



voda™

CLEANING & RESTORATION



A New Level of Clean.
A New Level of Franchise.



Dan Claps, CFE
Co-Founder &
CEO



Steve Miller
VP, Franchise
Development

This presentation and the franchise sales information do not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. The communications on this web site are not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.

Agenda

1. Franchise Growth
2. Our Brand & Differentiators
3. Our Services & Revenue Streams
4. Item 7: Start-Up Investment
5. Item 19: Financial Performance
6. Our Support & Training
7. Marketing & Technology Stack
8. Ideal Franchisee
9. Discovery Process



FRANCHISE GROWTH



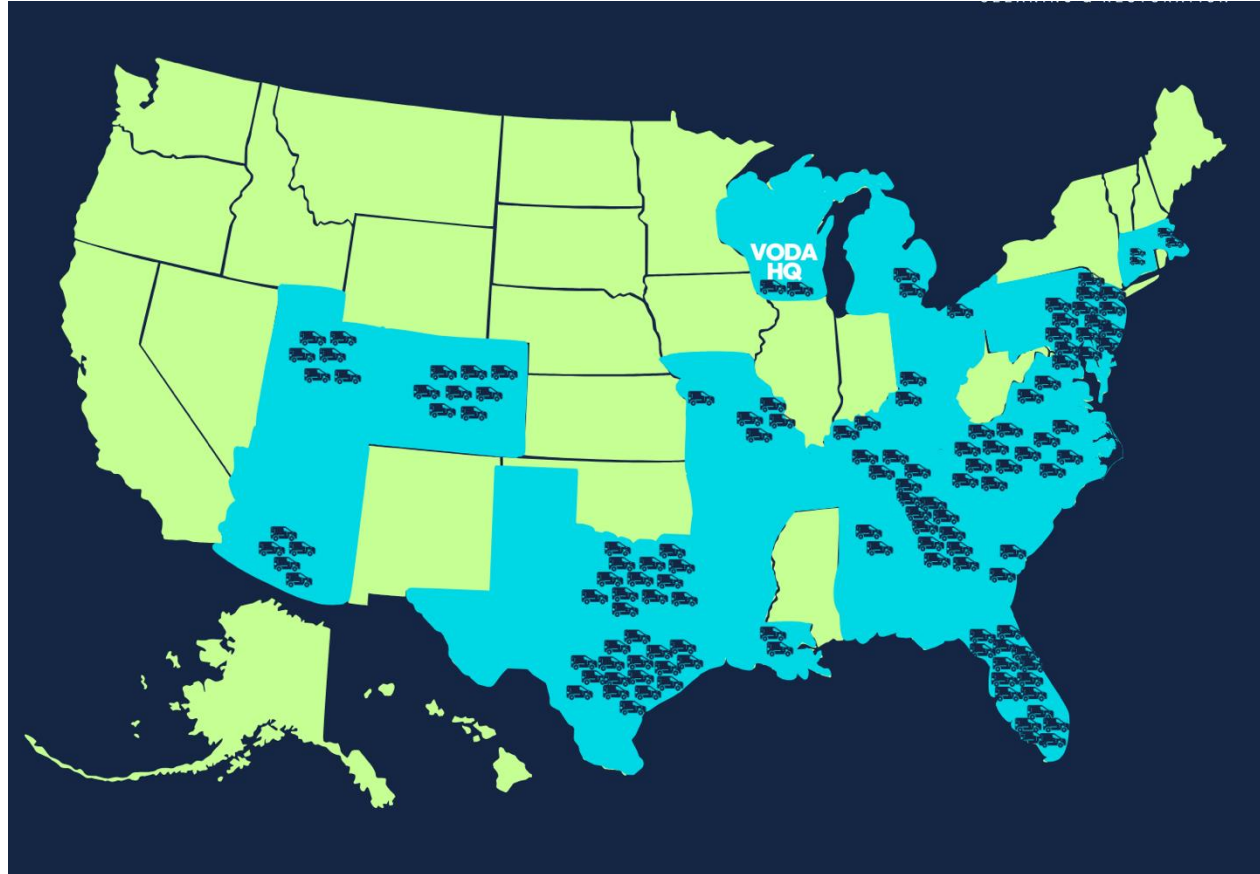
Voda On The Move: Rapid Nationwide Expansion

SINCE LAUNCHING IN JULY 2023



217

Territories Awarded



86

Franchise Owners

57

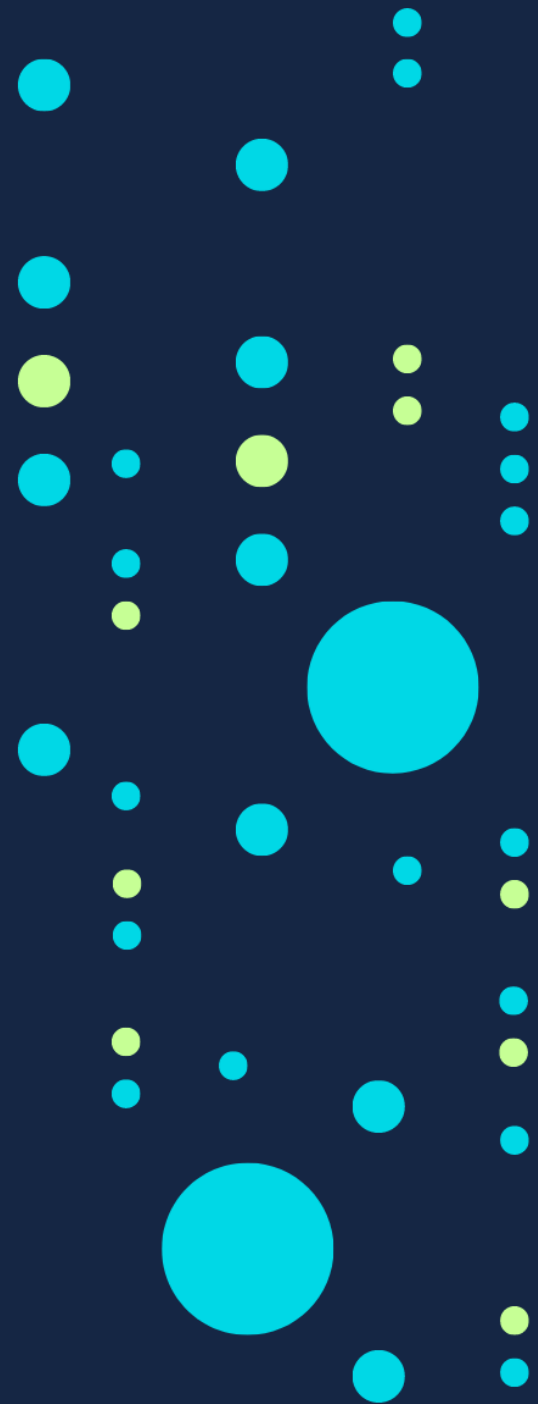
Open Owners



OUR BRAND & DIFFERENTIATORS

VODA'S MISSION

To make life easier for those responsible for **creating inviting, healthy spaces** where people live, work and do business.



**Elevate standards of cleaning and
restoration across the nation.**



Elevated & Disruptive Branding

Delivering a consistent brand experience across all physical and digital applications unlike anything in industry



Voda Leadership Team



Dan Claps, CFE
CEO/Co-Founder

- Nearly a decade in franchising as an accomplished franchise consultant and lead generation expert.
- Co-founded and ran several businesses that successfully exited to private equity.
- Certified Franchise Executive (CFE)
- Passionate about building strong franchise systems and promoting business ownership opportunities.



Zach Nolte
COO/Co-Founder

- More than a decade in franchising.
- Led and scaled a successful home services brand as COO and President.
- Founded a home services brand that was acquired by a large home services platform.
- Deep expertise in franchise operations and passion for helping franchisees succeed.



Christian Betancourt
Chief Marketing Officer

- 20+ years leading marketing at Fortune 500 and franchise brands.
- Award-winning lead generation strategist.
- Helped successfully scale franchise brands like Anytime Fitness, Mayweather Boxing + Fitness, Scenthound and others.
- Passionate about helping franchisees drive business results through marketing.



Steve Miller
VP, Development Director

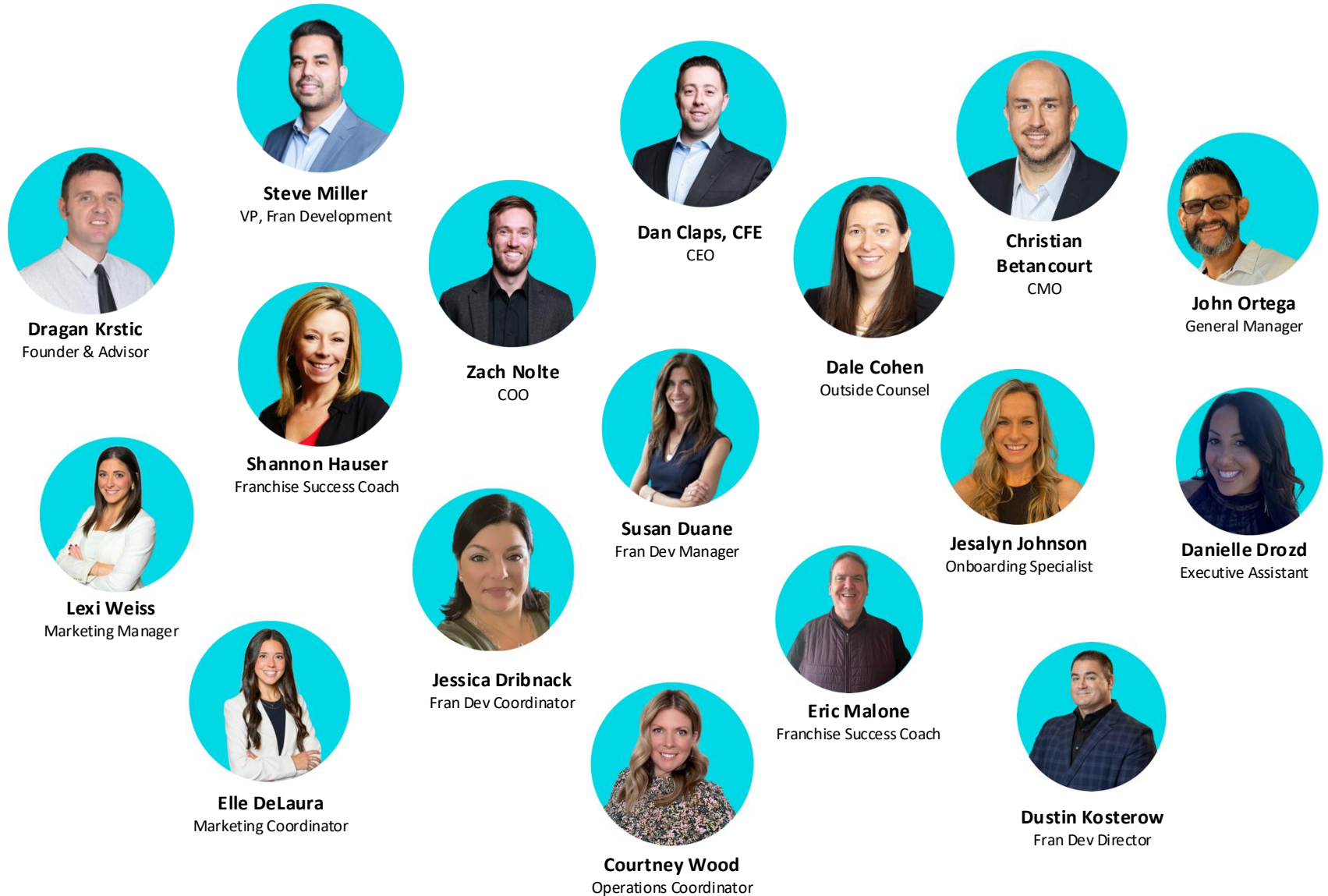
- Experienced sales executive with diverse background in complex sales processes.
- Top sales producer in pharmaceutical and medical device space.
- Entrepreneur who founded several startup companies.
- Passionate about helping people realize and bring their business ownership dreams to life.

More than 50 years experience in franchising and related experience across 17 franchise concepts

VODA IS POWERED BY EXPERIENCED FRANCHISE SUPPORT TEAM MEMBERS

Providing Expertise Across:

- Leadership
- Operations
- Marketing
- Legal
- Sales



100+ Years of Franchising & Business Experience
130+ Years of Restoration & Cleaning Industry Experience



**OUR SERVICES &
REVENUE STREAMS**

Our Services



RESTORATION SERVICES



WATER DAMAGE



FIRE & SMOKE DAMAGE



STORM DAMAGE



MOLD MITIGATION

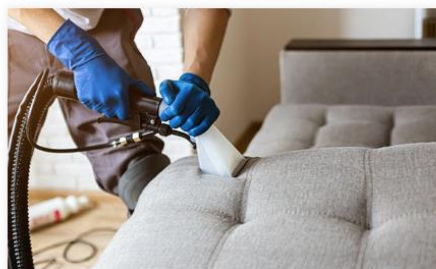


BIOHAZARD CLEANUP

CLEANING SERVICES



CARPET & FLOOR



UPHOLSTERY



TILE & GROUT



ODOR REMOVAL



AIR DUCTS

Serving Both Residential & Commercial Customers

THE **VODA** ADVANTAGE



TWO FRANCHISES IN ONE

Carpet and floor cleaning services produces consistent and predictable revenue immediately, which drives brand awareness and leads for higher revenue, insurance-paid restoration jobs.

MULTIPLE REVENUE STREAMS

Voda owners benefits from not only two service lines but multiple revenue streams across:

RESIDENTIAL



COMMERCIAL



Why Cleaning and Restoration?

- ★ **Our Services are essential. It's a need, not a want.**
Restoration jobs are largely paid by insurance.
- ★ **Opportunity To Disrupt An Antiquated Space**
Most competition in the space comes from fragmented mom-and-pop providers with unsophisticated operations and lack of branding.
- ★ **A Booming, \$300B+ Recession-Resistant Industry**
 - \$300+ billion restoration industry with consistent 5% YOY growth, water mitigation alone represents a \$17B space. 14,000 people per day experience water damage.
 - \$6.6B carpet cleaning industry with 6.8% growth YOY. 80% of households are expected to use residential cleaning services by 2024.
 - COVID and recession-resistant business with no down season.
- ★ **THE VODA ADVANTAGE**
Unique opportunity unlike anything in the market to have 2 franchises in one. Carpet and floor cleaning services produces consistent and predictable revenue immediately, which drives brand awareness and leads for higher revenue, insurance-paid restoration jobs.



42.4% of restoration companies are expecting to generate \$1-5 million in revenue in 2023.

A New Level Of Franchise Opportunity



- ✓ **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 30-90 days, minimal non-licensed employees needed (2-3 to launch).
- ✓ **Attractive Financials & ROI**
Low investment and high margins. See Item 19
- ✓ **Multiple Revenue Streams**
Scalable revenue streams from both residential and commercial customers. Immediate cashflow from cleaning while you build your restoration business.
- ✓ **Differentiated & Sophisticated Branding**
Elevated and highly differentiated brand strategy developed with national brand agency. Unlike anything in the market and stands out from traditional providers.
- ✓ **Experienced Leadership & Support Team**
Team with over 100 years of experience across 17 franchise concepts.
- ✓ **Extensive Marketing, Lead Generation & Appointment Setting Support**
Turn-key marketing support, lead generation, commercial outreach & 24/7 call center. We're a lead generation company that happens to sell cleaning & restoration.
- ✓ **Industry-Leading Proprietary Technology Suite & Analytics**
Best-in-class technology tools and partners, unmatched analytics platform, SCOREBOARD™.

Why Voda Cleaning & Restoration?

OUR REASONS TO BELIEVE (RTBs)



Experienced Leadership Team, Founder & Restoration Executives

With over 100 years of combined experience across 17 brands.



Voda Advantage: Two Franchises In One

Carpet and floor cleaning services produces consistent and predictable revenue immediately, which drives brand awareness and leads for higher revenue, insurance-paid restoration jobs.



Talent Scout Program

We help you find and hire employees with previous Restoration and Cleaning experience.



Lead Generation Experts + Extensive Marketing Support

We handle all digital lead generation and provide turn-key marketing support.



Experienced Restoration & Cleaning Success Coaches

Each franchisee gets matched with their own experienced success coach.



Proven Business Model & Systems

The Voda system has been operating and refined since 2009.

Thousands of 5-Star Customer Reviews & Counting

 **Nadine Kahla**
February 2, 2023



Excellent customer service and did a great job on VERY soiled/stained carpets. Came out within a day's notice.

 **karen strick**
January 10, 2023



Great experience! Everything from courtesy calls, reminders, driver called on way, and the service was neat, polite, and place looks great! Thank you!

 **Lety Richards**
March 31, 2023



Great experience

 **George Wagreich**
March 22, 2023



Aaron did an outstanding job cleaning the stain left by our pet on the carpeted landing of the stairs. He was diligent and took his time to ensure the job was done correctly. We would definitely use the company again.

Hide

 **Anna Purdie**
March 31, 2023



Thank you so much for your service yesterday. This is the company that cleaned/deodorize, the furnaces and vents yesterday. They did a great job, it smells good and my floor vents look new inside. The tech guy Jeffery explain everything to us and was very nice he cleaned, two furnaces, 19 vents, and three returned in my three-level house all by himself and did an amazing job. Thank you once again for your service.

 **Garry McKee**
January 20, 2023



Very happy with the service-expert advice and professionalism-really good value for money. I'd definitely use them again.

 **Jesse Coleman**
January 9, 2023



The company was easy to communicate with. They found a time for the cleaning that worked with our schedule. The person that performed the cleaning did a good job

 **Sharyn Vuolo**
November 17, 2022



Jonathan was very efficient and did a wonderful job on the carpets. He told us about other services the company provides. He was cordial and is definitely a great asset to the company.

 **Jamee Belsha**
January 4, 2023



They did a great job cleaning my carpets. I especially appreciated them calling to let me know they were on their way and finishing on time.

 **The Frontier**
December 7, 2022



Excellent job cleaning my carpet and great customer service would recommend 👍

 **Kiana Vives**
March 30, 2023



Edgar did a wonderful job. He was very professional and friendly. Work was done efficiently and my carpets look great! Thank you!

 **Chaunte Freeman**
November 18, 2022



I used this company to clean my grout on the kitchen tile floors. They did an amazing job and are very thorough. The grout is nice and white and they sealed it after. I would highly recommend!!!

 **Lauren Alexanderson**
March 23, 2023



Team was easy to work with to book, prompt and on time, and did a great job

Our Brand Strengths

1. Experienced Leadership Team
2. Voda Advantage: 2 Franchises In 1
3. Talent Scout Program
4. Lead Generation & Marketing Exerts
5. Proven Business Model & Systems



We Are A Customer-Centric Focused Brand

Over 4,000 5-Star Reviews & Counting...

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Item 7: Start-Up Investment



2025 FDD UPDATES: ITEM 7

START-UP INVESTMENT AND FEES

- SBA Registry Listed and Express Loan Eligible
- \$20M Preferred Lending SBA Program With Benetrends
- No expensive materials
- No long-lead time for equipment
- Up and running within 60-90 days

**Low All-In
Investment**
**\$201,374 -
\$357,608**
Single Unit

	LOW	HIGH
Initial Franchise Fee	\$59,500	\$59,500
Travel & Living Expenses While Training	\$2,000	\$3,500
Rent	\$0	\$7,500
Utilities and Security Deposits	\$0	\$1,500
Technology Equipment Package	\$0	\$3,500
Office Supplies and Furniture	\$0	\$5,000
QuickBooks Online	\$195	\$195
Playbook-Keeping Fees (3 months)	\$1,375	\$1,375
Inbound Call Center Fee (3 months)	\$1,650	\$1,650
Tech Stack (3 months)	\$2,055	\$2,055
Restoration Project Mgmt/Pricing Software	\$2,515	\$2,515
Initial Inventory of Branded Items	\$2,500	\$2,500
Grand Opening Local Event	\$3,000	\$3,000
Local Marketing (3 months)	\$15,000	\$15,000
Initial Brand Fund Contribution	\$5,000	\$5,000
Flood It Lead Program (3 Months)	\$0	\$15,000
Upfitted Van	\$19,800	\$97,200
Tools, Equipment and Supplies	\$30,000	\$35,000
Business Licenses, Certificates and Permits	\$300	\$2,000
Industry Related Certifications	\$2,500	\$3,000
Insurance (3 Months)	\$3,000	\$4,000
Professional Fees	\$500	\$3,000
HR and Payroll Services	\$234	\$618
Networking Expenses	\$250	\$1,000
Additional Funds – 3 months	\$50,000	\$80,000
TOTAL ESTIMATED ALL-IN INVESTMENT	\$201,374	\$357,608



Item 19: Financial Performance

Straight Forward Financials

Item 19: The Financial View



FLAGSHIP LOCATION PERFORMANCE (2024)

Total Gross Revenue	Gross Profit Margin	Total Net Income	Net Margin
\$2,728,877	60.6%	\$613,253	22.4%

Carpet/ Floor Cleaning	Restoration	Air Duct/Dryer Vent	Reconstruction
\$686	\$3,478	\$839	\$4,057

FRANCHISED LOCATIONS PERFORMANCE (2024)

Quartile Results of Franchise Businesses	Avg. Gross Revenue	Carpet/ Floor Cleaning	Restoration	Air Duct/ Dryer Vent	Reconstruction
Top 25%	\$803,276	\$1,075	\$12,348	\$1,639	\$13,876
Top 50%	\$651,468	\$685	\$7,408	\$1,068	\$8,965
Bottom 50%	\$290,802	\$144	\$649	\$228	\$1,497
Bottom 25%	\$241,641	\$103	\$299	\$132	\$791

Full chart of accounts/expense breakdown for 2024 in 2025 FDD filing



Training & Support

World-Class Franchisee Training & On-Going Support

At Voda, we stand behind and support our franchisees and their teams every step of the way. **Their success is our success.**

Voda University

- The Voda Way: Foundational Business Training
- Voda Marketing: Marketing The Voda Way
- Technical Field Training and Mastering Best Practices in Cleaning and Restoration
- Establishing Financial Best Practices
- How to Manage and Create a Winning Team
- Voda's Gold Standard for Customer Care
- Job Shadowing

On-Going Support

- Hiring support and training
- Field support
- Supervision and/or assistance via on-site jobs, off-site, phone, or virtual
- Strategic Growth Training
- Managing Teams
- New Milestone Preparation
- Ongoing Marketing and Sales Training

Powered and supported by our industry-leading learning management system (LMS), Playbook University

Our Training: Voda University

Each and everyone of our Voda franchise partners and their team members attend our 1-week on-site training course.

This provides critical hands-on and classroom instruction for all major areas of running a Voda business, including:

- The Voda Way: Foundational Business Training
- Voda Marketing Training
- Technical Field Training and Mastering Best Practices in Cleaning and Restoration
- Establishing Financial Best Practices
- How to Manage and Create a Winning Team
- Voda's Gold Standard for Customer Care
- Job Shadowing





Marketing & Tech Stack



The Voda Marketing Ecosystem



- Our local marketing program leverages field tested approaches to drive quality consumers to your services locally.
- Our marketing program aims to put your territories in front of our/your target consumers in your market across their digital consumption habits.



Our Voda Marketing Approach

Predictable and Scalable Customer Acquisition Strategies

We do the heavy lifting with marketing so you can focus on running your business and providing great service to your communities



Comprehensive local and national marketing strategy



Lead generation & paid media program (digital ads)



Branded collateral and repository of brand assets and photography



Easy online portal for ordering logoed merchandise



24/7 call center for appointment setting



Commercial relationship building & outreach



Call Center & Appointment Setting Franchisee Benefits

- 24/7 Staffed U.S. Based Call Center
- Handles all inbound calls and appointment setting
- All marketing leads funnel to a central place
- Allows our franchisees to focus on running their business and providing great service in their communities
- Fully integrated with our CRM for easy franchisee tracking, scheduling and reporting
- Best in class customer service with a sales/conversion focus



Industry-Leading Proprietary Technology Suite

Franchisee Benefits



We have assembled the best technology tools and partners to support our franchisees, including:

- Client Relationship Management (CRM) System
- Point of Sale (POS) Technology
- AI-driven home scanning and job estimate tools
- Invoicing, job management and scheduling technology platforms
- Business intelligence and analytics (powered by SCOREBOARD™)
- Invoicing, job management, scheduling, business intelligence & performance
- Learning Management System (LMS)

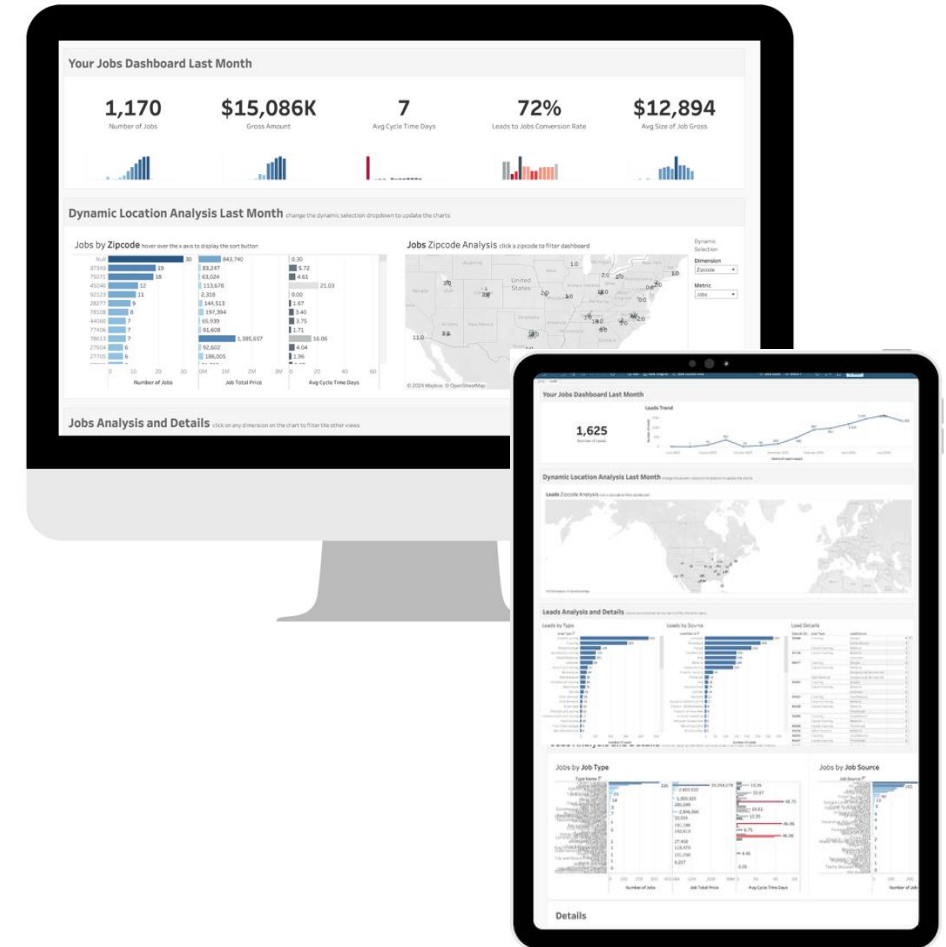


World-Class Analytics & Insights Dashboard

Introducing SCOREBOARD™



- Our propriety data and analytics platform SCOREBOARD is unlike anything in franchising.
- Our franchisees get a real-time, 360-degree view of the performance of their business from sales and marketing to people management and profitability.
- Developed exclusively by a former Google data scientist for Voda.



*Actual Images of SCOREBOARD



Ideal Franchise Candidate & A Day In The Life



Ideal Franchise Candidate

Mayor Of The Town™

- Owner-operator or semi-absentee.
- No industry or trade experience required.
- A hunger and drive to drive business results.
- High energy, ambitious and self-starter.
- Coachable & willing to follow proven systems/procedures.
- Ability to manage & motivate a team.
- Positive, solution-oriented mindset.
- Embraces culture and promotes the **VODA WAY**.



A Leader



Growth-Oriented



Business Savvy



Service Focused



GRIT

The Mayor Of The Town

1

Someone who thrives on social interaction and excels at connecting with others.

2

Strong sales and networking skills.

3

Leaders who can implement culture and follow a proven system.



Net Worth*
\$250,000

Liquid Capital
\$75,000

**Net Worth is the value of all the non-financial and financial assets owned by an individual minus the value of all its outstanding liabilities.*

Franchise Partner Responsibilities

A Day In The Life



OWNER-OPERATOR MODEL

Franchise Partner Led Business

- Manage day to day operations
- People management
- Train and onboard employees
- Manage backend finances
- Scheduling, estimates & job management
- Collaborate with franchisor

Team Structure



Franchisee/Owner



Lead Technician



Office Admin/Support

SEMI-ABSENTEE MODEL

Manage The Manager

- Manage your Operations Manager
- Monthly meetings with your team members
- Set goals & expectations for the business
- Review financials/sales with your Ops Manager
- Collaborate with franchisor

Team Structure



Operations Manager



Lead Technician



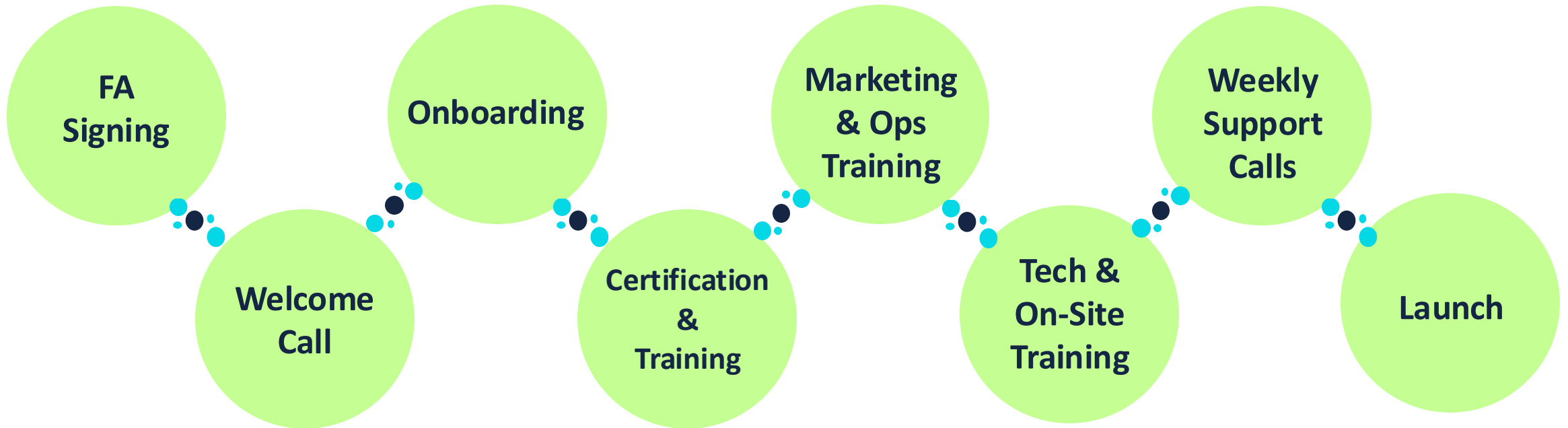
Office Admin/Support



Estimator

Steps To Launch

Getting Franchisees Ready To Hit The Road



Franchisees can get up and running quickly (60-90 days)

Candidate Discovery Process



Our Candidate Process: 10 Steps To Voda Ownership

- 1 Introduction Call**
This call allows us to get to know one another and provide a 30-thousand-foot view of Voda. Important: Be sure to watch our Intro Call Video before the call.
- 2 Unit Economics Call**
On this call, we will get into the financials of our franchise investment around Item 19 (earnings/profitability) & Item 7 (total investment to get started).
- 3 Executive Leadership Team Group Call**
On this call, we have 10-15 prospective franchise owners on the call with our entire leadership team. This call takes place on Wednesdays at 11 AM EST (and can only be attended after steps 1-3 are completed and development rep approval). This call goes over operations, marketing and business systems/support at a high level.
- 4 Operations Group Call**
After steps 1-4 have been completed, you will join this operations focused call which takes place Mondays at 11 EST. Our COO/CO-Founder Zach Nolte leads this call and dives into the details of our operations and day in the life of a franchise owner.
- 5 Marketing Group Call**
This group call takes place every Tuesday at 1 PM EST. You will join our CMO Christian Betancourt as he answers your marketing questions and dives deeper into the details of marketing, our brand, lead generation, marketing tech and more!
- 6 FDD Review Call (1:1)**
We will review key items in the FDD and answer any questions you have.
- 7 Validation**
At this point, you will be introduced to a number of our current franchise owners to speak with them about their experience and ask any questions you may have.
- 8 Territory Mapping**
You will work with our development & operations team to build out your Voda territories.
- 9 Discovery Day Prep Call & In-Person Event**
You will connect with our team to start planning your attendance at our monthly in-person Discovery Day at Voda HQ in Madison, WI. You will spend 1.5 days with our corporate team and other candidates like yourself in an immersive experience.
- 10 Candidate Approval & Franchise Agreement**
Now things get exciting! Our leadership team will carefully consider all candidates and once approved, we deliver your personalized franchise agreement for review. Once signed, you are officially a Voda franchise owner and we schedule a Welcome Call with the team.

Our Candidate & Advisor Experience

Marketing automation & lead nurturing throughout the process

- From the minute candidate introductions hit our CRM, we provide a robust candidate experience with Voda.
- This includes meeting reminders, targeted content after each stage of the process and updates from Voda to keep them engaged throughout the process.
- Additionally, our valued advisors get updated throughout the process when candidates achieve milestones and take actions.
- This delivered a great experience for all of you and most importantly, your clients and our future franchise partners.





Contact Morris Shamouni for more information at (310) 901-5611
Email: morris@generalfranchise.com, or schedule an online appointment [[Click Here](#)]