own company brings."

Greg Goedeke, the Woodlands, TX

How Market Diversity Drives Your Profits

Make Money by being a Complete Pressure Washing Expert

Our business model is unique and it works. Sparkle Wash trains you in pressure washing techniques across five markets: commercial, residential, fleet, construction and industrial. Our strategy helps reduce fluctuations in revenue, improves operating efficiencies and allows you to improve your service expertise (through repetition). You receive on-going training and support from Sparkle Wash Headquarters and from other franchisees. We're in this together.



Commercial Power Washing

- Exteriors
- Signage
- Concrete
- Awnings
- Graffiti
- Parking Lots/Garages

Residential Power Washing

- Exteriors
- Decks
- Awnings
- Concrete/Brick Patios
- Gutters
- Ice Removal
- Roofs



Fleet Power Washing

- Trucks
- Buses
- Commercial Vans
- Railroad Cars

Construction Power Washing

- New Masonry Cleaning
- Sealing New Masonry Surfaces
- Precast Work
- Brick/Block Cleaning
- Concrete
- Color/Staining
- Air Barrier Application
- Post Construction Surface Clean-up

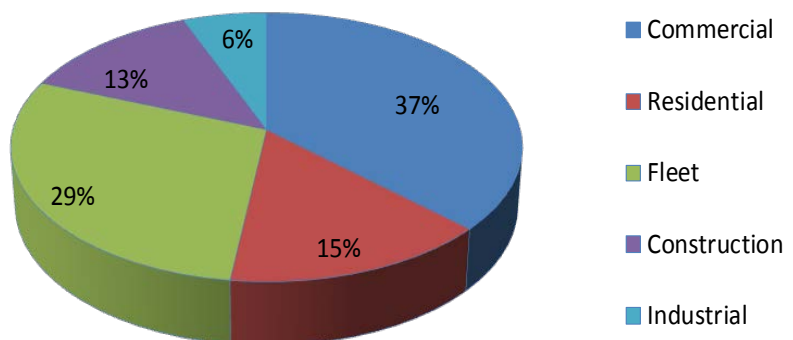


Industrial Power Washing

- Construction Equipment
- Agricultural Equipment
- Manufacturing Equipment
- Factory Floors
- Warehouse Interiors

Market Diversification is the main reason why the Sparkle Wash franchise model is resistant to climate conditions and can tolerate fluctuations in the economy. Most other service industry franchises branch out into one or two areas that are not part of their core business model.

2013 Overall Franchise Sales Revenue by Market



What are the Start-up Costs?

This is, understandably, the first question we hear from prospective Sparkle Wash franchise owners and one of the most important. Our goal is to communicate the start-up costs as clearly and simply as possible – leaving no hidden costs to uncover down the road. Let's first review your investment costs and then we will take a look at what you get for your money. You will see that the Sparkle Wash franchise program give you the tools you need and trains you how to be successful using our proven system.

Low Investment + 50 Years Experience = Proven Success
 All you need to get started is *\$50,000 in Cash* and a minimum of *\$100,000 Net Worth*.

Here is how the detailed start-up costs breakdown as outlined in Article 7 of our Franchise Disclosure Document (FDD).

Type of Expenditure	Estimated Amount	Method of Payment	When Due	To Whom Paid
Initial Franchise Fees	\$20,000 - \$50,000 (based on 200,000+ territory population)	\$15,000 down payment, balance lump sum	Upon Signing Franchise Agreement	Sparkle Wash International
Real Estate	\$0	As Incurred	As Incurred	Outside Supplier
Training Travel Expenses	\$500	As Incurred	As incurred	Personal Expense
Equipment	\$5,000 - \$20,000 (typical down payment if financed, based on credit rating) \$43,450 (trailer mounted) or \$68,450 (van mounted)	Financing Available	Installment Payments	Sparkle Wash International or Outside Supplier
Miscellaneous Opening Costs	\$0	As Arranged	As Incurred	Outside Suppliers
Opening Inventory	\$0	Included in Franchise Fee	Not Applicable	Not Applicable
Advertising	\$3,000	As Arranged	As Due	Sparkle Wash International or Outside Supplier
Insurance (first 3 months)	\$1,000 (estimate varies by area)	As Arranged	As Due	Outside Suppliers
Additional Funds (first 3 months)	\$10,000	As Arranged	As Incurred	Outside Suppliers
TOTAL	\$86,000 - \$130,000			

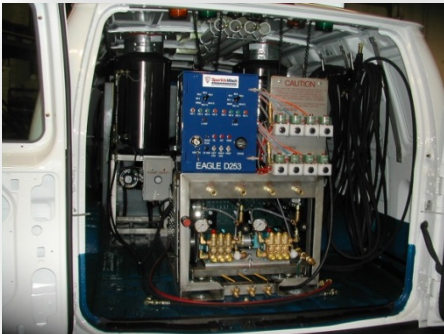
Here is What You Get for Your Investment

Our franchise start-up package is one of the more comprehensive packages in the service franchising industry. We believe that one of the key factors to a new franchisee's success in the first year is that you have all the tools needed to perform any type of work you are awarded. There are no hidden costs for additional equipment or training needed to perform that work. In addition to your territory you get the following:

Equipment Package



Ford "Tough" Commercial Transit Van & Decal Package best accommodates our Eagle D253 Equipment Package and combined with special Ford financing options, gives you maximum performance at the best price.



Sparkle Wash Eagle D253 Equipment Package is professionally designed and tested to handle the most delicate surfaces to heavy-duty industrial clean-ups.



Equipment Accessories and Detergent Package includes nozzles, hoses, ladder racks, wands, cleaning detergents and a environmental waste-water containment package. All the tools you need to wash most surfaces in the commercial, residential, fleet, construction and industrial markets.

Marketing Support



NEW! Personalized Website launched in April 2015, our fully optimized and responsive website is a guaranteed lead generation tool. We work with you on a local basis to assure you are ranking on all the major search engines.



Proven Marketing Initiatives that use both web-based and traditional tactics to drive customers to your business. These include Facebook, LinkedIn, email and direct mail just to name a few. Our marketing team is available to assist you every step of the way.



The MarketPlace is your one stop shop for all of your branded & personalized marketing collateral including brochures, postcards, business cards, uniforms, office forms and more!

Training



One-on-one Training takes place over the course of five days. The Sparkle Wash team will teach washing techniques, sales & marketing and internal business functions, including accounting software. We realize that it is overwhelming to think you only have five days to learn everything you need to know about the pressure washing industry and how to run a successful business. *That is why the home office team and our network of franchisees are always available to help - that's our commitment to you.*



Field Training you will also spend time on job sites learning different surface washing techniques and estimating skills first hand. And within 60-90 days of opening your business, our VP of Franchise Development will set up an additional on-the-job training week at your location.



Safety Training is a comprehensive program that covers a range of subjects such as hazardous materials management, work site safety, and OSHA compliance. The safety training programs are designed to provide a knowledge of industry specific workplace safety and health standards. Sparkle Wash safety training includes live classroom training and a high-quality and up-to-date library of environmental, health, and safety programmed learning courses.



Ongoing Daily Support beyond the extensive one on one training, we offer several information outlets that can be accessed at anytime including:

- Web portal with access to training videos. Safety Data Sheets, tech sheets, detergents and more
- Access to current franchisee support network
- Reference and Training Manuals
- And of course, the entire team at Sparkle Wash HQ!



Environmental Stewardship Training teaches you about EPA compliance and best management practices regarding waste water pre-treatment and disposal. As a environmentally conscious company we take this topic seriously, as does the industry in general.

Sparkle Wash is your single source for equipment, detergents, training and marketing support you need to be successful.

How Much Can I Expect To Make?

This is the second question we hear from prospective Sparkle Wash franchise owners. (The first question being “How much does it cost to start a Sparkle Wash franchise?”) While no business is a sure thing, our unique business model has been proven successful time and time again. Because Sparkle Wash gives you the expertise to pressure wash across commercial, residential, fleet, construction and industrial markets, you can be profitable year-round and regardless of economic or seasonal conditions.

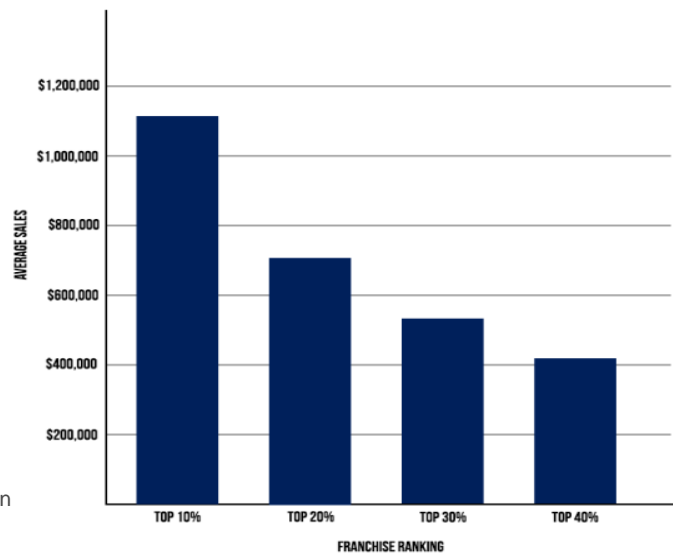
Sparkle Wash is Just Good Business!

54.7%* Total percentage of sales spent on expenses

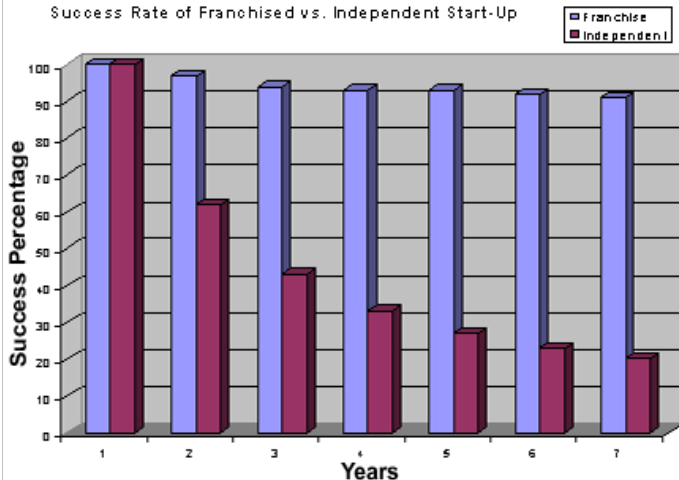
45.3% Total percentage of sales that remains as profit

*Source: 2014 Franchise Disclosure Document. This is not an offer to sell a franchise. Please refer to Item 19 in our Franchise Disclosure Document (FDD) for details regarding our financial performance. Total percentage of sales spent on expenses is calculated before payroll.

AVERAGE FRANCHISE SALES (2013)



Success Rate of Franchised vs. Independent Start-Up



According to Department of Commerce figures, after seven years 91% of new franchises are still in business, as compared to only 20% of individual new start-up businesses.

Steps to Ownership

The process outlined below is designed to respect your time and effort by providing you as much information as possible to determine whether owning a Sparkle Wash franchise is the right choice for you.

STEP 1: Review the *Sparkle Wash Guide to Franchisee Ownership*

This guide provides a great overview of the Sparkle Wash franchise organization, the facts and figures about franchise ownership and information needed to make an informative decision on whether owning a Sparkle Wash franchise is right for you. We encourage you to review this guide, take notes and write down any questions you have in preparation for *Step 3*.

STEP 2: Schedule Discovery Call

When you submitted a request for more information you were automatically sent the *Sparkle Wash Guide to Franchisee Ownership*. Our Franchise Coordinator will call and/or email you to set up a call with a member of our Franchise Development team.

STEP 3: Review Franchise Offering

The goal of this call is to learn more about each other, review our franchise offering and answer any questions that you might have.

STEP 4: Application Process

If all your immediate questions have been answered to your satisfaction and you are ready to move to the next step, we ask that you fill out and submit our *Application* ([click here to access this form](#)). This form gives the Sparkle Wash development team an insight into your skills, work history and financial means. *By filling out this form there is no obligation from Sparkle Wash or you to enter into any type of agreement as we are still in the discovery phase.*

STEP 5: Psychometric Personality Questionnaire

Over the years we've built a profile of our most successful franchisees using both professional and personal traits as a guideline. Based on these guidelines, we can evaluate prospective franchisees to see if the Sparkle Wash Franchise System aligns with their business goals and expectations. Upon completion of the survey we will review the Executive Summary with you and discuss how your skills and professional attributes align with our most successful franchisees. THIS IS NOT A TEST and there are no right or wrong answers.

STEP 6: Discovery Day in Cleveland, Ohio

This is possibly the most important step in the process. It gives you the opportunity to meet the Sparkle Wash team members that are responsible for supporting and assisting you in growing your business. It's your chance to see how a Sparkle Wash franchise is operated, first-hand. Join us on a job site and see why our equipment and processes make us the leader in the mobile pressure washing market. During your visit we will review the Franchise Disclosure Document (FDD) and address any outstanding questions you might have regarding financing, territories, customer acquisition and on-going support from your Sparkle Wash team.

STEP 7: Validation Calls with Active Franchisees

Up to now you've only spoken with the management team at Sparkle Wash headquarters. This is your opportunity to talk to our current franchisees! There is no better insight into a franchise model than to talk directly to the current franchisees. Our franchisee network is always available for support and guidance.

STEP 8: Sign and Return Franchise Agreement

We recognize that taking this important step will influence both your personal and professional life for years to come. We want to assure you that the Sparkle Wash network will be assisting every step of the way.

**Our streamlined ownership process
takes an average of 6 weeks to
complete.**

Financing Options

How Can I Pay for My Sparkle Wash Franchise?

There are many financing options available to you. Listed below are a few that other franchisees have used successfully to start their businesses. As always, we are here to help so if you have any questions about your specific situation, please contact us.

Small Business

Administration (SBA) Loans

Sparkle Wash is listed in the SBA Franchise Registry. The SBA Registry is a list of franchises whose Financial Disclosure Documents have been vetted by the Small Business Administration. Because we are included in the registry, the SBA will allow franchisees to skip several steps in the typical lending process.

Home Refinance or Equity Line of Credit

With interest rates at an all-time low and the housing market on the rebound, you might have more equity in your home than you think. Securing a line of credit for your business is a nice safety net for a long-term investment.

Guidant Financial

Kyle Hause
Account Manager
425.326.4608
kyle.hause@guidantfinancial.com
www.guidantfinancial.com

Ford Motor Credit

Based on our long-standing relationship, Ford Motor Credit offers a special vehicle and equipment financing package to qualified Sparkle Wash franchisees. This program allows you to obtain the financing you need all in one place. If this option interests you; we will provide information so you can begin the application process.

401(k) or IRA

Using your retirement fund is another way to fund a business. A common concern is that steep financial penalties will be incurred. This is not the case if you file correctly. By creating a C corporation, a corporate retirement account and moving corporate stocks, you can, in effect, loan money to yourself.

Biz Finance Solutions

Doug Smith
Account Manager
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doug@bizfinancesolutions.com
www.bizfinancesolutions.com



Veterans Program

U.S. Veterans Come with the Skills, Ambitions & Discipline to be Successful

Sparkle Wash is proud to work with members of our US Armed Forces. Did you know that your military values give you a head start on success? We do. Many of the values you've learned in your military career set you up for Sparkle Wash success: integrity, discipline, punctuality, team work and work ethic are just a few.

As a veteran, you may face unique challenges such as transitioning your training into practical business skills, marketing a new business within your community and funding the start-up costs. The Sparkle Wash team recognizes these challenges. That's why we worked with current veteran-owned Sparkle Wash franchises to develop the Sparkle Wash Military Transition Program.

Sparkle Wash offers a new fee location discount and focuses on areas where you may need additional training to ensure a successful business operation.

Of the **24 million veterans** in the United States, **four million** are small business owners according to the Small Business Administration (SBA)



MSgt Todd Butler's Story

"After twenty years of service I transitioned directly into a **SparkleWash®** commercial pressure washing franchise. And I love it! - **MSgt Todd Butler, Ret.**

The reason I chose to go with the **SparkleWash®** commercial pressure washing franchise is fivefold.

- 1) I wanted a franchise that provides a *service* to a large and stable market, and also allowed me to continue being outdoors. **Sparkle Wash delivered.**
- 2) I wanted to be able to fill my days *as I see fit*. **Sparkle Wash delivered.**
- 3) I wanted to continue leading *people*. **Sparkle Wash delivered.**
- 4) I wanted to continue managing *operations*. **Sparkle Wash delivered.**
- 5) I wanted to utilize my *military training and expertise*. **Sparkle Wash delivered.**

I chose to go with the Sparkle Wash franchise over doing it myself because I wanted to take advantage of the training and support Sparkle Wash provides. I now have direct round-the-clock access not only to the technical and managerial staff at the headquarters but also to my fellow franchisees in the sparkle wash worldwide network. Whenever a problem arises I am able to get a reliable solution "right now"!

My wife and I are glad we went with Sparkle Wash and we can wholeheartedly recommend it to you. "

10 Reasons Veterans Make Successful Franchisees

1. Veterans are well-trained and train well
2. Veterans are highly motivated
3. Veterans are used to being accountable
4. Veterans are highly disciplined
5. Veterans understand the value of a *brand*
6. Veterans are trained in team building and leadership skills
7. Veterans are trained to stay focused on a plan and to get the job done
8. Veterans are trained to “think on their feet” which allows them to adapt to business situations quickly
9. Veterans can use many of the skills they already have
10. Veterans with non-technical backgrounds will excel too

In addition to our Franchisee Training Program, the [Sparkle Wash Military Transition Program](#) includes these benefits:

- \$5,000 Vet FRAN franchise fee discount
- Additional training session focused on business fundamentals:
 - Managing cash flow
 - Business planning/accounting methodologies
 - Managing work schedule and labor costs
- “Veteran-Owned and Operated” callout on marketing materials, website and truck
- Corporate-funded continuing education for QuickBooks™ accounting software

Sparkle Wash Ranked #5 Best Franchise for Veterans

Military Times 38 Best for Vets: 2014-15 Franchise Rankings

“For many transitioning veterans, settling into civilian life can be an adjustment. As a franchisor, it is our responsibility to assist veterans in making the right franchise choice, one that allows them to utilize their skills and capitalize on their interests.”

Michael Klavora, President of Sparkle Wash International



Meet the Sparkle Wash Team



Michael Klavora, President, started his career at Sparkle Wash in 1996 managing the local company-owned operation. Over the next several years he learned the professional power washing business from the ground up, including spending hundreds of hours pressure washing all different types of surfaces. It didn't take long before Michael saw the potential in owning a Sparkle Wash franchise. In 2005, the then president/owner retired and Michael purchased both Sparkle Wash International and the Cleveland based franchise. Having worked in all facets of the business gives Michael a unique perspective on the industry and franchisee ownership. Michael focuses his time on franchisee satisfaction and overall brand growth and development.



Lisa Schroll, Brand Manager, is the newest member of the Sparkle Wash International team. Lisa brings us over 20 years of knowledge and experience with both web-based and traditional media outlets. In her role, she is constantly researching, testing and executing successful marketing initiatives that drive customers directly to your business.



Ed Estergall, Director of Operations, has been a part of the Sparkle Wash team for over 24 years, starting in June 1991. Throughout his career Ed has taken the opportunity to become the expert in many areas of the business. Today, Ed is the go-to-guy when it comes to technical assistance on equipment maintenance and pressure washing procedures.

Ed currently manages the Customer Service team, Purchasing, Manufacturing, Quality Control, Research and Development and Technical Training Support.



Lee Ahola, Customer Service Manager, started at Sparkle Wash in April 2006. Shortly after he was hired Lee was recognized for his ability to troubleshoot franchisee field issues and quickly solve problems. Lee assists with processing customer orders, trouble shooting equipment repairs and performing nationwide customer service visits. Lee has also taken over the manufacturing and installation of Sparkle Wash equipment.

In 2007 Lee was trained as a wash technician and to this day, works part time with our local operation where he services and maintains local trucking accounts and other Sparkle Wash projects.



Jennifer Krankowski, Office Manager, began her career at Sparkle Wash in 2006 and oversees many of the day-to-day administrative functions including answering the phone, accounts payable and receivables. Knowledgeable in QuickBooks accounting software, she provides the financial/office management training to new franchisees during their weeklong training sessions. Jennifer also provides on-going support to franchisees covering a wide range of topics



Thank you for reviewing the *Sparkle Wash Reference Guide to Franchise Ownership*. I look forward to discussing this life changing opportunity with you soon.

Regards,

Michael Klavora, President
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klavora@sparklewash.com