

Your **Healthy** Home Starts Here[®]

Superior Carpet & Upholstery Cleaning



FREE **FRANCHISE** REPORT

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“This activity is for informational purposes only. No offer to sell or solicitation of an offer to buy a franchise is made or intended. Any such offer would be made only by our Franchise Disclosure Document after delivery becomes lawful in this state. Any offer before such time is void.”

WHAT IS THE CHEM-DRY CARPET CLEANING FRANCHISE?

WE'VE BUILT THE BRAND, PRODUCTS, SUPPORT AND TRAINING YOU NEED

Our patented products and extensive experience in the industry enable us to make people's homes and workplaces healthier; we clean more spaces than any other company. Our brand has the lead in market share in home carpet cleaning, and our distinguished franchise owners are dedicated to providing top-notch service. The American carpet cleaning industry is substantial and is growing along with the population.

Consider these points:

- Carpet cleaning is experiencing a historic growth rate of approximately 5 percent annually and was expected to gross \$5 billion in 2018.
- Chem-Dry is one of the nation's largest carpet cleaning franchise.
- We have a network of 3,000 franchises in over 50 countries that use the company's patented products around the globe and have the advantage of more than 40 years of experience.

- Every year, more than 10 billion square feet of new carpet is installed in the United States, and all of it requires regular cleaning — building a great deal of untapped market potential into the industry.

And that's just in the United States. Canada's 13.3 million households add up to an additional market of about 10 percent of the size of the U.S., which equals roughly 1 billion more square feet of carpet installed every single year. Our unique cleaning process involves the use of Hot Carbonating Extraction to eliminate dust, dirt, oils and allergens in carpet fibers, as well as other types of surfaces. This process allows carpets to dry more quickly and remain cleaner and healthier for longer than any other method. This gives us an edge in the industry, and we are proud to carry the seal of approval for our process from the Carpet and Rug Institute.

START A CARPET CLEANING FRANCHISE WITH A LOW INVESTMENT

This is an ideal franchise for an entrepreneurial-minded individual with ambition, determination and an aptitude for business. However, it does not require a large amount of money or experience to begin. We provide the necessary training during a week-long session in either Logan, Utah, or Nashville, Tennessee, and you can start your Chem-Dry business by financing much of the business for a down payment of \$6,000 for the initial licensing fee plus, typically, 10-20% down of initial equipment purchases, with total startup costs as low as \$56,495.

We've committed ourselves to building one of the largest and most trusted carpet cleaning

10B. SQ FT

of carpet is installed annually
by home and business owners
and all of it has to be cleaned.

Source: Floor Covering Weekly





brands in the country, and we are working to expand our number of locations and our share of the market. This all translates to a considerable business opportunity for our franchise owners.

We safeguard our competitive advantage and intellectual property to guarantee the security of our franchisees' investments. Chem-Dry's chief goal is to support the growth and profitability of our franchisees, and our products, services and professionalism all are designed to achieve this.

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



ONE BILLION
The square footage of carpet that is cleaned every year by Chem-Dry.
Source: Chem-Dry



WHAT ARE MY STARTUP COSTS?

LOW-RISK, HIGH-ROI, SERVICE-BASED FRANCHISE OPPORTUNITIES ARE IN HIGH DEMAND, AND WE BELIEVE 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 from \$56,495 to \$162,457, depending on the equipment package and van the owner chooses. A franchise owner also will have to think about covering living expenses as they are starting the business, which are not reflected in the above figures. And regardless of the size of the investment or equipment package you choose, your monthly franchise fee is constant and affordable — just \$400.98 per month.

The Chem-Dry investment model results in a franchise with tremendous scalability and earning potential. Entrepreneurs with more

capital can secure multiple licenses and lock down more territories. It all depends on each individual's financial situation, level of ambition and commitment to growing their business.

Chem-Dry offers low-cost, in-house financing for the cost of the initial license fee, and the loan is interest- and payment-free until the fourth month of operation. Cash is crucial in the first few months of any new business, and we want our new franchisees to have the first few months to reinvest in their business. This type of financing is unmatched in the franchise industry, and it is just another way that we invest in the success of our franchisees.

This chart details our financing terms by equipment package:

Option	New Business Set*	Initial License Fee	Total Investment	License Fee Down Payment	License Fee Balance Financed
Executive Portable Package	\$32,995	\$23,500	\$56,495	\$6,000	\$17,500
Executive Truck Mount Package	\$51,495	\$23,500	\$74,995	\$6,000	\$17,500
Executive Direct Drive Truck Mount Package	\$57,495	\$23,500	\$80,995	\$6,000	\$17,500

**New Business Set is financed by 3rd Party. Down payment and monthly payment will vary*



A La Carte Portable Package

Equipment	Add On Price
Power Base® 10 Kit	\$3,951
PowerHead® Kit	\$4,511
Complete A La Carte Portable Package	\$8,462

CHEM-DRY FRANCHISE COST

Four components make up the investment and startup costs of a Chem-Dry franchise business: initial license fee, turn-key New Business Set, equipment package and working capital. Chem-

Dry helps finance three of these, which are considered hard costs of the franchise investment and vary based on the equipment a new owner chooses.

Initial Hard Cost Investment

(1) Initial License Fee	\$23,500	The right to use certain trademarks, service marks and other commercial symbols, as well as the right to offer the authorized services, processes, and proprietary equipment of your Chem-Dry business
(2) New Equipment Package (choose one)		
	\$32,995	Executive Portable Package
	\$51,495	Executive Truck Mount Package
	\$57,495	Executive Direct Drive Truck Mount Package

Total Hard Cost Investment (Includes License Fee and Equipment Package)

	\$56,495	Executive Portable Package
	\$74,995	Executive Truck Mount Package
	\$80,995	Executive Direct Drive Truck Mount Package

CLEANING FRANCHISE COST: THE VARIABLES

As shown above, hard cost of the Chem-Dry investment ranges from \$56,495 - \$162,457. The initial license fee is fixed at \$23,500. The cost of the New Business Set varies depending on which package a new franchisee starts the business with and ranges from \$32,995 to \$57,495.

The fourth component—working capital—covers other hard and soft costs related to the startup that aren't financed by Chem-Dry or a third party. These costs are variable and depend on the setup of each individual business. The general range for these costs is between \$16,550 and \$75,000, plus owner living expenses.

Estimated Costs of Chem-Dry Investment

Expenditures	Estimated Amount or Estimated Low-High Range
Initial License Fee	\$23,500
New Business Set	\$0 - \$57,495
Additional Equipment Purchases	\$0 - \$8,462
Cargo Van	\$0 - \$35,000
Three Month's Rent	\$0 - \$4,000
Telephone and Business License	\$400 - \$4,000
Training and Convention Attendance Expenses	\$1,250 - \$3,000
Insurance	\$600 - \$6,000
Additional Funds – 3 months	\$2,500 - \$9,000
Computer System	\$800 - \$2,000
Advertising – 3 months	\$5,000 - \$10,000
Owner Living Expenses	Variable
Total Estimated Initial Investment	\$34,050 - \$162,457





CHEM-DRY FRANCHISING: EQUIPMENT PACKAGES

WE OFFER A WIDE VARIETY OF CARPET CLEANING EQUIPMENT

Chem-Dry offers its franchisees flexibility when it comes to equipment and cost. Some of our most successful franchisees have built their businesses with our portable units and vans; others choose our higher-capacity truck-mounted packages. Plenty of our owners have both packages available to handle all kinds of jobs.

Our traditional equipment packages are proven, perfected and highly effective for the job. Both 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 a van or truck is not included.

[Executive Portable with Tile and Stone Package:](#)

These units are designed to put the full power of our Hot Carbonating Extraction into a portable unit. They are an ideal choice for residential cleaning and higher-ticket commercial jobs. Their wastewater holding tanks are built into the unit so you don't have to run a long hose to the truck, and their cleaning power and fast dry times are the same as other trucks. The Tile and Stone Package gives the added capability to clean tile, stone and granite, granting you access to the \$800 million tile & stone cleaning industry.

[Executive Truck Mount with Tile and Stone Package:](#)

The powerful CTS 400 Flex truck mount allows the technician to clean carpets and upholstery with heated low pressure, then turn around and clean tile and stone with heated high pressure at the flip of a switch. This slide-in truck mount will fit in a number of van options, is easy to use, fuel-efficient, has a powerful vacuum and helps with faster set-up and tear-down times, giving you the ability to complete more jobs per day. The Tile and Stone Package gives the added capability to clean tile, stone and granite, granting you access to the \$800 million tile & stone cleaning industry.

[Executive Direct Drive Truck Mount with Tile and Stone Package:](#)

Our CTS Direct Drive 4.8 Flex Truck-Mount Package provides the power of our top-of-the-line system in cleaning technology, as well as the Tile, Stone and Granite system. The Direct Drive truck mount runs off the van's engine, which requires less maintenance and repairs. The 4.8 Flex offers simultaneous dual-cleaning capability in a space-saving layout, with both low and high heated pressure, and like the CTS 400, the 4.8 Flex also gives you the ability to complete more jobs per day.

CHEM-DRY FRANCHISE OPPORTUNITIES

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.

Our truck-mounted units have more capacity, and the level of investment rises with the package. A franchise owner who chooses the most powerful truck-mounted system, the CTS Direct Drive 4.8, will typically purchase a three-quarter-ton van to carry and operate it. We offer franchise owners a wide range of opportunities to match their income, commitment and ambition levels.





AVAILABLE TERRITORIES

CLEANING FRANCHISE OPPORTUNITIES ABOUND WITH CHEM-DRY

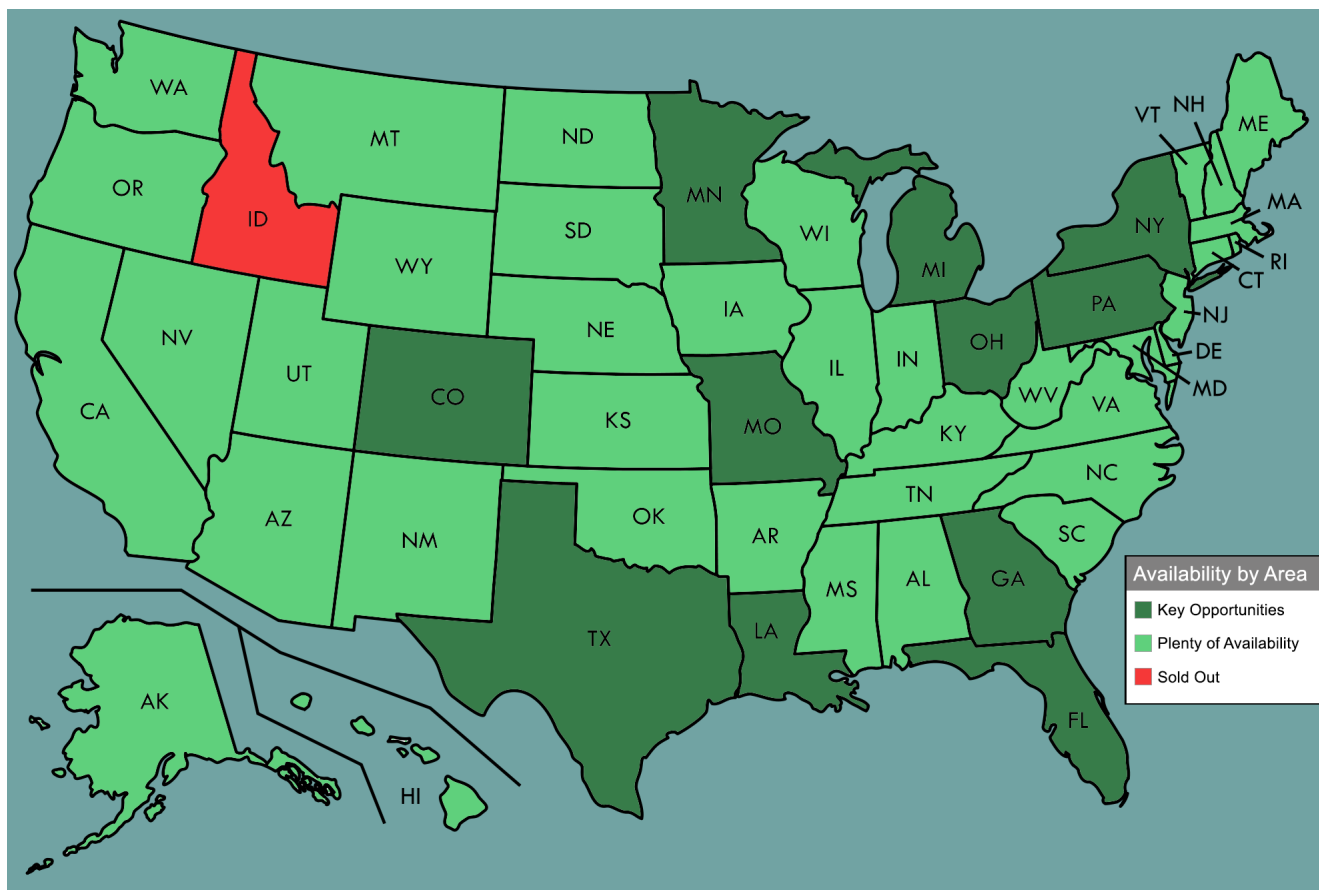
West of the Rockies, we have some great territories open. East of the Rockies, the field is virtually wide open. We're looking especially for entrepreneurs to open Chem-Dry locations in states like New York, Texas, Ohio, Georgia and Florida — states with high-population areas that can support multiple Chem-Dry locations.

HOW WE DEFINE TERRITORIES

We allow multiple franchises into an area based on population, using a simple formula: one Chem-Dry license per 60,000 people. For example, a territory may span several counties that contain

600,000 people. In this case, we authorize 10 Chem-Dry licenses for sale in the territory. But we don't divide the total territory into 10 pieces, each with 60,000 people. Our 10 franchisees would be able to serve the entire market, a system that has worked for nearly 40 years.

Many territories, depending on geographic location, have service areas with population totals into the millions! If you would like to dominate a particular area, we'd be happy to talk about multiple licenses.



HOW DID CHEM-DRY GET STARTED?

INNOVATIVE THINKING LED TO A NEW BREED OF CARPET CLEANING FRANCHISES.

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

Harris wasn't impressed with the cleaning products the company and its competitors were using. They took a long time to dry and left chemical residue that attracted more dirt. Harris began looking for a better way to clean carpets and found his inspiration in an unexpected place: the air.

While on a flight home during a break in classes, he dripped some salad dressing on his silk tie. A flight attendant removed the stain with a surprising "cleaner", club soda. The flight attendant knew that carbonation in the soda would help break down the stain and allow her to remove the stain without damaging the silk, and Harris knew then that this small trick on an airplane had big potential.

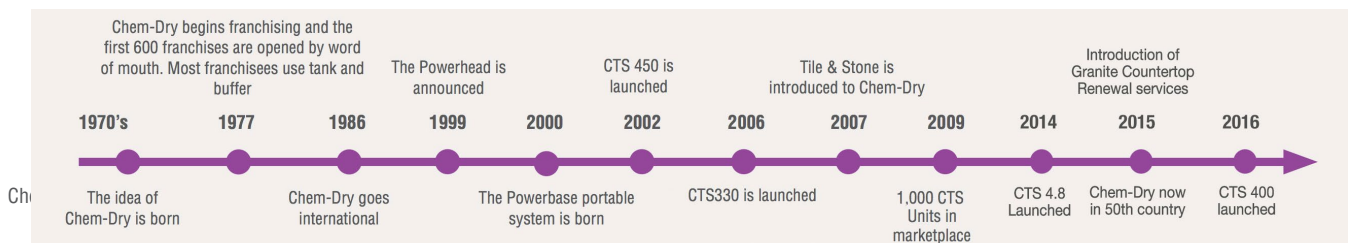
So often, great things come from small moments. This one transformed Robert Harris's life. Over 40 years, countless homes and offices have been made drier, cleaner and healthier because of what happened on that plane that day in the 1970s. It all started with a simple "What if...?" in Harris's mind. 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 powerful properties that separate dirt and other particles from carpet fibers. Our carbonating method is powerful enough to work with only a small amount of water, resulting in a deeper, faster drying and healthier clean than the most common method of steam cleaning.

When Harris made his discovery, steam cleaning was the industry standard, even though it presents several real problems. Typical steam cleaners force large amounts of soapy water into the backing of a carpet, then rely on high-pressure extraction to lift the water and dirt out. The more water you put into carpet, the longer it takes to dry and the more likely the carpet is to become a breeding ground for mold and mildew.

Harris's discovery was a breakthrough: Now cleaners could clean carpets more effectively while using a fraction of the water used in traditional steam cleaning, practically eliminating the risk of mold and mildew. Harris realized he could start a revolution in the carpet cleaning industry. The revolution continues almost 40 years later. Chem-Dry is the largest carpet cleaning brand, with nearly 3,000 franchises worldwide and a market share of more than 7 percent, the largest for any single brand.

We still operate with a strong entrepreneurial spirit and a deep commitment to maximizing our franchisees' investment in our brand through research and development, innovation, product development and marketing. We protect our intellectual property through patents and trademarks, 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 Harris's discovery made possible: the industry standard for carpet or upholstery cleaning; an additional service like our proprietary Pet Urine Removal Treatments; an area rug service; protecting and sanitizing floor coverings; and cleaning tile, granite and other stone surfaces.





HOW ARE WE DIFFERENT?

Carpet cleaners generally use steam cleaning, or other similar methods. Chem-Dry is the only brand that uses Hot Carbonating Extraction, the more effective and healthier option.

The most common alternative to Hot Carbonating Extraction is traditional steam cleaning, which dumps gallons of hot, soapy water onto carpet — only to then try to suck up this high volume of dirty water with a high-pressure vacuum. This high-pressure suction can damage the carpet, and excessive water can soak into the backing of the carpet, creating a moist breeding ground for mold and mildew.

And steam cleaning isn't even that effective. If you've ever run your 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 carpet with a chemical cleaner, and 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 rather than removing dirt altogether. Carpet may look cleaner afterward, but often, the dirt is just moved around and remains in the carpet.

CHEM-DRY FRANCHISE: A BETTER WAY TO CLEAN CARPET

The explosive power of Hot Carbonating Extraction — millions of microscopic bubbles blasting the dirt from carpet fibers and other surfaces — requires one-fifth of the water used in steam cleaning, reduces the risk of mold and mildew and ensures your carpet will dry in an

hour or two instead of a day or two. Carbonation works at the molecular level to lift dirt particles to the carpet surface, which means Chem-Dry technicians require less suction to whisk the dirt away, reducing the risk of damage to your carpet.

There's a reason our patented cleaning solution is called The Natural®. We've used it in homes for more than 20 years, earning 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, tossing some back in a toast at our annual franchise conference!

The simplicity and effectiveness of The Natural® come from an understanding of chemistry and how it applies to getting stains out of carpet 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, fats and dyes that don't come out with just water. The trick is to break the chemical bond that certain elements form with carpet fibers and other surfaces. If you don't break that bond, you don't fully remove the stain.



That means 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 penalties: They can leave behind sticky and dirt-attracting residue that can attract more dirt, defeating the purpose of having your carpet cleaned to begin with, and they can irritate the eyes and mucous membranes of children, pets and you. Imagine frolicking with your young child and dog on a carpet crusted with chemical residue. Not terribly inviting, is it?

Now consider the effects of carbonation. No harmful chemicals here. There's no need. Carbonation, which looks like a pleasant "fizzing" effect, is actually pretty 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.

Because the Chem-Dry process of Hot Carbonating Extraction is so effective, it requires only a fifth of the water used in steam cleaning. That not only conserves precious water, but it also allows the carpet to dry within an hour or two as opposed to a day or two with normal steam cleaning. That greatly reduces the risk of mold and mildew.

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 this just may not be true.

Carpet really acts as a filter to trap most of those airborne particulates, whereas in a home with just bare floors, the dirt and dust swirl around and get kicked up for you to breathe every time there's activity on the floor. As long as you get the carpet cleaned regularly it will continue to act as a filter to keep allergens out of the air in your home and workplace. As a matter of fact, Chem-Dry removes 98% of allergens from carpet and upholstery; and 89% of airborne bacteria.

It all adds up to an outstanding business opportunity. 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.

CHEM-DRY HAS BEEN RECOGNIZED AMONG THE TOP CLEANING FRANCHISES FOR DECADES

Of the nearly 40,000 carpet cleaning businesses in the United States, 84 percent are independent, mom-and-pop or sole proprietor operations. Most of these consist of a single owner who uses portable or rented equipment to steam-clean carpets.

Individual vendors, often called "Chuck on the truck," 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 both offices and homes, sometimes in the presence of children and pets. If a carpet

Chem-Dry®
Drier. Cleaner. Healthier.®

TESTED AND PROVEN FOR

CARPET & UPHOLSTERY CLEANING

ALLERGENS
IMPROVES AIR QUALITY

Chem-Dry Removes:*

98%
of allergens from carpets and upholstery

89%
of airborne bacteria, improving indoor air quality

* Based on results from a study conducted by an independent laboratory using Chem-Dry's Hot Carbonating Extraction process. Allergens tested were dog and cat dander and dust mite allergen. Airborne bacteria results includes use of sanitizer. Figures are an average across multiple homes.

Chem-Dry © 2016



cleaning company doesn't inspire trust or — worse yet — violates it, they won't be earning that business again.

Chem-Dry selects only the best franchisees to represent its brand to the world. Our highly selective recruitment process emphasizes the personal interview, an analysis of financial

resources and a measurement of the work history and accomplishments of a candidate, among many other success indicators. We want the best, and we go to great lengths to protect our brand. By selecting only the best franchisees to 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.

WHAT SERVICES DOES OUR CLEANING FRANCHISE PROVIDE?

CLEANING FRANCHISE OPPORTUNITIES: WE CLEAN AND PROTECT EVERY SURFACE IN THE HOME AND WORKPLACE.

As 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.](#)

This is our core service, available for the home or office. We use a natural, nontoxic carbonating solution to deep-clean carpet by attacking dirt particles at the molecular level on the carpet fibers themselves. Our cleaning solution, The Natural,

requires one-fifth the water of steam cleaners. The process results in a carpet that's cleaner, dries more quickly, doesn't harbor sticky or dirt-attracting residue and doesn't hold excess water that can breed mold and mildew within four or five hours after cleaning.

[Upholstery 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. Our Fabric Protector provides a water- and oil-repellent barrier to protect your upholstered furniture.

[Tile, stone, granite and grout cleaning.](#)

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

[Pet urine and odor removal:](#)

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, P.U.R.T.® (Pet Urine Removal Treatment) that reacts with the urine crystals at the molecular level and breaks down their odor-causing compounds.

[Area Rug Cleaning:](#)

Chem-Dry ensures 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.

[Dryer Vent Cleaning:](#)

Blocked or poorly maintained dryer vents can become significant fire hazards, as well as negatively affect dryer performance and even home health by promoting mold growth or, in the case of gas dryers, carbon monoxide poisoning. Chem-Dry's vent-cleaning service extends dryer life and efficiency while also reducing fire and other risks.

[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.

WHAT DOES ALL THIS MEAN FOR A PROSPECTIVE CHEM-DRY FRANCHISEE?

It means that Chem-Dry is a company that's always moving forward, with an aggressive research and development team that's constantly looking for ways to improve our products and equipment. 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 franchise's earning potential and return on investment.





CHEM-DRY FRANCHISE OWNERS REVIEWS

INTERVIEWS WITH SOME OF OUR LONGEST-TENURED AND MOST SUCCESSFUL FRANCHISE OWNERS:

GLENN AND KATI BUCKLAND, CHEM-DRY OF ALBUQUERQUE AND CHEM-DRY OF NEW MEXICO

Glenn Buckland was born to be an entrepreneur. He tried college at the University of Texas and a job managing a grocery store, but nothing fit until 1986, when he bought his first Chem-Dry franchise in Austin, Texas, at 22. He turned that business, then a second in Albuquerque, N.M., into successes, but in 1999 realized he needed some help managing and marketing his growing empire. So he turned to his then-girlfriend (now wife), Kati, who created some systems, processes and marketing strategies that made the business even more profitable. In 2005, the Bucklands merged operations with another Chem-Dry veteran, Patrick Wallace, and the three together operated throughout New Mexico.

Q. Who makes a good Chem-Dry franchisee?

KB: Someone who's not afraid to put himself out there. Somebody who has good organizational and resource management skills, someone who knows how to plan and forecast and scale a business in a measured, careful way. It's not just about creating yourself a job. It's about creating a business that can be very profitable if you manage it and your employees properly, so someone who has that combination of strong business and organizational skills and people skills can do very well with a Chem-Dry franchise.

Q. How large is the opportunity?

KB: It's huge. The opportunity is as big as you want it to be, really. We run seven routes a day, and even now the growth potential is there, and it hasn't been tapped out. We are definitely not the lowest-priced carpet cleaner in town. We position

ourselves as high-end. But we go after it all, residential and commercial. We market ourselves as a high-end residential cleaner, but we're also going to help you with commercial jobs and jobs where there's transition in properties, that's big right now with the market the way it is.

ROBYN SMITH, CHEM-DRY OF ATLANTA

In 1984, Robyn Smith and her husband, Stu, decided to leave their corporate managerial positions for franchise ownership with Chem-Dry. They were among Chem-Dry's pioneers, some of our first franchise owners, and they quickly realized Chem-Dry was their vehicle to a more fulfilling career and life.

Q. How did you hear about Chem-Dry?

A. My mother-in-law had heard of Chem-Dry and told us about it. She was saying, "Oh, the ladies at the beauty salon have been really talking it up, they're fantastic," and she suggested we look into it. Now, it wasn't like we had always wanted to clean carpet. It's not the sexiest job in the world. But the price was right; it's a very low-entry franchise, and it didn't require a great deal of technical expertise. So we opened the first Chem-Dry franchise in Georgia in March 1985, and we've added five franchises since then. And once the entrepreneurial bug bit, I wasn't looking back. It's about having control over your own future and the freedom to do what you want to do and go where you want to go. I love this business. I love everything about it. I don't think about it like we're cleaning carpet; we're improving lives by providing them with healthy homes and offices in a way that people can trust and count on.

Q. What has Chem-Dry franchise ownership allowed you to do that you wouldn't have been able to do otherwise?

A. I think the best part is being able to enjoy my children, attend their ballgames and school and trips. Having the freedom to be able to set your hours, and I'll tell you the first few years were tough and we had to make some choices. We decided to occasionally close down to make trips, and we would lose money while we were closed. Our son is 41, and our daughter is 35. Since I've come back to the franchise, that's been beautiful. That part is so much fun. That's the biggest benefit is spending time with your family. It's doing all the little things you enjoy.

**JOE WEISS, CHEM-DRY OF WASHTENAW,
ANN ARBOR, MICH.**

Weiss, 38, bought his first six Chem-Dry franchises from another franchisee in 2005 and now owns 11 in three separate southeast Michigan territories. His frustration with a sales job led him to the entrepreneurial dream, and he's now sitting on top of a small cleaning service empire.

Q. Is Chem-Dry better as a one-unit franchise or a multi-unit franchise?

A. For me, being an entrepreneur, I want to make as much money as I can possibly make, which is why I have five trucks and 10 franchises. You can be a success with just one truck and one franchise; there are people in the Chem-Dry system who have done that, but it makes me feel a little more comfortable as far as the money I can make with multiple franchises. That's one of the nice things about Chem-Dry. You can be as big or as small as you want.

Q. Would you recommend this franchise? Why?

A. I definitely would. I strongly believe in the brand, the product and the process. The home office will help you with whatever you need, and as long as you develop some loyal fans and customers, it's definitely something you can use to secure a very good life. It's gotten me freedom from the rat race and a chance to do my own thing. I make my own days, do things at my own leisure, support my family and own my own home, plus I have some rental properties on the side. Without Chem-Dry, I'd probably be more limited and restricted in my life.

of Chem-Dry franchisees own
multiple franchise licenses

49%

75%

of Chem-Dry franchises are
owned by multi-unit owners

Source: Chem-Dry



FAQS & QUICK FACTS

WHAT IS THE INITIAL INVESTMENT IN A CHEM-DRY CARPET CLEANING FRANCHISE?

Our total estimated initial investment is \$56,495 - \$162,457. This range varies based on the type of equipment and van that you prefer.

WILL CHEM-DRY FINANCE MY BUSINESS?

Yes, Chem-Dry will finance portions of the initial license fee over 56 months. We require a minimum down payment of \$6,000. Chem-Dry does not finance acquisition of your van, equipment, working capital or any other start-up costs.

WHAT IS THE DIFFERENCE IN EQUIPMENT PACKAGES?

Chem-Dry offers three different types of equipment packages. Note: The van is not included. You will need a half-ton white cargo van for the portable unit and a three quarter-ton white cargo van for truck-mounted units.

DOES CHEM-DRY OFFER TRAINING?

Yes. Chem-Dry offers a three week program consisting of two weeks of at home study, in addition to five full days of high impact, hands-on and classroom-style learning at our headquarters in Logan, UT or Nashville, TN. We cover everything from customer acquisition to marketing to carpet cleaning theory. We also provide ongoing support. You will be assigned a QuickStart coach to help you hit the ground running. Annual conventions, training events and retreats will keep you in touch with the Chem-Dry family. Continued support is offered by your business coach, marketing team and numerous other departments at the home office.

HOW DO TERRITORIES WORK?

We developed our territories to make sure we achieved proper market penetration but not

saturation. We allow multiple franchises in an area based on population, on a ratio of one franchise per 60,000 people.

WHAT IS MY MONTHLY ROYALTY/FRANCHISE FEE AND MARKETING FEE?

Chem-Dry has a flat monthly royalty fee of \$400.98. We do not have a national ad fund.

HOW MUCH CAN I MAKE?

It depends on how much time and effort a franchise owner is willing to expend. At the appropriate time in the process, we allow qualified candidates to communicate with our franchisees, who can relate their experiences.

WHAT IS CHEM-DRY'S COMPETITIVE ADVANTAGE? DRIER. CLEANER. HEALTHIER.®

Our innovative technology is designed to make delivering customer satisfaction a cinch with carpets that are deep-cleaned, quickly dry and healthy for the entire household. Chem-Dry's mission is helping people live healthy lives, which starts with clean carpets and a healthy home. Our proprietary hot carbonating extraction cleaning process penetrates deep into the fibers, removing an average of 98% of common household allergens from carpets and upholstery and 89% of the airborne bacteria in your home when a sanitizer is added.* Plus, our patented green-certified solution, The Natural®, contains no soaps or detergents so it's safe and non-toxic for your family & pets. And, Chem-Dry uses 80% less water than typical steam cleaning so carpets dry in hours instead of days, making it the safer and more convenient carpet cleaning choice. All of this means Chem-Dry cleans for your health like no one else.

ADVERTISING, MARKETING AND TRAINING SUPPORT

STARTING A CARPET CLEANING BUSINESS IS EASY WITH THESE RESOURCES

Our main goal is to help our franchise owners grow the most profitable businesses possible, and marketing is one of the best means of 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 an 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 websites like Google+ and Facebook, where consumers now go to find vendors they can research and learn to trust.

Included in your New Business Set, is a 3-month “Kick-Start” Marketing Program. You will have an SEO-Optimized Word Press Website, and be trained on how to use it. You will get a “Chatleads” live web chat service, in order to engage website visitors 24/7. We will also set up your Google Adwords and Pay per Click advertising campaigns, including a starter budget to help seed those clicks. You will get Directory Optimization on over 40 local directories, a business phone number, Directory Review management, loyalty marketing support and of course Digital Marketing training.

Chem-Dry further provides its franchisees with all the tools they need to aggressively market their businesses locally to get the phones ringing. We can provide you with postcards, magnets, business cards, stickers, brochures, door hangers, invoices, envelopes, calendars and email blasts.

Our Senior Vice President of Marketing, Bill Zinke, has more than 20 years of experience in building brands and expanding the networks of several franchise concepts, and he teaches franchisees how to acquire new customers and generate repeat business.

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, as well as additional resources.

Franchise Website:

Chem-Dry provides each franchise with a customizable website local owners can use to lure online traffic.

Marketing Diagnostic:

This tool represents an innovation in online resources for franchise systems. Franchise owners can access the toolbox and evaluate their businesses' success compared to standardized benchmarks and diagnose areas where improvements are needed.

Franchise Marketing Packet:

A handy packet with announcement cards, door hangers, brochures and other basic materials you need to spread the word about your new business.

CRM Tool:





Our Customer Relationship Management tool, OnTrack, is a web-based program used for billing and scheduling customers, managing invoices and accounting software and gauging customer satisfaction.

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.

RECEIVE INDUSTRY-LEADING TRAINING AT CHEM-DRY UNIVERSITY

With nearly 3,000 franchise locations open for business, we've perfected the training and support techniques franchisees require to become successful, thriving Chem-Dry owners. New franchise owners become carpet-cleaning experts during a weeklong residency at either the Logan, Utah, or Nashville, Tennessee, campuses.

After completing the comprehensive training program, you'll have hands-on experience with each of the Chem-Dry business systems, will understand the best practices in carpet cleaning, and most importantly, have hands-on experience from the best trainers using the most cutting-edge equipment in the industry.

KEEP ON TOP OF THINGS WITH ONGOING SUPPORT

Some franchise opportunities throw new owners in the classroom, show them the "on" switch and send them on their way. At Chem-Dry, our training and support extend well beyond the classroom, with ongoing learning support

provided throughout the first year of operation and continuing thereafter.

During the first year of operations, your QuickStart coach leads you to adopting the Chem-Dry best practices you learned in training. These lessons reinforce training, and they help calm nerves while simultaneously helping new franchisees set and achieve benchmarks, which promotes success.

From one-on-one pre-training sessions to frequent phone calls with quickstart coaches and franchise colleagues, Chem-Dry franchise owners become part of a network of knowledgeable and caring business owners. All the while, Chem-Dry carpet cleaning franchises continue to receive the support and backing of our operations staff.

When new employees join your operation, our advanced Chem-Dry University online training program allows them to sharpen their skills and develop the knowledge necessary to achieve peak performance — all before they ever set foot in the field. Chem-Dry Director of Training Jotham Hatch developed these programs with an eye to longevity, and he should know. He has been with Chem-Dry since 2003, holds a master's degree in instructional design and stays on top of emerging trends and technology in the field.

Throughout the year, we provide multiple in-person training events at regional mini-conventions, at our annual franchise conference and at venues around the world. Locations have included Cancun, Las Vegas and Orlando. These events are not only educational, but they're also designed to heighten the sense of community within the Chem-Dry franchise system. After all, one of the best sources of information and best practices is our network of nearly 1,000 franchisees. With an average of 18 years in the system, our franchisees are the experts when it comes to what puts Chem-Dry at the top.

MEET THE CHEM-DRY FRANCHISING TEAM

MARKETING AND EXECUTIVES

DAN TARANTIN, PRESIDENT AND CEO

Dan, named president and CEO by Harris Research Inc.'s Board of Directors in November 2011, 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.

BILL ZINKE, SENIOR VICE PRESIDENT OF MARKETING

Bill has over 20 years of marketing experience, including time spent building the brands and expanding the networks of several other franchised concepts. He teaches franchisees how to acquire new customers and generate repeat business, and also helps build national brand awareness and consumer demand through public relations and management of Chem-Dry's website, social networks and online marketing efforts.

FRANCHISE DEVELOPMENT

DOUGLAS SMITH, SENIOR VICE PRESIDENT OF FRANCHISE DEVELOPMENT

Doug comes to HRI most recently from the Affinion Group, where he was Senior Vice President of Business Development in their Financial Services division. He started his career with Perk Development Corporation, who at the time was the largest franchisee of Perkins Family Restaurants, as well as both Chilis and Bobby Rubin's locations throughout the Northeast. He relocated to Atlanta, GA where he went to work for The Cheesecake Factory Corporation. Following that, he worked at Edward Don and Company, working closely with several corporate, independent and franchise restaurant operations throughout the Southeast.



DAN TARANTIN



BILL ZINKE



DOUGLAS SMITH



FRANCHISE DEVELOPMENT



CHELSEY SANDERS

CHELSEY SANDERS, FRANCHISE DEVELOPMENT DIRECTOR

Chelsey has been with Chem-Dry since 2004. As franchise development director, she is responsible for qualifying, educating, and engaging potential Chem-Dry franchisees; working with new Chem-Dry leads; and identifying existing franchisees in a position to expand their footprint. Chelsey also manages our referral program and all communications concerning brand expansion and growth. Over the last four years, she has recruited more 275 franchisees to Chem-Dry and its sister company.



ALEX SABBAGH

ALEX SABBAGH, FRANCHISE DEVELOPMENT DIRECTOR

Alex Sabbagh was born in Miami, FL, raised in Colombia and returned to the U.S. in 2000. He received his Bachelor of Science in Management and Associates of Arts in Business. He and his wife Nicole live in Lyndhurst, NJ with their young son Daniel, and are expecting his baby brother. Alex's bi-cultural background and passion for sales have helped him grow in business development and most recently led Franchise Sales efforts for a well-known commercial cleaning company, managing the NY & NJ region, signing over 75 franchises in 2016 and putting his region in the #1 position nationally.



AARON HARPER

AARON HARPER, FRANCHISE DEVELOPMENT DIRECTOR

Aaron grew up surfing and playing sports in Newport Beach, CA. He attended UC Santa Barbara, where he graduated with honors with a bachelor's in Communication and Film Studies. Aaron then moved to Los Angeles to work in talent management for some of the biggest actors, writers and directors in film and television. Aaron decided on a career in corporate sales and moved to Tennessee to work with AT&T. He later joined Chem-Dry doing business development for N. America. Aaron has a passion for helping new franchise owners succeed and achieve their goals.



MIKE SCHLEGEL

MIKE SCHLEGEL, FRANCHISE DEVELOPMENT DIRECTOR

Mike Schlegel is the latest addition to Chem-Dry's Development Team. He comes to Chem-Dry after serving as Sales Manager at FranConnect, the leading software provider for the franchise industry. Prior to that, he was VP of Development at national dog daycare franchise Dogtopia, where he led franchise development and store development efforts. Mike attained the Certified Franchise Executive (CFE) accreditation in 2011. He has a passion for franchising and working with entrepreneurs to meet their goals of having their own businesses.



JEFF YOSHA

JEFF YOSHA, FRANCHISE DEVELOPMENT DIRECTOR

Jeff has been in franchise development for 12 years and has experience in assisting small startups as well as big mergers and acquisitions within the industry. Jeff joined the Chem-Dry family in 2013. He is very passionate about helping candidates reach their dreams and goals of business ownership and believes Chem-Dry is the one of the best vehicles to get them there.

TRAINING AND SUPPORT



ED QUINLAN

ED QUINLAN, SENIOR VICE PRESIDENT OF FRANCHISE SERVICES

Ed oversees business support services for Chem-Dry's franchisees, including training and business coaching programs designed to improve performance and the implementation of software improvements designed to make business easier and more profitable.



JOTHAM HATCH

JOTHAM HATCH, DIRECTOR OF TRAINING

Jotham joined the team as an Instructional Designer in 2003 and has focused on training solutions ever since. Jotham is critical to our franchisees success, using a wide variety of blended learning approaches ranging from Online, Face-to-Face, Hands-On, and Text-Based methods.





A DAY IN THE LIFE OF A CHEM-DRY FRANCHISEE

OUR CLEANING BUSINESS FRANCHISE ALLOWS FOR FLEXIBILITY, FAMILY TIME.

Richard Reid gets up at about 6 a.m. in his home in Asheboro, N.C., joins his wife and two children for breakfast, helps the kids get ready for school and prepares for his day. He's been a Chem-Dry franchise owner in North Carolina's Triad area Greensboro, Winston-Salem, High Point and the surrounding area for ten years, and he's assembled a healthy operation based from an office in Greensboro: ten franchises with nine employees and four vans, all deploying for mainly residential jobs in the morning and returning in late afternoon.



Reid is a stickler for organization and preparation. He doesn't like surprises. His fleet of vans has been refueled, cleaned and rendered ready for work the night before, and Reid has the day's schedule mapped out already. He aims to get to the office between 7:30 and 7:45, so he leaves home at just after 7:00, expecting to pick up his daughter, 9-year-old Leah, from dance class that evening. His Chem-Dry schedule affords him the luxury to do that.

The daily workload is almost always busy but manageable. The techs, led by the lead guys," Jason Wood, Tommy Hill and Ricky Vaughn, are in by 8:00 so they can pick up their work orders, hit the road and start their first jobs by 8:30 a.m. They're scheduled in two-hour increments, the expectation being that each job will take no longer than two hours; of course, some do, and it's the lead tech's responsibility to call the next appointment and let them know if the team is running behind on the previous job.

Most times, it's not a problem, and people are flexible. The vans "three-quarter-ton jobs" are all equipped not only with Chem-Dry's largest

and most powerful truck mount system, the CTS Direct Drive 4.8, but with GPS and tracking systems so there's no chance of crews getting lost, wasting fuel or goofing off on the job. Not that Reid is worried about these guys. He's developed an excellent crew that's getting quite nicely. As the guys load up the vans and set off, Reid reflects on some problem employees he used to have and had to dismiss, and he feels a sense of satisfaction that he's managed to replace them with reliable techs who get the jobs done.

The jobs today are all at people's homes. While the crews get busy, Reid attends to matters at the office, fielding calls from clients, entering invoices into the computer system, arranging for minor repairs and maintenance to the vans and equipment, a nearly daily task with that many vans and that much equipment. In late morning, he drives out to a commercial job site to meet with another client, who needs his offices cleaned. This job will have to be done later in the week and after hours. It's no problem, though. Commercial jobs pay well, and crew members are usually happy for the chance. Reid agrees on a day and time and sets the appointment up.

At lunchtime, Reid heads to a lunch meeting of the Greensboro Merchants Association, a trade organization of small business owners like him who exchange tips and leads at these meetings. It's invaluable for networking; sometimes Reid goes here, other times to similar lunch meetings in High Point or Winston-Salem, and sometimes he meets with an employee for lunch just to see how things are going, if the employee has any problems or issues he wants to discuss. Rarely does Reid use the lunch hour just to eat lunch.

In the afternoon, Reid spends an hour or so meeting with a direct-marketing representative about buying some ad space, another regular aspect of his job. It's not his favorite thing in the world to do, but he knows it's necessary, and he likes the results when it's executed well. Around 2:30, he heads out to a couple of clients homes to pick up some items he and his team are working with more and more these days: Oriental rugs. High-priced rugs are items the company is increasingly focusing on. The team can do a much better job cleaning them in the office rather than at the home, so Reid collects them and brings them back.

Around 4:30, the vans begin rolling back to the office, each crew having knocked out four or five jobs today, a good performance. The techs usually have stories to tell: about the lady who didn't think her cats urinated on the carpet until the techs black light revealed carpet covered in stains, or the guy with a decade's worth of spills caked into the brown carpet that turned out, after cleaning, to be light blue. Reid listens, laughs, and starts helping the techs prepare the vans for tomorrow: refilling tanks with solution, emptying waste tanks, picking up trash, cleaning the gear, straightening things out. It doesn't happen often, but sometimes a client will call in the evening with an emergency job, and Reid wants to be able to fire up a van and go immediately if need be without having to restock. He may make a few calls to clients, too. He's usually out the door by 6 p.m.

Most nights, he's picking up one child or another from an after-school activity, whether it's his son Cameron's basketball practice or Leah's dance classes or sports practice of her own. Reid, even while running a business, has time to coach his daughter's club basketball team two nights per week and catch every game, without fail, that either of his children play, even if it's at 4:00 in the afternoon. If he has to work late on a Tuesday to be able to leave early on a Wednesday to catch a game, he can do it. The flexibility is one of the things about business ownership that attracted Reid to begin with, and now that he's gotten used to it, he absolutely wouldn't have it any other way.

Tonight, he picks up Leah, and they're back home in Asheboro around 7:30. Reid's wife, Melissa, usually does the cooking if Reid handles the child pick-up and cleaning, so she has dinner ready. The family eats, Reid does the dishes, then he settles back for a little relaxation, an episode of "CSI," usually, or "The Mentalist," unless it's basketball season and his beloved Duke Blue Devils are playing. He helps the kids with homework if they need it. Reid knows some Chem-Dry owners who bring work home with them at night, but Reid seldom does. He almost always can get his work done in the office. Good thing: By 10, it's bedtime. He rolls into bed worryfree, happy with another satisfying workday and confident he's ready to make tomorrow just as good, if not better.





CHEM-DRY FRANCHISEE REVIEWS

WHO MAKES A GOOD CHEM-DRY FRANCHISE OWNER?

Good customer service and people skills, good organizational skills, an ability to follow and implement a system and the willingness to market your business are good starting points for successful Chem-Dry franchise owners. Here's what a few of our longest-tenured franchise owners have to say:

The best person to own and operate a Chem-Dry business is someone who has some experience running a customer-oriented business and is financially sound. The carpet stuff you can learn. I can teach anybody to clean carpet and the chemistry of it, but I can't teach someone to love dealing with customers and knowing how to deal with customers.

- Paul Moen, Moen Chem-Dry, Summerville, S.C.

An organized person who is not afraid to put himself out there. When I think about this business and how to succeed, it takes a lot more than knowing how to clean carpet. You have to be able to market, and know how to manage resources and people. Beyond that, it's not about creating yourself a job. In order to create a successful and profitable company, you can't look at it as, "I bought myself a job." You have to think, "This is a business that can be very profitable if I manage the business and myself and my employees properly."

- Kati Buckland, co-owner, Chem-Dry of Albuquerque and Chem-Dry of New Mexico.

"I think top performers in the Chem-Dry system are people who go to convention and go to the regional training sessions and use the webinars and keep up with the literature in our industry. A lot of it consists of educating yourself and using the materials Chem-Dry provides which are excellent."

- Derek Acker, Chem-Dry of Wichita.

"You've got to be determined and willing to work hard and multitask. It's hard work and it's rewarding in the end. Our customers are happy with the results, and you have to be willing to go the extra mile to beat out the competition and have the push to make sure you're doing a good job."

- Joe Weiss, Chem-Dry of Washtenaw, Ann Arbor, Mich.



CHEM-DRY FRANCHISE CUSTOMER REVIEWS

WHO ARE OUR CUSTOMERS?

Roughly 80 percent of Chem-Dry business happens in the home, the rest in offices and commercial spaces. 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.

Seven of every 10 residential customers are women. They tend to be highly educated, with full-time jobs, spouses and two or three children. They're also upper-middle class, meaning higher-value tickets, higher degrees of loyalty and a higher likelihood of referral. They generally own their upscale single-family homes and want to spend money to maintain them.

Our customers, especially those with children, are careful about whom they allow in their homes. It's understandable. Some in-home service employees are trustworthy; some aren't. Chem-Dry has a real advantage: Our brand is well-known and highly rated on Yelp!, Google+ 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 pet odor and urine

removal process tackles the problem at the molecular level rather than masking it. We often acquire new customers when they've spent money on pet odor cleaning only to have the smell and stains come back shortly thereafter. Not with Chem-Dry!

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.

With just under 8 percent of the carpet cleaning market share, we are rapidly growing year after year, and over time our share will increase substantially as customers experience our unique and highly competitive cleaning service.

CHEM-DRY FRANCHISE CUSTOMER REVIEWS

Chem-Dry welcomes all customer feedback regarding a recent carpet, upholstery or tile cleaning. Below are testimonials from actual customers who've taken advantage of Chem-Dry's stellar services. In addition to a comment, each customer has the opportunity to score their experience with Chem-Dry.



Jennifer C.

For years I have used Chem-Dry. From my apartment to my new home. Every time the technician is on time, takes their time to do a great job. From my carpeting to my furniture I have always had a great experience with this company. I feel their prices are VERY fair and they even provide coupons on their website to help you save more money. I recommend this company all the time to coworkers, friends and family!



Den P.

LOVE my countertops that now look like new. Terry and Andy made my old granite look and feel better than it has since installed. The job was done quickly and professionally. I would definitely recommend Chem-Dry to anyone looking to clean and reseal their granite counters.



Brian C.

I have worked for this company for many years! I no longer am a service tech and have moved to a different business all together. Chem-Dry takes a lot of pride in training their employees and gaining star certifications within the organization. I can proudly say that Chem-Dry after 14 years of service with them, is the best company I have ever worked for. Thanks for all the experience and knowledge that I have gained. You guys rock!!!!



Denise S.

I have been using Chem-Dry for many years, but in the last few years of my dog's life I have had to use them quite frequently. They were the next best thing to magicians when it came to getting the pet stains out of my light grey carpet. They

were friendly, knowledgeable, and always showed up on time, if not early. I highly recommend this company and couldn't say enough about how great I think they are!



Therese S.

Chem-Dry came highly recommended by a friend. We had them clean our carpets after we had some construction done and various workers were in & out of our home due to a roof leak. Stacy & Kevin provided exceptional service. Stacy worked diligently to get us the correct information we needed for our insurance claim, always responding in a timely fashion. Both Kevin & Stacy were extremely informative about their process and the quality cleaning provided by this company was simply top notch. We can't say enough about the excellent level of customer service and professionalism. Customer satisfaction goes a long way & Chem-Dry knows what it means to go above and beyond.



Brandi K.

Love!! Thanks for keeping our home clean and sanitized!



Sue M.

I have an old sectional sofa and a few area rugs that I thought I'd have to replace, but they were brought back to life Chem-Dry! I highly recommend these services. It's like having a dry cleaner make a house call! They are very professional, on time, and they do the highest quality of work. My sofa and rugs smell SO good and are thoroughly clean again! Very Satisfied.



Erin W.

Thank you for doing such an amazing job! The carpet looks like new! I didn't think it was possible after 2 messy little boys running around the house! All the stains are gone! The best it's looked since we moved in! Great service as well!! Dried Fast.

**Amanda P.**

After another service cancelled 2 minutes before our scheduled time, we called Chem-Dry, who got us in the same day. The service people were friendly and professional and did a great job. The carpets were almost dry by the time they finish. The floors looked great and they were very straight-forward about various services and what results to expect.

**Jeff I.**

Outstanding service and results. They brought back the life of our carpet when we thought they needed to be replaced. I can express how happy I am with their level of professionalism and the results of cleaning our carpets.

**Mindy G.**

We have used many carpet cleaners in the past... but once I found Jeff, I have never used anyone else! First of all, my carpet looks fantastic every time he's done. Plus, it's practically dry when he's finished, not like some places that leave your carpet soaking wet. The Chem-Dry system is amazing! Other than the carpet cleaning... Jeff is one of the nicest, most trust-worthy guys you'll ever meet. I HIGHLY recommend him and would never use anyone else.





NEXT STEPS

WE WANT TO MAKE SURE ANYONE WHO TALKS WITH OUR RECRUITERS GETS THE INFORMATION AND TIME HE OR SHE NEEDS TO MAKE A GOOD DECISION.

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, which is an initial “meet and greet” phone call with a Chem-Dry franchise development director. We’ll be in touch with you shortly after you fill out the form to schedule an appointment.

MEET AND GREET CALL

At your convenience, we will conduct a 15 minute “meet and greet” call with you. We will learn about your motivations and resources to pursue Chem-Dry ownership as well as initially qualify you for the opportunity, including determining territory availability. If we both agree to move forward, you will take part in an in-depth webinar. We will also send you a copy of our Franchise Disclosure Document (FDD) via email or drop a copy of it in the mail to you.

INTRODUCTORY WEBINAR

A webinar is a web-presented, 30- to 40-minute PowerPoint slideshow you can view while on the phone, followed by an open Q&A. This is an orderly introduction to what we do, how we do it, and what’s in it for you. You are welcome to invite guests or friends to the webinar.

REVIEW OUR FRANCHISE DISCLOSURE DOCUMENT (FDD)

After the webinar, we will schedule our next phone call to review the FDD in depth and answer any questions you may have.

TALK TO FRANCHISEES, FIELD VISIT AND RESEARCH

This is by far the most important step. We don’t want you to take our word for it; we want you to talk to other franchise owners 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. 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 salesperson present. We know you’ll like what you see! This step concludes with a mutual evaluation to decide if the fit is right for both of us.

EXECUTE AGREEMENTS

When you sign and return the FDD receipt, a 14-day clock starts ticking. The FTC mandates a two-week waiting period before you finalize your deal. We’ll deliver your completed agreements for the territory you selected. When you’re ready, you sign the contracts and start the next chapter of your life!