

Voda Cleaning & Restoration

BUSINESS OVERVIEW (as of 04.01.25)

Year Business Started	2009
Year Started Franchising	2023
Corporate Locations	1
Number of Franchisees	86
Sold Units	213
Open Units	60
Royalty	7%
Brand Fund	1% (2% After Year 1)
SBA Registry	Yes
E2/Visa Candidates	Yes



THE VODA ADVANTAGE

TWO FRANCHISES IN ONE: Franchising’s only cleaning & restoration opportunity. **Carpet and floor cleaning services** produces consistent and predictable revenue immediately, which drives brand awareness and leads for **higher revenue, insurance-paid restoration jobs**.

OUR REASONS TO BELIEVE (RTBs)

-  **Booming, Recession-Resistant Industry**
Grow your business within a \$200B+ restoration space, \$17B water mitigation industry & \$6B carpet cleaning space. Over 14,000 water damage events occur each day!
-  **Simple & Scalable Business Model**
Home-based business, quick to launch 60-90 days, minimal non-licensed employees needed (2-3 to launch).
-  **Attractive Financials & ROI**
Low investment and high margins. See Item 19 in FDD.
-  **Multiple Revenue Streams**
Scalable revenue streams from both residential and commercial customers. Immediate cashflow from cleaning while you build your restoration business.
-  **Experienced Leadership & Support Team**
Over 100 years of combined experience across dozens of franchise concepts.
-  **Differentiated & Sophisticated Branding**
Elevated and highly differentiated brand strategy. Unlike anything in the market and stands out from traditional providers.
-  **Marketing, Lead Generation & Appointment Setting Support**
Comprehensive marketing support, lead generation through the Voda FLOOD IT program, commercial outreach & 24/7 call center.
-  **Extensive Hiring Support Through Talent Scout Program**
Turnkey hiring support from onboarding through scaling your business.
-  **Industry-Leading Proprietary Technology Suite & Analytics**
Best-in-class technology tools and partners, unmatched analytics platform, SCOREBOARD™.

ITEM 7: ALL-IN INVESTMENT	LOW		HIGH		
Total All-In Initial Investment	\$201,374		\$357,608		
ITEM 19: FINANCIALS					
Total Gross Sales	\$2,728,877				
Total Gross Profit Margin	60.6%				
Avg. Gross Revenue Per Restoration Job	\$3,478				
Total Net Income	\$613,253				
Net Margin	22.4%				
TERRITORY FEES & COMMISSIONS	1 UNIT	2 UNITS	3 UNITS	4 UNITS	
	Territory Fees	\$59,500	\$99,500	\$134,500	\$164,500
	Broker Commission (40% for 3+ Units)	\$30,000	\$40,000	\$53,800	\$65,800