

Deep Clean The Natural[®] Way[™]

Superior Carpet & Upholstery Cleaning





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What Is Chem-Dry?

The World's Largest Carpet and Upholstery Cleaning Franchise



Chem-Dry is the world's largest carpet cleaning franchise, also offering cleaning of upholstery, stone and tile, area rugs and granite counter top polishing. We are based out of Nashville, Tennessee in the U.S. and are owned by BELFOR Franchise Group, a multi-billion-dollar company. With over 3,500 franchises in more than 50 countries worldwide, we have a strong influence on the global world.

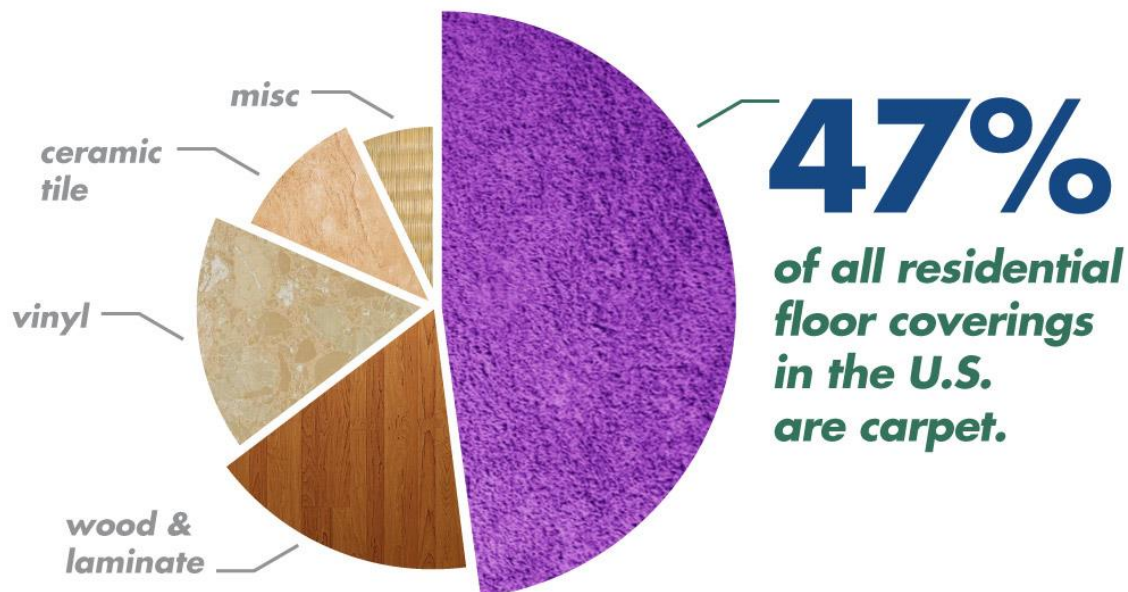
We started as a healthy, environmentally-friendly options to traditions carpet cleaning companies, and quickly grew to become an international leader in the cleaning sector. Our patented and proprietary products have achieved high praise and demand throughout our 40 years of experience. We represent the best of the best in the \$3.8 billion home carpet cleaning market, and our world-class franchise owners are committed to providing our customers with the cleanest and healthiest homes and work places.



The carpet cleaning industry is a massive market. Every year, home and business owners have an estimated 14 billion square feet of new carpet installed, and all of it has to be cleaned. Carpet makes up more than 47 percent of all residential floor coverings in the United States, and Chem-Dry has devised a better way to clean it and keep it clean.

We use an organic method of hot carbonated water extraction to attack dirt, dust, oils and allergens in carpet fibers and on hard surfaces. Our carpets dry more quickly and stay cleaner and healthier for longer than any other cleaning method; we're proud that the Carpet & Rug Institute has given our process its Seal of Approval.

Through the power of carbonation, Chem-Dry can increase the longevity of your carpet and often can help keep your carpet warranty in compliance. But hot water extraction doesn't work only on carpet. It works just as well on upholstery and tile, and our franchisees excel at pet stain removal, Oriental rug cleaning, water damage repair and restoration work.





Chem-Dry is an ideal venue for business owners with drive, determination and business skillset, seeking to own a Master Franchise.

Chem-Dry technicians get the job done and look, act, perform in professional manner, whilst at your office or home. Carpet cleaning is a fractured industry with thousands of fly-by-night vendors with varying levels of trustworthiness, training and levels of professionalism. People are understandably careful about letting workers into their homes or offices. Chem-Dry has a trustworthy reputation in the industry. When customers hire Chem-Dry, highly trained, appropriately dressed, punctual, courteous professionals show up at their doors.

96%

is our rate of repeat business, an industry-high.

90%

of our business comes from repeat customers & word-of-mouth referrals.

At our corporate office, we are driven by one overriding concern:

The Success of Our Franchisees

Our products, services and training are all designed to meet this goal. We protect our competitive advantages and intellectual property to ensure that our franchisees' investments are secure.

We've worked hard to build the largest and most respected carpet cleaning brand in the world, and we're expanding both our number of locations and our percentage of market share globally.



The Chem-Dry Story

The Chem-Dry story started in the early 1970s with Robert Harris, a young man from California who worked for a carpet cleaning company while he attended law school at Brigham Young University in Utah.

Harris wasn't impressed with the cleaning products his company and its competitors were using. They just didn't work that well, took a long time to dry and often left customers unhappy. Harris began looking for a better way to clean carpets and found his inspiration unexpectedly — on an airline flight 30,000 feet in the air.

While on the plane, some salad dressing landed on his silk tie. A flight attendant used something Harris didn't expect to remove the stain: club soda.

So often, great things come from small moments. This was a watershed moment and it transformed Robert Harris' life. It led to the improvement of and has improved the quality of countless homes and offices for 40 years, and it started with a simple *what if* question in Harris' mind.

If carbonated water could work on a tie, he thought, why not on carpet?

The concept was simple enough. At the molecular level, carbonation has explosive, violent properties that attack dirt and oil in carpet fibers, knocking it loose and forcing it to separate from the carpet. Carbonation is powerful enough to work with only a small amount of water, resulting in a deeper, drier and healthier clean than the most common method, steam cleaning.

Steam cleaning has some substantial disadvantages. The more water you put on carpet, the longer it takes to dry and the more likely the carpet is to breed mold and mildew.

Harris' discovery was an amazing breakthrough: Using healthy and all-natural carbonated water, Harris realized he could start a revolution in the carpet-cleaning industry. Thirty-eight years later, Chem-Dry is the largest carpet cleaning brand, with over 3,500 locations worldwide and a market share of 7 percent, the largest for a single brand.



Robert Harris



Today, we still operate with the same entrepreneurial spirit and deep commitment to maximizing our franchisees' investment in our brand through research and development, innovation and product development. Further, we protect our intellectual property through patents and proprietary products and target our innovation for revenue-generating opportunities for our franchisees. The innovation that gave birth to the Chem-Dry brand continues to create value for our customers and franchisees through the services the discovery made possible: a standard carpet or upholstery cleaning; an additional service like our proprietary PURT (Pet Urine Removal Treatment); an Area Rug service; water damage restoration job; protecting and sanitizing floor coverings; or cleaning the tile and stone surface of a home.

Typical Chem-Dry customers will tell you they're amazed at how much cleaner the carpets are, how quickly they dry — it usually takes less than two hours — and how professional the service is.

How Are We Different?

Carpet cleaners generally use one of three methods: Steam cleaning, spray-on additives or hot carbonated extraction. Chem-Dry uses hot carbonated extraction, which is more effective and healthier than the others.

The most common alternative is steam cleaning, which works only to a point. Steam cleaners dump gallons of hot water onto carpet, and then suck up the dirty water with a high-pressure vacuum. The suction can damage the carpet, and the excessive water can soak into the backing of the carpet, creating a moist breeding ground for mold and mildew.

Steam cleaning isn't even that effective. If you've ever run your clothes washing machine without soap, you know that hot water alone won't remove stains. So most steam cleaners use additives, chemicals and soaps that can help get stains out but leave behind sticky residue that can actually trap more dirt. That's why steam-cleaned carpets often form fresh stains in the same spots as the old ones.





Some other carpet cleaning franchises use “dry” spray-on additive methods that coat the carpet with a chemical cleaner, then rely on several rounds of vacuuming to extract the loose dirt. This method leaves chemical residue on the carpet and tends to push dirt deeper into the carpet. Carpet may look cleaner afterward, but often, the dirt is just agitated, yet remains in the carpet.

A Better Way to Clean Carpet

The explosive power of organic hot carbonated water extraction — when millions of microscopic bubbles blast the dirt from carpet fibers and other surfaces — requires one-fifth of the water used in steam cleaning, eliminating the risk of mold and mildew and ensuring your carpet will dry in one or two hours instead of one or two days. The carbonation works at the molecular level to lift dirt particles to the surface of the carpet, which means Chem-Dry technicians require less pressure to whisk the dirt away, reducing the risk of damage to your carpet.



So safe, you can drink it!

There's a reason why our patented cleaning solution is called **The Natural**. We've used it in homes for more than 20 years and have earned the Carpet and Rug Institute's Seal of Approval. It's a simple carbon dioxide and water solution that's safe enough to drink — and we *do* drink it, proving it is a safe, food grade product.

The Natural's simplicity and effectiveness comes from an understanding of chemistry and how it applies to stain removal in carpets and other surfaces in your home and workplace.

Certain elements just aren't water-soluble, or have limited solubility. Water alone is a decent solvent, but there are certain soils — like fats, and dyes — that don't come out with just water. The trick is to break the chemical bond certain elements form with carpet fibers and other surfaces, and if you don't break that bond, you don't fully remove the stain.



This means that you have to add something to the water. You could add chemical cleaners or detergents to the water, which help clean the surface more thoroughly but come with a penalty: They can leave behind sticky residue that actually can attract more dirt, defeating the purpose of having your carpet cleaned to begin with, and irritate the eyes and mucous membranes of children, pets and you.

Now consider the effects of carbonation. No harmful chemicals here. No need. Carbonation, which to you appears as a pleasant “fizzing” effect, is actually violent at the molecular level, where soils and fats cling to carpet and other surfaces. The “explosions” literally shake the dirt loose from the surface and lift the soil particles upward, where they’re easily removed.



Our process doesn’t leave behind any sticky or soapy residue. In fact, carbonation tends to form a protective barrier of carbonate residue that resists dirt. The molecular surfaces of the residue don’t offer bonding sites for most soils.

And one other thing about carpet: For a long time, people had the idea that bare floors were somehow healthier than carpet because, the thinking went, carpet attracted dirt, dust, pet dander and other allergens. In recent years, we’ve discovered that just isn’t true. Carpet really acts as a filter to trap most of those particulates, whereas in a home with just bare floor, the dirt and dust swirls around and gets kicked up for you to breathe every time there’s activity on the floor. As long as you get the carpet cleaned regularly, your carpet should act as a filter to keep allergens under control in your home and workplace.

TESTED AND PROVEN	Chem-Dry Removes:*	
	98% of allergens from carpets and upholstery	89% of airborne bacteria , improving indoor air quality
Using Chem-Dry's proprietary Hot Carbonating Extraction process.		

It all adds up to an outstanding business opportunity. Green cleaning induces customers to pay extra for healthy products and services, which means it makes money. Companies like Chem-Dry, where we constantly search for ways to make our processes safer and better, have positioned themselves to tap into this growing and profitable market.



Why Green Cleaning is Popular

Green products, goods and services are big business. Companies that specialize in green services garner high trust levels with customers.

Chem-Dry was a green company long before being “green” was popular. From the time Robert Harris founded the company in 1977, he stressed healthy cleaning methods and solutions that were not only effective but natural and safe — and the rest of the industry has been trying to catch up to us.

There’s a reason, after all, why we named our primary cleaning solution “The Natural.” Here’s what’s in The Natural: water and carbon dioxide. You can drink it, it is food grade safe. Its simplicity and effectiveness are derived from a fundamental understanding of chemistry and how it applies to getting stains out of carpet and other surfaces in your home and workplace.

Green cleaning induces customers to pay extra for healthy products and services, which means it makes money for franchisees. Companies like Chem-Dry, which constantly searches for ways to make its processes safer and better, has positioned itself to tap into this growing and profitable market.

Top-Rated Franchise

Entrepreneur magazine is the rating standard for small business owners and entrepreneurs who devour its articles for helpful business advice and direction.

Every January, *Entrepreneur* lists the top 500 franchises in the country in a comprehensive and heavily-followed annual ranking. The top 500 franchises are broken up into industry segments. Within each segment, brands are ranked by performance and reputation. With 3,500+ franchise systems in the United States, getting in the Top 500 is an accomplishment. Earning the top slot in a competitive niche such as carpet cleaning is even tougher. Chem-Dry has made the list for an astounding 29 straight years, one of the longest running streaks in franchise history. For 2017, Chem-Dry is ranked 63rd on the Top 500 list — and first among carpet cleaning franchises.





More Than Rankings

Our franchise owners stay with us. Our average Master Franchise owner's tenure is 17 years, nearly three times the franchise industry average of seven. Chem-Dry businesses should not be just profitable; they should also be fulfilling and enjoyable.

Our customers love what we do, and a majority of them (96% in the U.S.) choose to use us again. We consistently earn five-star customer ratings from online review sites such as Yelp and Google.

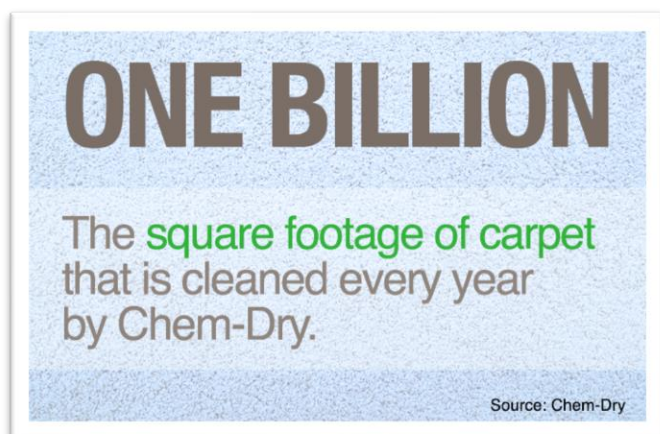
Business owners, commercial clients, homeowners, landlords, estate agents and office managers will tell you they use Chem-Dry because it really is cleaner, drier and healthier; the carpet dries more quickly, stays cleaner longer and doesn't leave behind irritating soap or chemical residue.

How Big Is The Carpet Cleaning Industry?

The American carpet cleaning industry is enormous and growing with the population. In 1988, the carpet cleaning industry grossed about USD\$1.8 billion. The industry grossed USD\$5.4 billion in the United States in 2019, and it expected to grow at a rate of 3% per year (Ibis World). Globally, the industry is worth USD\$900 billion, with a growth rate of 6% every year (researchandmarkets.com).

Internationally, the colder climates (Northern Europe, Russia and Adriatic States) prove the amount of carpet installed has been increasing for more than half a century, along with an increase in area rug use.

Think, too, about how many people are concerned these days about green and healthy alternatives to ordinary cleaning and you'll understand why people want to hire Chem-Dry.



The upshot is that there's plenty of carpet out there to be cleaned, and Chem-Dry is in a perfect position to take advantage of the huge market, but we are not just a carpet cleaning company, we also clean upholstery, drapes, clean Stone & Tile, water removal and leather cleaning.



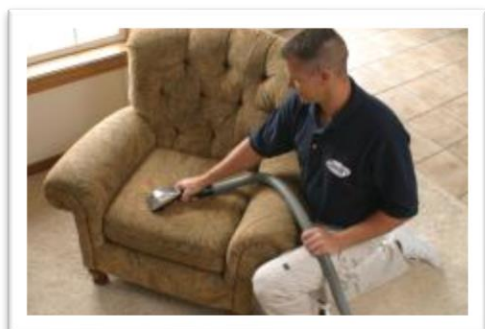
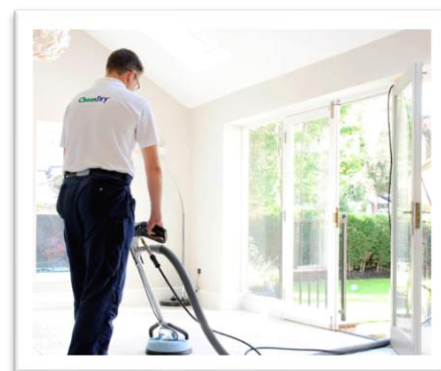
What Services Do We Provide?

Chem-Dry Doesn't Just Clean Carpet. We Clean and Protect Many Surfaces in the Home and the Workplace As Well.

That's part of our commitment to franchise owners to offer a service that's as flexible and scalable as possible. Chem-Dry aims to adapt to the changing landscape by offering a variety of cleaning methods for different surfaces:

Carpet Cleaning

Our core service is available for the home or office. We use a natural, non-toxic carbonated solution to deep-clean carpet by attacking dirt particles at the molecular level on the carpet fibers themselves. Our cleaning solution, called The Natural, requires one-fifth the water of steam cleaners. The process results in a carpet that's cleaner, dries more quickly and doesn't harbor sticky residue that can attract dirt or excess water that can breed mold and mildew within four or five hours after cleaning.



Upholstery & Drapery Cleaning

The same process that cleans carpet so effectively works just as well on upholstery. The bubbles in carbonation penetrate natural and synthetic fibers to lift dirt to the surface of couches and chairs, where they're gently whisked away — and our Fabric Protector provides a water- and oil-repellent barrier to protect your upholstered furniture.

Specialty Stain Removal

It's hard to count all the substances that can stain upholstered items: grape juice, makeup, markers. No matter what the source, Chem-Dry technicians use the power of carbonation and the industry's finest products and tools to minimize or remove any kind of stain from any kind of surface.





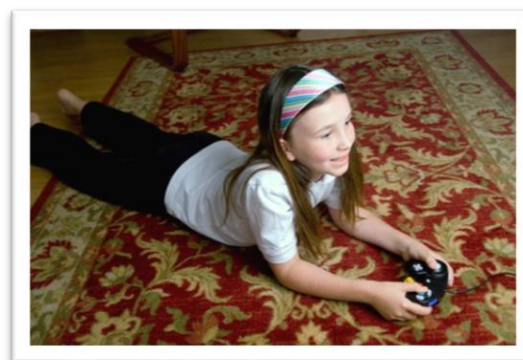
Stone, Tile, & Grout Cleaning



Chem-Dry uses specialized cleaning solutions and powerful suction equipment to remove dirt and grime from stone, tile and grout, ensuring they shine like new and last longer. During service, our technicians apply a durable sealant to protect surfaces between appointments.

Area Rug Cleaning

Chem-Dry's professionals ensure area rugs are carefully handled and cleaned only by our certified, trained specialists. They are experts in area rug cleaning and perform a thorough evaluation to determine the safest, most effective method of cleaning your valuable rug, whether it needs to be cleaned in your home or at our facility to achieve optimum results.



Granite Renewal



Granite countertops are beautiful centerpieces in the home. The durability of granite means you should be able to enjoy its beauty for years to come. Granite will, however, lose some of its luster and shine over time. Even if a sealant was applied when the countertop was installed, that sealant can wear thin and allow liquids to seep into the granite surface. Residue, germs, dirt and water spots can dramatically impact your granite surfaces. Chem-Dry, your trusted professional carpet cleaner and

provider of other in-home services that help you maintain a clean and healthy home, offers a granite countertop renewal treatment that will allow you to fall in love with your granite countertops all over again.



PURT (Pet Urine Removal Treatment)

Standard cleaning won't touch pet urine stains, which leave behind concentrated urine crystals that emit pungent odors even after the liquid dries. Chem-Dry has developed a patented formula, PURT (Pet Urine Removal Treatment) that reacts with the urine crystals at the molecular level and breaks down their odor-causing compounds.



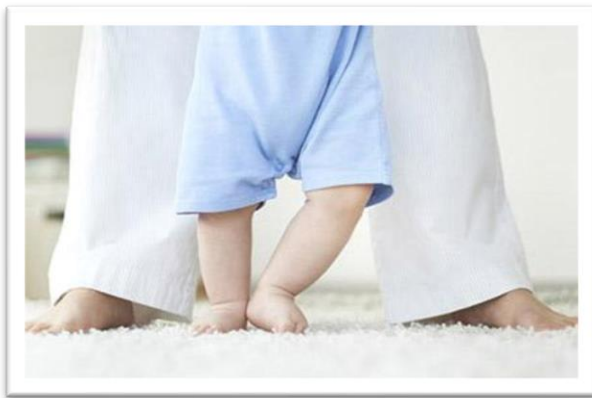
What Does This All Mean for a Prospective Chem-Dry Franchisee?

It means that Chem-Dry is a company that's always moving forward. We have an aggressive research and development team that's constantly looking for new ways to improve our products and equipment, and therefore the quality of services for our customers. The team's primary goal is the same as our company's: to develop products and services that allow our franchise owners to maximize their franchises' earning potential and return on investment.





Who Is Our Competition?



Of the estimated 40,000 carpet cleaning businesses in the United States, 75 percent are independent or sole proprietor operations. Most of these consist of a single owner who uses portable or rented equipment to steam-clean carpets.

A quarter of the carpet cleaning industry consists of franchised locations. Of this group, Chem-Dry controls the largest market share.

Chem-Dry persevered through the worst of the global recession which forced many independent operators out of the business, which created opportunities for Chem-Dry to expand.

Individual vendors pose problems for customers looking for carpet cleaners they can trust. Trust may be the single biggest issue in carpet and surface cleaning; it's a business in which clients have to be able to trust the people they hire, since they're working in homes and offices, in close proximity to their family, friends and employees, and exposed to sensitive information. If a carpet cleaning company doesn't create trust — or, worse yet, violates it — they won't be seeing that business again.

By contrast, Chem-Dry is very selective on our brand representation around the world. Our highly selective recruitment process emphasizes demographic and psychographic predictive profiling, a deep analysis of financial resources and a measurement of the work history and accomplishments of a candidate, among many other success indicators. We want only the best, and we strive to make sure we merit the best. We go to great lengths to protect our brand. By selecting the best franchisees, who deliver trusted quality service to our customers, we are fulfilling our brand promise and building trust that others in the industry simply can't match.





Who Are Our Customers?

A Diverse Customer Base

Globally, 80 percent of Chem-Dry's business is commercial business. We serve a special kind of customer who isn't looking for the least expensive carpet cleaner, but the cleaner who will do it right the first time. They see their carpet is an investment that should be maintained.

Our customers are careful about whom they allow in their offices. It's understandable. Some service employees are trustworthy, some aren't. Chem-Dry has a real advantage: Our brand is well-known and highly rated on Yelp! Google Places and review sites such as Angie's List. Customers often choose us over the competition because they find public validation that customers can trust us.

Customers who have pets use us repeatedly because our PURT (Pet Urine Removal Treatment) process tackles the problem at the molecular level rather than masking it. At Chem-Dry, we often acquire new customers when they've spent money on pet odor cleaning only to have the smell and stains come back shortly after our competition cleans their carpet.

Our customers are usually active on social media, too. They often use Facebook and Twitter to ask for carpet cleaner recommendations and sing the praises of Chem-Dry. It's one of the many ways our customers demonstrate their high level of trust in us, which leads to better business and more profitability for franchisees.

You Might Ask Yourself, "How Do I Get New Customers?"

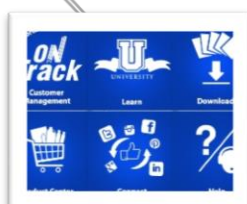
Chem-Dry's main goal is to help its franchise owners grow the most profitable businesses possible, and marketing is the best way to quickly accomplish that goal.

Gone are the days when you could run an ad in the Yellow Pages, make calls to a few important people, then sit back and wait for the jobs to pour in. Today, marketing a business like a Chem-Dry franchise requires a sophisticated understanding of how to leverage the Internet and social media as a marketing tool. We help you rank high in visibility on Internet searches and on high volume on tools like Google Places, where consumers now go to find vendors they can research and learn to trust.



Chem-Dry further provides its franchisees with tools to aggressively market their businesses locally to get the phones ringing. We can provide you with access to postcards, business cards, brochures, door hangars, invoices, envelopes, calendars, SEO programs/companies and email blasts.

Our other marketing resources:



Marketing Toolbox

A convenient online center packed with images, photos and illustrations you can use to create your own local advertisements, plus templates your local graphic artists can customize, and other resources.



Franchise Website

Chem-Dry provides each franchise with customizable website local owners can use to lure online traffic. We offer both franchise and consumers sites to our franchisee for use in their market place.



Quarterly Webinars

We provide Master Franchisees with webinars on various topics each quarter. Topics include marketing, social media, selling sub franchises, commercial clients, and others.



Annual Conventions

Once a year we hold our Chem-Dry International convention, where our Master Franchisees from around the world come together to learn and share ideas with others.

Our goal in marketing is to build each franchise a strong, deep, loyal customer base that cleans multiple times a year. Repeat customers cost far less money and time to reach than new customers. Five years in, we want to see 70 percent of a franchise owner's business come from an existing database of repeat customers; by then, a fully developed, robust customer database should have 2,500 names, and only one of 10 customers should be a first-timer. The other nine should come from repeat business and referrals. Franchise owners who follow our marketing strategy usually reach that goal.



What Training & Support Do We Provide?

We take our obligations to our franchise owners seriously, and we do whatever it takes to ensure they succeed in their businesses even after initial training ends.



We've been helping people open franchised businesses for over three decades. After launching over 3,500+ franchise locations in 50+ global markets, we know quite a bit about training and supporting our franchise owners!

Once you decide Chem-Dry franchise ownership is right for you, you'll attend a week of training at our offices in United States either in Logan, UT or Nashville, TN. When you leave, your team should have absorbed all the basics and received intensive, hands-on training from staff of experienced trainers using our proprietary equipment.

At our corporate level, we have more than 80 team members who work every day to assist with a myriad of needs, including sales, marketing, business management, and plans for growth. We also have online training programs that can be accessed at any time by our franchisees at no cost, including our own Chem-Dry University (CDU). Chem-Dry University helps our franchisees minimize travel expenses and maximize education and business improvement in a distance learning format. CDU offers many different modules and courses that provide the tools and information needed for our franchisees to thrive.

In regards to marketing assistance, we have created templates through InDesign (Adobe) that allow our franchisees to create custom materials for their specific regions and businesses, while still using the Chem-Dry logo and colors. These templates allow the franchisee to add their own name, wording, and contact information, saving thousands of dollars in graphic design costs. These templates have many different uses, including vehicle coverings, business cards, and social media postings.

We also provide a software called onTrack, which allows our franchisees to seamlessly manage their growing businesses while analyzing their results and capturing revenue and profit opportunities. Chem-Dry's onTrack platform can be used on both computers and mobile devices, allowing convenient access from any location.

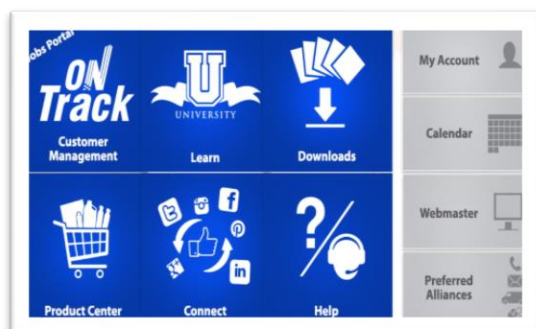




Chem-Dry feels that training is a process that never ends. Our franchisees are constantly learning and honing their skills. For new franchisees, additional training and business help comes from three sources: global training sessions, the Chem-Dry Gateway system, and the International Convention.

Training Sessions

Chem-Dry offers training around the world in order to specifically to help franchisees master new techniques for cleaning area rugs as well as tile and stone.



Gateway

The Chem-Dry Gateway is an online platform designed to connect franchisees with all the Chem-Dry information they might need. This system provides a connection between franchisees and training devices such as the Chem-Dry app or the recorded webinar series that Chem-Dry uses to share marketing and sales techniques as well as

information about equipment upkeep and troubleshooting. The Gateway marketing toolbox provides a series of templates and stock images for franchisees to use in their own marketing materials. Franchisees can also place orders through Gateway for solutions and equipment. Gateway is a franchisees connection to the complete Chem-Dry staff which is there to help in any way they can.

International Convention

The International Convention occurs in a different location each year and is an opportunity for international franchisees to come together and build relationships as they share best practices. The convention also serves as an opportunity for the senior leadership of Chem-Dry to share new initiatives, branding changes, and future plans with master franchisees.





What Are The Startup Costs?

Low-risk, high-ROI, service-based franchise opportunities are in high demand, and Chem-Dry is one of the best low-risk, high-return investments out there. Smart entrepreneurs are locking down available Chem-Dry territories to secure their careers and financial futures.

A Chem-Dry franchise owner's initial investment ranges depending on number of locations, conversions, stock, lead time for inventory, type of equipment, sub franchised operations, warehousing, logistics and staff for Accounting, Marketing and fulfillment.

Chem-Dry Franchise Startup Costs

Three components make up the investment and start-up costs of a Chem-Dry franchise business. These are considered "hard costs" of the franchise investment and vary based on the equipment a new owner chooses.

Initial License Fee

- The right to use certain trademark, service marks and other commercial symbols, as well as the right to use the intellectual property in operation of your Chem-Dry business

New Business Setup

- Initial cleaning solution, equipment package, consisting of one Powerhead (hot carbonating extraction head) and pad driver, vacuum, contact management software, training and marketing materials, start-up package of cleaning solutions, spot removal products, and van decals.

Working Capital

- Initial investment for supplies, equipment, stock, office space, personnel, etc. to have a team in place to handle new queries, find leads, distribute, train and work with the sub franchise growth within your franchise.



What Are The Minimum Requirements To Own A Chem-Dry Master Franchise?

Chem-Dry selects only the best franchisees to represent its brand to the world. Our highly selective recruitment process proves an analysis of the financial resources of a candidate, a measurement of the work history and accomplishments of a candidate amongst other factors. We go to great lengths to protect our brand. By selecting the best franchisees who deliver trusted quality service to our customers, we are fulfilling our brand promise and building trust that others in the industry simply can't match.

At a minimum, we recruit prospective Master Franchisees who:

- Have at least \$100,000 to invest
- Have a net worth of at least \$300,000
- Have a demonstrated work history in sales, business and marketing
- Have a demonstrated work history of accomplishment and success in business
- Have a desire to follow a prescribed recipe for successful operation of the business
- Possess a winning spirit and thrives on success and creating one's own future

Chem-Dry Equipment Packages

We offer our franchisees flexibility when it comes to equipment and cost. Some of our most successful franchisees have built their businesses with our portable units and minivans; others choose our higher-capacity truck-mounted packages. Plenty of our owners have all three packages available to handle all kinds of jobs.



Our three traditional equipment packages are proven, perfected and highly effective for the job. All three use our proprietary PowerHead tool that lifts and whisks away dirt from carpet and other surfaces. Here's more detail about each; the cost of van or truck is not included. We also have alternative CTS models that can be interchanged with the XTS models in the packages described below.

- **Package 1 (XTS/CTS Satellite Unit Portable System).** This unit is designed to put the full power of our hot carbonating extraction into a portable unit. It is built to be less expensive to operate and maintain than our truck mount units, which makes it an ideal choice for residential cleaning. Its wastewater hold tank is built into the unit, so you don't have to run a long hose to the truck, but its cleaning



power and fast dry times are the same. It's an ideal way to start or build upon a Chem-Dry business.

- **Package 2 (XTS/CTS Truck Mount).** This system uses the cleaning power of the XTS, but has a separate holding tank fitted into your van, allowing you to take advantage of a larger tank that allows you to tackle larger jobs. It offers the power of a CTS at a lower cost, and fits in a Fort Transit or a minivan, which helps save fuel costs.
- **Package 3 (XTS/CTS Combo).** This gives franchisees both a truck mount holding tank and a satellite unit, providing maximum flexibility.
- **Package 4 (PowerBase Portable Unit).** This unit is designed for mobility, but not necessarily small jobs. In fact, the portable unit is the choice for many of our higher-ticket commercial jobs. The portable is ideal for banks, malls and offices that have to be cleaned after hours when their doors are locked, and for multi-story homes or apartments that a hose from a truck-mounted unit won't reach. As good as our truck-mounted systems are, there are just times when being able to transport all your equipment to the site of the job is the move to make.

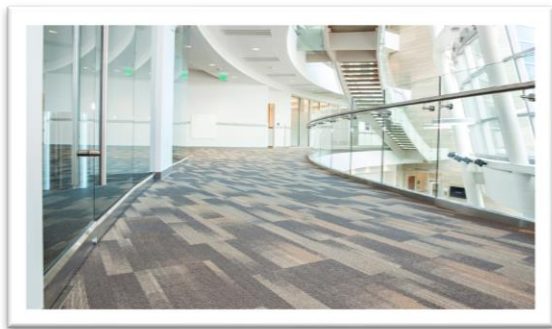
A lot will depend on the kind of environment you intend to work in. Portable units are our most cost-effective offering, and they're tremendous for cleaning apartment complexes and multi-story office environments that do not easily lend themselves to cleaning by truck-mounted units that require long hoses to do the job.

Chem-Dry doesn't offer franchises to just anyone. We carefully screen and evaluate franchise candidates to make sure they're good fits for our system. But when you combine the broad range of investment amounts available to a franchise owner with the tools Chem-Dry offers its franchisees — including in-house financing for much of the franchise fee and equipment costs — you end up with an excellent opportunity at a reasonable price point.





Chem-Dry's Global Accounts



Our focus at Chem-Dry is to make our franchise owners as successful as possible. We work hard to make sure they always have competitive advantages in their markets, and we are always pioneering new markets that can bring additional streams of revenue.

Chem-Dry is actively adding to its national accounts program to help many of our franchisees get lucrative commercial work.

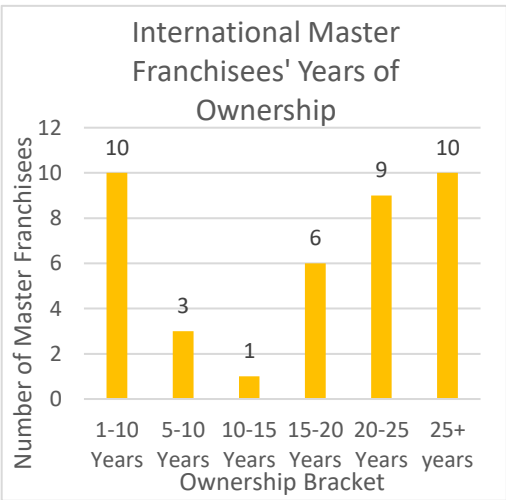
Many large, national companies seek out national vendors for services such as carpet cleaning. Rather than have individual locations negotiate with local vendors, national companies want one point of contact and well-set standards for service and prices.

This gives Chem-Dry franchisees a competitive advantage over independent carpet cleaners that can't access this source of revenue.

We are constantly adding new national accounts to our system in each country that readily can become accounts in your territory. Currently, we're targeting commercial carpet cleaning as well as targeting a wide range of hard surface commercial clients that have need of frequent cleaning such as hospitals, day care centers, schools, call centers, airports and restaurants.

The Chem-Dry Family

We now have international franchises in 50+ countries. At Chem-Dry, our franchisees are committed to the business and choose to stay with Chem-Dry far longer than the industry average. The franchising industry average length of ownership is 7 years. At Chem-Dry, the average length of ownership for a Master Franchisee is 17 years. The term of a contract is typically around 10 years, but as you can see in the chart to the right our franchisees are choosing to renew their contracts. They obviously want to continue their success in the Chem-Dry business.





Current Master Franchisee Interviews: See What They Think About Chem-Dry

Interviews with some of our longest-tenured and most successful Master Franchise owners.

Kenneth M. DeSanti, Chem-Dry of Costa Rica

What were you doing before Chem-Dry?

Our company has been in the carpeting business for over 37+ years, representing brands like Mohawk and Shaw, working in large scale commercial projects such as hotels, office buildings, banks, etc., providing our customers great products and installation services, with the only certified installation team in our country.

How did you find out about Chem-Dry?

We started an internet research and started filtering various companies until Chem-Dry proved itself to be the industry leader.

What sets Chem-Dry apart?

It's their unique cleaning and spot removing process.

Is there a misconception about the carpet cleaning industry?

Of course, most companies out there do not have a professional and comprehensive cleaning process like Chem-Dry does, that is why most people have had a bad experience with their carpets being cleaned.

Who are your customers?

Since we are located in very hot humid weather, the residential portion of the business uses almost no carpets in their homes other than the occasional area rug, out market consists mainly in commercial clients, such as hotels, casinos, office buildings, free zones, large scale companies, etc.



**What do you think franchisees need to know about Chem-Dry?**

That we are working with absolutely the best cleaning company in the world, with a great support system, and great products to be proud of.

What does Chem-Dry franchise ownership allow you to do that you couldn't do otherwise?

Business wise it allow us to educate our customers on the real and correct way of cleaning carpets, upholstery, etc., and also delivering great results and maximize customer satisfaction overall. On the other hand it gives us the possibility of increasing our income.

Loren Mitchell, Chem-Dry of Australia

Loren and his brother, Lachlan, have been leading the Chem-Dry franchise in Australia since 1987 and merit 160+ locations.

What were you doing before Chem-Dry?

Loren started as a technician working for his father in Australia when he was 17.

What sets Chem-Dry apart?

What sets us apart is "the processes they've developed are vastly superior." We wouldn't have been around so long with one company if it hadn't been a great relationship.

What makes a good Chem-Dry franchisee?

Real simple, it is hard work. Hard work makes up for so much, but if applied this opportunity at Chem-Dry will prove great results and allow you to enjoy life and live your dream.

How large is this opportunity?

It's huge. The opportunity is as big as you want it to be.

Who are your main customers?

Both commercial and residential business opportunities.

What would you want someone thinking about becoming a franchisee to know?

Again, it takes a lot of hard work and dedication. It takes dedication, hard work, financial acumen and strong customer service to build the business. You have to have good work



ethic. Also, they should know that this investment of time and resources will offer the lifestyle and freedom that few people achieve.

What does franchise ownership allow you to do that you couldn't before?

It offers me total freedom in business to make decisions and grow our business. Via this model, it allows me the lifestyle that I enjoy with time to be with my wife and family, while being able to manage our business remotely, when necessary.

Is there a misconception about the carpet cleaning industry?

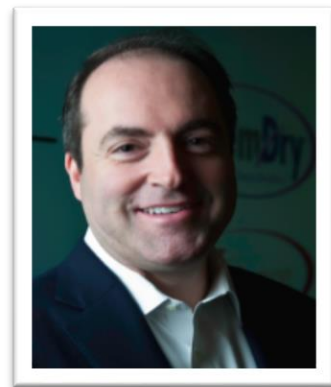
There are the misconceptions that no one can do a good job. In the 80's, the competition did not understand how to really get carpets clean and things have not changed much. Hard work in this industry and going to get sales will make you a lot of money.

Meet The Chem-Dry Team



Joe Manuszak, Vice President of International Development of BELFOR

Joe joined the team in 2012. Prior to his leading International Development, he was the Divisional Vice President of Operations for Domino's Pizza, overseeing the global expansion in Australia and later the European Union. His other experiences are working with YUM in Africa and the United States, as well as President of The Calverton Group, a consulting company targeting new market development and turnaround success.



Dan Tarantin, COO of BELFOR

Dan Tarantin became COO of BELFOR in 2019. He was previously President and CEO for Harris, which he became in November 2011. He has extensive experience helping services companies grow and succeed, both as an investor and an operator. Previously, he served as President and CEO of Jackson Hewitt Tax Service and has been involved with a number of other home services and franchise businesses, including Century 21 and Coldwell Banker.



Next Steps

At Chem-Dry, we are serious about helping our franchise owners succeed. Everything we do is focused on helping our owners build the successful and fulfilling lives they desire.

This focus starts with our franchise recruitment process. We want to recruit the best franchise owners and make sure that anyone who talks with our recruiters gets the information and time they need to make a good decision.

Here are the steps in our franchise recruitment process so you know what to expect when you start a conversation with us:

Step 1: Request More Information

When you have researched us online and are interested enough to begin a conversation with us, filling out the form will move you to the next step, our phone/Skype interview. We'll be in touch with you shortly after you send us your contact information.

Step 2: Introductory Packet and Phone/Skype Interview

A collage of electronic media, (brochures, eBook, and links to our website) will present "who we are" and allow you to get a good understanding of our goals, equipment, etc. that you can view and learn more about us. Once reviewed, a meeting will be held via telephone and/or Skype to allow both of us to "learn more about each other."

Step 3: Talk to Franchisees, Field Visit and Research

This is by far the most important step in making a decision to purchase a Chem-Dry franchise. We don't want you to take our word for it — we want you to talk to the other franchise owners yourself and get a feel for our community and our culture. Once you are past our disclosure step, we will notify our franchise owners that you may be contacting them. We're confident that you'll find they are exceedingly generous and open about what they do and how they do it. We recommend that you make a field visit to a franchisee without a sales person present. We know you'll like what you see! This step concludes with a mutual evaluation where we each decide if the fit is right.

Step 4: Execute Agreements

After you have made the decision to move forward and request an exclusive territory, we'll deliver your completed agreements for the geographic area selected and when you are ready, you sign contracts and begin to build the Chem-Dry name in your market.



Contact Information

"We are seeking business leaders with strong business acumen, determined for success, whose leadership and inspiration will develop a market with their team. We look forward to meeting you and conversing about your interest in Chem-Dry."

Joe Manuszak, Vice President of International Development

Joe Manuszak

Vice President of International Development

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