

Contact Information:

Who Gets Lead Referrals?

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AdvantaClean's founder and former CEO was featured on the hit CBS show *Undercover Boss* and continues to repeat in syndication.



Business Basics

Industry	Restoration & Remediation Services	Year Started Franchising	2006
Year Business Started	2000	Franchise Units Open	137
# of Company Units Open	2	Investment Range \$	\$115,980 to \$196,500
Franchise Fee \$	\$45,000	Required Liquid Capital \$	\$83,980
Required Net Worth \$	\$300,000	Royalty	5-9% Royalty / 1% National Ad Fee (request more details)
Industry Size \$	\$200 Billion+	Available in Canada/Int'l	No
SBA Registry	Yes	VetFran/MinorityFran	Yes 15% off franchise fee / No
Offer Group Health Insurance	No	State Registrations	All States
In-House Financing	\$32K (5 yrs @ 10%)	Buyer Motives	A / B / S

Mold Removal & Remediation • Air Duct, Coil & Dryer Vent Cleaning • Sanitization Services • Crawlspace Moisture Control • Radon Mitigation

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Business Features

AdvantaClean has quickly become a leader in the mold removal and remediation marketplace. Offering a host of services related to moisture control, indoor air quality, and energy efficiency to customers, homeowners and businesses across the country are turning to AdvantaClean. Through a certified, multi-disciplinary approach, AdvantaClean offers a wide array of services beyond mold, allowing our franchisees to capitalize on scheduled work including air duct/coil cleaning, dryer vent cleaning, waterproofing, vapor barriers and dehumidification solutions for attics, basements, crawlspaces. We also provide sanitizing services for businesses, property managers and residential homeowners to reduce the risk of exposure to viruses.

- Need-based, recession-resistant services
- Low-overhead, high profit margin business model
- Quick ramp-up, high growth potential
- Low investment
- Multiple revenue streams
- Large, protected territories
- Multi-unit opportunities available
- No prior industry experience necessary
- Big-hit opportunity business
- Large, stable, multi-billion dollar market
- Unparalleled training and support, including 90-Day Success Plan®
- National 24/7 call-center support
- National and local area marketing support and guidance



Function of the Owner/ Daily Tasks

- Managing job schedule and technicians and overseeing the production of work.
- Building referral relationships with real estate agents, insurance agents/adjusters, home service contractors (plumbers, HVAC companies, remodelers), home inspectors, industrial hygienists, property management companies, general contractors, home builders, energy auditors, and many more.
- Executive Management: P&L responsibility, reviewing metrics, building a multi-truck operation, coaching and developing employees.
- Sales Consultations, meeting with customers.

Desired Background & Ideal Candidate

- Sales, business development, or outstanding people skills
- Goal-oriented business person with good leadership skills to build and lead a small organization, but is not afraid to get their hands dirty
- Passionate about building a business with attractive economics and one that has a positive impact in the community

2022 Financial Performance*



Average Single Territory \$294K
Average Multiple Territories \$783K
Average Gross Profit Margin 69%

*Reflects data reported by franchisees for 2022.
Refer to Franchise Disclosure Document for details.

Number & Type of Employees

At least 1
Salesperson and
1 Operations
Manager

Territorial Protection

Yes, protected
territories

Description of Territory

Per Territory:
200,000 population

Approx. Households
70,000 – 100,000
(2-3x the size of
competition)

Sold Out Territories

Charlotte, NC, Columbia, SC,
Greensboro, NC, Greenville-
Spartanburg, SC,
Indianapolis, IN, Jacksonville,
FL, Kansas City, KS, Myrtle
Beach, SC, New Orleans, LA,
Orlando, FL, Raleigh, NC,
Wilmington, NC, Winston
Salem, NC

Currently Not Offering Franchises In

N/A

States/Provinces Registered

All

Competitive Advantage of the Product/Service

Multiple Revenue Streams

The true beauty of AdvantaClean's model is that it includes several separate services that a customer might purchase, broadening the scope of need and appeal, and extending the size of the market. The franchisee may be called for any one of the services. By extending a first visit into an ongoing relationship, the franchisee creates the real potential of future business over time. The business is enabled to offer four distinct service lines because of the streamlined business platform.

The Systems

AdvantaClean offers a state-of-the-art (paperless), technology-based front/back office capability that matches systems found in the most sophisticated Fortune 500 firms. It is easy to learn and use. It provides real-time access and an on-demand, online means of monitoring and managing the business. It also frees AdvantaClean franchisees from all time-consuming and costly staff management tasks. This allows them to concentrate on delivering service to customers and building lasting relationships.

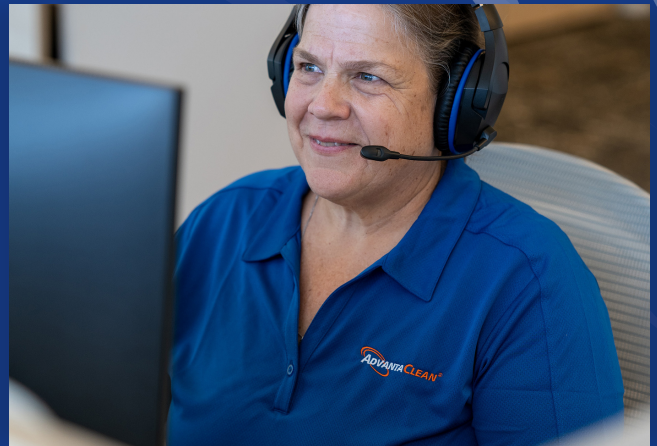


Large, Protected Territories

AdvantaClean franchise territories are 2-3 times the size of ServPro territory and protected.

Franchisor Support

- **24/7 National Call Center**
- Comprehensive, 2-week training program at our Experience Center with Flood House! Training covers everything owners need to know to start strong: administration, office set-up, technology, marketing the business locally, product knowledge and applications.
- **90 Day Success Plan®**
- Unlimited executive, estimating, and technical support
- Large-scale project support from National Service Team (mostly applies to commercial/institutional projects)
- Web-based software platform
- Online manuals and turn-key marketing and advertising programs
- Annual Convention
- National Account Development



Financial Strength of Franchisor

AdvantaClean is backed by the strength and infrastructure of Home Franchise Concepts® with 30 years in franchising. Home Franchise Concepts is a subsidiary of JM Family Enterprises, Inc, a privately held company with \$18B in annual revenues, providing leadership and stability like no other.

Management Strength

- HFC's "Vision" is to be the leader in creating value for every owner within our franchise concepts.
- We offer superior training, support and leadership, while building mutually rewarding relationships with our franchisees, associates and the community.
- Veteran Franchise Development Team.

Prospects Perception of the Company

What concerns will surface?

Initial perception of competition:

- We counter this by explaining how the market is \$210 billion and the largest player, ServPro, has less than 5% share.
- It's a huge, highly fragmented market that has plenty of room for a professional, high quality company, like AdvantaClean.

Number & Percentage of Multi-Unit Owners

A good mix of single & multi-unit owners, over 125 territories operated by over 70 franchisees. 50% single unit and 50% multi-unit operating anywhere from 2-6 territories. Most operate 1-3 territories.

Interested in Expansion Outside the U.S.?

No

Currently available in Canada?

No

Info to Help Sell Concept



A summary of top selling points

AdvantaClean has built its business and culture on being involved in our communities and doing everything we can locally to provide safe, clean, healthy and efficient environments for both people and businesses. Think about these facts...

Indoor Air Quality

- The EPA ranks indoor air quality as one of the top environmental risks facing Americans
- Americans spend over 90% of their time indoors
- 70% of U.S. homes have mold, and the cost of treating health effects from mold are staggering: \$3.7 billion annually in the U.S. alone
- The World Health Organization reports that moisture affects 10-50% of the homes and buildings across the world

Energy Efficiency

- In a typical building, the HVAC system consumes over 50% of a home or building's energy
- Air handler unit cleaning is one the most affordable ways to conserve energy
- Energy efficiency has become a board-room level problem for many companies and facilities



Recession Resistant

AdvantaClean's services have been included in this category because, whether people are buying a new home, moving into an old one, trying to sell a house, or just trying to improve energy efficiency, air ducts and dryer vents should be cleaned. And when water moisture levels rise (triggered by several possible causes), the threat of mold proliferation is inevitable. And, of course, an emergency is an emergency! All of these needs will continue to occur, and customers will always feel an urgent need to address them.

A driving reality of any post-water damage is the immediate negative impact not only on the floors, walls, and contents, but the air throughout the structure. There are clear health consequences associated with rapid mold production caused by elevated and sustained moisture levels. Spewed throughout the entire building, the compromised internal air quality can quickly have a long-term impact on the residents or employees. Of course, similar health concerns are correlated to inhaling the poisonous fire and soot particles circulating in a system after any kind of fire, however minor, or even a prior-resident smoker.

And above all, when members of the family, young or old, already have an identified health problem or sensitivity, parents will always do whatever they can to protect them. They WILL find the money somewhere!

A summary of top selling points on next page >>

Info to Help Sell Concept continued . . .



Ambushes & Objections

What differentiates Advantaclean from ServPro or PuroClean?

AdvantaClean has a broad service line. Services include mold removal and remediation, waterproofing, vapor barriers and dehumidification solutions for attics, basements, and crawlspaces. Franchisees work with a broader market of referral partners, including real estate agents (for mold), HVAC service contractors (for air duct/dryer vent cleaning), industrial hygienists, plumbers, roofing companies, general contractors, remodeling companies, energy auditors, home inspectors, and many more. This allows owners to build highly diversified revenue streams that enable them to maximize their profit margins.

Why is the company so young?

We have been operating these businesses since 1994, but did not release the franchised business model to the public until late 2008.

There is too much competition.

That's because the market is so large! It is so large that companies that don't even provide quality service or answer their phones can succeed. AdvantaClean leverages the professional training to build a quality brand name, offer a best-in-class customer experience, and utilize the powerful business systems to build market share quickly.

Do you provide reconstruction services for a damaged home?

No. Franchisees subcontract or refer reconstruction work to general contractors or other specialists based on the customer's instructions.

If the Franchisor schedules and books my customers, then what do I do?

Build referral-based, repeat, revenue-producing relationships and develop your technicians who do the production day-to-day.

Hook & Hangers

- Low-overhead, high-margin business opportunity that is highly scalable
- The average established multi-territory owner generated \$783,089 in sales revenue with an average of 69% gross margin*
- AdvantaClean requires no industry experience to operate and only \$69,950 to start the business

*Ref 2022 FDD

Sales Process

(4-8 weeks)

- The first meeting is an introductory review of the brand, JM Family, Home Franchise Concepts, and the process journey we will take with them
- FDD, Training, Support, Technology, Marketing & Product review and invitation to participate in live Group Validation Calls
- Individual Validation & Discovery Day discussions; Request for Application
- Application review & territory finalization
- Executive Interview and Contracts Issued
- Meet The Team Day & Potential Awarding of Franchise Agreement typically signed day of Meet The Team Day or within next few days

"I did a lot of research before I made the decision to go with AdvantaClean. I looked at probably 15 different concepts, and AdvantaClean was at the top of my list. I liked the growth potential, and in speaking with other franchisees, I learned that this was something I could do really well."

Dan Derbes, AdvantaClean of Alexandria, Arlington, Manassas, Fredericksburg, & Lorton