



**Free Franchise  
Report**

**ChemDry<sup>®</sup>**  
Dryer. Cleaner. Healthier.<sup>®</sup>



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## What Is Chem-Dry?

The Nation's Largest Carpet Cleaning Franchise

*Every year, home and business owners have an estimated*

**87 MILLION**

**SQ FT.** *of new carpet installed, and all of it has to be cleaned.*



Chem-Dry Carpet Cleaning, based in Logan, Utah, is the world's largest carpet cleaner, with more than 3,500 franchises worldwide using the company's patented products and 35 years of experience making people's homes and workplaces cleaner and healthier.

We began as a healthy and green alternative to traditional carpet cleaning companies, and today we clean more carpet and surfaces than any other company. Our brand represents the best of the best in the carpet cleaning market, and our world-class franchise owners are committed to providing our customers with the cleanest and healthiest homes. Our customers' homes are their most cherished environments. We take great pride in giving them the peace of mind that comes from knowing their homes are clean and safe.



It's a massive market. Every year, home and business owners have an estimated 87 million square feet of new carpet installed, and all of it has to be cleaned. Carpet makes up more than 67 percent of all floor coverings in the Ireland, 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, and water damage repair and restoration work.

Chem-Dry technicians get the job done and look and act professional while doing it. Carpet cleaning is a fractured industry with many fly-by-night vendors with varying levels of trustworthiness, training and levels of professionalism. People are understandably careful about letting workers into their homes. Chem-Dry has the best and most 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.*

You can start your Chem-Dry business for as little as €20,000 down and a total investment of €35,585. It's an ideal business for an entrepreneur with drive, determination and business skills, but it doesn't require a lot of experience or money to start. We take care of the training in Dublin.

It all adds up to a rock-solid business opportunity for our franchise owners. We protect our competitive advantages and intellectual property to ensure that our franchisees' investments are secure. We're driven by one overriding concern: the profitability of our franchisees. Our products, services and professionalism are all designed to meet this goal. We've worked hard to build the largest and most respected carpet cleaning brand in the country, and we're expanding both our number of locations and our percentage of market share.

## **The Chem-Dry Story**



**Robert Harris**



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 flying back home during a break in classes, 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 great entrepreneurial moment and it transformed Robert Harris' life. It led to the improvement of and has improved the quality of countless homes and offices for 35 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 cleaners force large amounts of hot water into the backing of a carpet, and then rely on high-pressure extraction to lift the water and dirt out.

Steam cleaning can be effective, but has some real 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-five years later, Chem-Dry is the largest carpet cleaning brand, with over 4,000 locations worldwide and a market share of 7 percent, the largest for a single brand.

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 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 Pet Urine Removal Treatments;

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, 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.



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, 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 moved around and remains in the carpet.

## A Better Way to Clean Carpet

The explosive power of organic hot carbonated water extraction — 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 an hour or two instead of a day or two. The carbonation works at the molecular level to lift dirt particles to the carpet surface, which means Chem-Dry technicians require less pressure to whisk the dirt away, reducing the risk of damage to your carpet.

There's a reason why 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 Natural's simplicity and effectiveness 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 — and 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.

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 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. 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. No need. Carbonation, which to you appears as 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.

Even better, because Chem-Dry's process of hot water carbonation extraction is so effective, it requires a fifth of the water used in steam cleaning. That not only conserves precious water but allows the carpet to dry within an hour or two as opposed to a day or two with normal steam cleaning, which 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 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 — the Environmental Protection Agency recommends that most homeowners clean it at least every 6 months — it should act as a filter to keep allergens under control in your home and workplace.

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 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 bible 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 over 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 24 straight years, one of the longest running streaks in franchise history. For 2012, Chem-Dry is ranked 46th on the Top 500 list — and first among carpet cleaning franchises. Those aren't the only superlatives Entrepreneur reserves for Chem-Dry: It ranks Chem-Dry ninth on its top 10 list of franchises you can start for less than €40,000 and 11th on its annual list of the top 100 home-based franchises.

## More Than Rankings



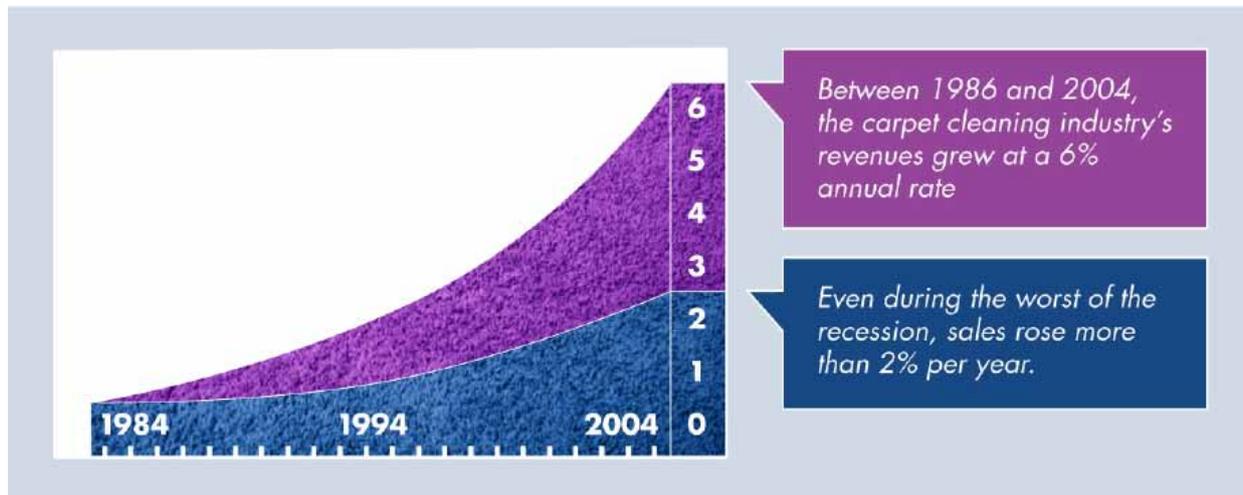
As great as Entrepreneur's endorsement is, an even more telling ranking comes from the Franchise Research Institute, which designates Chem-Dry a World-Class Franchise system. FRI uses anonymous surveys with franchise owners to gauge what they really think about their brands. It's considered the most thorough and reliable measure of franchise health.

FRI's ranking for Chem-Dry places it among the highest-rated systems for franchise owner satisfaction. Chem-Dry franchise owners are profitable, would choose to purchase their franchise again and enjoy the lives their franchises afford them.

Driving our franchise owners' happiness is a stellar and industry-high customer rating. Our customers love what we do, and 96 percent of them choose to use us again.

Do a quick Google search of Yelp! and Google Places customer reviews and you'll see that we consistently earn five-star customer ratings. Homeowners, landlords, Realtors 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 soapy 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 \$1.8 billion. In 2011, that amount had risen to \$3.7 billion. By 2015, the industry is expected to gross \$4.4 billion. It's dominated by more than 40,000 small, independently owned businesses and historically grows at about a 5 percent annual rate.

Think about how much carpet there is in Ireland. Every year, homeowners and businesses lay more than 87million square feet of carpet, and all of that carpet has to be cleaned. The amount of carpet installed has been increasing for more than half a century, when the bulk of houses had only lino on the floors in the 1950's & 60's. Carpet makes up a little more than 67% of all flooring in the country, making it the most common type of floor covering.

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 Environmental Protection Agency recommends that homeowners with children clean carpets every six months to keep dust particulates out of the air and minimize the chance of mold.

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. A top-ranked franchise system — with professional, trained technicians, excellent customer service and a main office that keeps its franchise owners trained and stocked with equipment and supplies that lead the industry — can easily outpace an independent vendor trying to do business in his own van.



## What Services Do We Provide?

Chem-Dry doesn't clean just carpet. We clean and protect every surface 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, 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 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.

## Stone, tile and 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.

## 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.

## Water damage restoration

Our team of trained specialists are ready to handle any kind of water, flood and smoke damage restoration work, from extracting water as a result of a broken water main to flood & smoke damage.

## 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.

### 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 new 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 franchises' earning potential and return on investment.

## 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, who are willing to pay more for products they know are healthy.

Chem-Dry was a green company long before “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. That's all. You can drink it. Its simplicity and effectiveness 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 — and 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.

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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 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.

## Who Is Our Competition?



Of the estimated 40,000 carpet cleaning businesses in the United States, 75 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.

In Ireland there are only 2 carpet cleaning franchise companies. Of the two Chem-Dry is by far the largest, and controls the largest market share.

Chem-Dry survived the worst of the recession, which forced many independent operators out of the business, creating opportunities for Chem-Dry to expand.

Individual vendors may, sometimes 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 offices and especially homes, sometimes in the presence of children and pets. If a carpet cleaning company doesn't inspire trust — or, worse yet, violates it — they won't be seeing that business again.

By contrast, Chem-Dry selects only the best franchisees to represent its brand to 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 go to great lengths to make sure we are recruiting 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

Roughly 70 percent of Chem-Dry’s 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, many with full time jobs, marriages and two or more 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 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 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.

As the largest carpet cleaning franchise in Ireland, our share of the carpet cleaning market is rapidly growing year after year, and over time our share will increase substantially as customers experience our unique and highly competitive cleaning service.

## 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.

**76%**

*is the number of  
new calls our  
Franchisees book.*



**90%**

*is the booking  
rate on calls  
from previous  
clients.*

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 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 hangars, invoices, envelopes, calendars and email blasts.

Our marketing director, Ed Quinlan, has more than 15 years of experience in the field and exceptional skill at using cross media and networking to increase local market share. He oversees a department that has worked out a systematic approach to building a database of repeat customers who over the years form the backbone of your 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, and other 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.

Our goal in marketing is to build each franchise a strong, deep, loyal customer base who 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.

## A Day In the Life of a Chem-Dry Franchisee

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 owner in North Carolina's Triad area — Greensboro, Winston-Salem, High Point and the surrounding area — for six years, and he's assembled a healthy operation based from an office in Greensboro: Five franchise licenses 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, 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 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 ChemDry's largest and most powerful truck mount system, the CTS 450, 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 gelling 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. Chem-Dry doesn't clean only carpet, and customers' 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 13-year-old 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 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 worry-free, happy with another satisfying workday and confident he's ready to make tomorrow just as good, if not better.

## How Good is Our Training and Support?

We've been helping people open franchised businesses for over three decades and after launching over 3,500 franchise locations, we know a good bit about training and supporting new franchise owners!

Once you decide Chem-Dry franchise ownership is right for you, you will attend your training programme in Dublin. When you leave, you'll have absorbed all the basics and received intensive, hands-on training from the best trainers using the best equipment in the industry.

Our franchise owners have plenty of help long after our initial training. For the first year of operations, you will have a new best friend: Pat Green, our Quick Start Coach and the most important person in your life for the next 12 months. (Aside from the wife and kids, of course. Well, maybe ) Pat helps new franchisees adopt Chem-Dry best practices, helps reinforce the lessons learned in training, calms nerves when they get shaky and assists franchise owners in setting and achieving their benchmarks to ensure success.

If you need help, and if you maximise the resources Chem-Dry has set up for its franchise owners, Pat's the man to talk to (and at least at first, you'll be talking with him a lot). You'll be taking part in a one-on-one pre-training session that covers some of the basics such as do I set up a ltd company or operate as a sole trader, initial advertising etc. Coaching calls with Pat help new franchisees keep up to date on new ideas in the industry.



And the support doesn't end there. Our operations staff, led by Ted Peterson and Shawn Rodeback, helps franchisees develop their businesses and meet their goals beyond the oneyear mark. One of our most advanced and popular programs is Chem-Dry University, an online training program for technicians and local office staff members that allows them to sharpen their skills and knowledge through interactive games, tests and certifications. Chem-Dry University helps our franchisees minimize travel expenses and maximize education and business improvement in a distance learning format. Jotham Hatch, our training director, has a master's degree in Instructional Design and carefully constructs our training efforts for our franchisees.

Besides the five-day initial training, the year of QuickStart-focused support and our ongoing operational support and distance learning,, we provide multiple in-person training events throughout the year. We hold regional mini-conventions twice a year, an annual franchisee convention at various venues across the world (we just held our convention in Cancun in January) and other such events periodically throughout the year. With an eye on education, these events are also designed as a networking event for our franchisees. One of the best sources of information and best practices is our network of over 1,100 other franchisees. Our average franchisee has been in the system more than 10 years, and access to them and their experience is invaluable.

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

## 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.

## What Are My 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 from from €35,595 to €60,000, depending on the equipment and van the owner chooses. A franchise owner will also 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 your investment or equipment package you choose, your monthly royalty is constant and affordable, €397.

The Chem-Dry investment model results in a franchise with tremendous scalability and earning potential. Entrepreneurs with more capital can spend more for multiple licenses and lock down territories. It all depends on each individual’s financial situation and level of ambition.

Chem-Dry offers no-cost in-house financing –there is no interest charge. Cash is crucial in the first few months of any 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 just another way that we invest in the success of our franchisees.

This chart details our financing terms by equipment package. Most new franchisees start their business with the portable option and grow with truck mounted units.

Equipment Option	Equipment	Initial License Fee	New Business Set	Total Investment	Down Payment	Balance Financed	Monthly Payment
Portable	€12,000	€15,000	€3,000	€35,595	€20,000	€15,595	€325 + VAT

## Chem-Dry Franchise Startup Costs

Four components make up the investment and start-up costs of a Chem-Dry franchise business. Chem-Dry helps finance three of these: the initial license fee, turn-key new business set and the equipment package. These are considered “hard costs” of the franchise investment and vary based on the equipment a new owner chooses.

INITIAL COST INVESTMENT		
(1) Initial License Fee	€15,000	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 ChemDry business.
(2) Turnkey New business Setup	€8,595	Initial Cleaning Solution, Equipment Package, and Advertising Materials consisting of one Powerhead (Hot carbonating extraction head) and pad driver, vacuum, contact management software, training and materials, start-up, package of cleaning solutions, spot removal products and van decals.
(3) New Equipment Package	€12,000	Portable Power Base Unit
TOTAL HARD COST INVESTMENT		
€35,595		

As shown above, hard cost of the Chem-Dry Investment is €35,595. In addition you will need a van.



## How Much Money Can I Make?

The short answer is that it's up to you.

Chem-Dry has an enormous market and we're always looking for ways to expand our revenue sources. If you want to run a top performing business that hits or exceeds your financial goals, we can show you how and have the experience to help you succeed.

## Can I Finance My New Business?

Chem-Dry offers no cost, in-house financing. For those candidates who qualify for Chem-Dry ownership, our financing is designed to preserve startup cash by requiring reasonable down payments and is operating cash flow-friendly, with zero interest rates.

One of the best features of our in-house financing is that the loan is interest free. Cash is crucial in the early months of any new business, and we want our franchisees to re-invest in their business, and with no interest charge, we allow for investment in marketing and other business building efforts. This type of financing is unmatched in the franchise industry, and just another way that we invest in the success of our franchisees.

Equipment:	Equipment Cost	Licence fee:	Supplies:	Total:	Down Payment	Balanced Financed	Monthly Payment
Portable	€15,000.	€15,000.	€5,595.	€35,595.	€20,000	€15,595.	€325.

## ChemDry Equipment Packages

Equipment Package: ( Power base 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-storey homes or apartments that a hose from a truck-mounted unit won't reach.

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.

## What Are the Minimum Requirements To Own a Chem-Dry Franchise?

Chem-Dry selects only the best franchisees to represent its brand to the world. Our highly selective recruitment process emphasizes demographic and psychographic predictive profiling, a deep analysis of the financial resources of a candidate, and a measurement of the work history and accomplishments of a candidate among many other success indicators. We want only the best and go to great lengths to make sure we are recruiting 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. At a minimum, we recruit prospective franchisees that:

- Have at least €40,000 in cash to invest, more if no other sources of immediate income is available.
- Have a net worth of at least €60,000
- Have a demonstrated work history in sales and marketing
- Have a demonstrated work history of accomplishment and success
- 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

## Franchisee Stories and Interviews

*Interviews with some of our longest-tenured and most successful franchise owners:*

### Derek Acker, ChemDry of Wichita

*Derek Acker was working in finance in Denver but was laid off from his job. He bought a Chem-Dry franchise, just one, but has turned it into a success.*

#### What were you doing before Chem-Dry?

I was in school trying to get my economics degree and working for Janus Mutual Funds and trying to get that going. I was attending Metro State University in Denver. We're from Denver, but we wound up in Wichita because we were looking for a franchise to purchase and wanted to leave Denver because there were multiple franchises there that were established, and there weren't any in Wichita.



### How did you find out about Chem-Dry?

I was laid off from Janus Mutual Funds and ran into another owner of a Chem-Dry in Denver and he said, “You can come work with me” until I found something else. And I really enjoyed it. I liked being out, I liked meeting with people, and I thought watching the cleaning method was really neat. Watching the dirt and stuff disappear from people’s carpets. We were in a quick hurry to find a place to buy ours, and we wound up buying into it because it was relatively low cost and 80 percent of the people have carpets in their homes, so it’s a good deal there.

### What sets Chem-Dry apart?

Our cleaning equipment is second to none. Our solutions are the best. I’ve had three different guys from three different carpet cleaning companies come work for me, and they have all said hands down there’s no comparison to the way that we clean carpets. The thing I like the most is that they’re constantly working to improve and keep up with what is new in the industry. We typically go to the convention and hear about trends before we hear about it anywhere else. It seems to me like everyone is a step behind Chem-Dry, and Harris Research is typically right up there with them. I love the fact that whenever I have a question I can call and they pick up or get back to me immediately. Our pet urine treatment is the best out there. Sometimes people call us back and say that it’s just so much better than what has been done before.

### Who makes a good Chem-Dry franchisee?

I think what separates really strong franchisees from others is that they are people who go to convention and go to the training and use the webinars and keep up with the literature in our industry. A lot of it consists of educating yourself. A lot of times I talk to other franchises, and if they’re complaining, it turns out they’ve never gone to the convention, and it’s the type of people who think they’re just going to do the work and hope it works out.

### Is there a misperception about the carpet cleaning industry?

A lot of people think that the “Chem” in “Chem-Dry” means that we use a lot of harsh chemicals – but it stands for chemistry. A lot of people think we’re a dry cleaning service, and we are drier, but we do use moisture.

### Who are your customers?

What we’ve really found out is that people who want to maintain will do that. That’s typically your housewife. People who don’t care will never clean their carpets. There’s a certain type of person who is going to want their carpets cleaned, and they’re going to do it. People who own their own homes want us to clean. We get most of our calls from mailers that we send out. Typically the age of the clients is 30 to 55, and anywhere from \$40,000-or-above income homeowners. We have started to do a big increase in internet marketing, using Google AdWords. Phone books are pretty much nonexistent for us.

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

I think what franchisees need to know is that it's going to be hard work, especially in the beginning. From having worked for Chem-Dry, I knew what we needed to do, and I kind of just picked out an approach of wanting a job and going door-to-door trying to book jobs. Be willing to do whatever it takes to get the first jobs in, because the bills start coming in and you need to be able to pay them. Go to as much training as you can get. Not even just Chem-Dry training, but also industry training sessions. I get four different magazines in my office every month just to know what everybody is doing. Don't get complacent.

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

I have five kids and I knew I wanted to spend a lot of time with my family ... I coach all my kids in their sports and stuff, and that was a big deal for me. If I need to be somewhere, I can be there, I don't have to be stuck with a boss somewhere. I can sit in the lunchroom with my kids and go on campouts with my kids' schools. That's mainly it. It's a good lifestyle. It doesn't mean I drive a brand new Lexus and all, but we have a nice home and nice cars.

## Kati Buckland, Chem-Dry of Albuquerque and Chem-Dry of New Mexico

*Kati and her husband, Glenn, have been running Chem-Dry franchises since 1987. In 2005 they merged operations with another Chem-Dry veteran, Patrick Wallace, and the three together now operate throughout New Mexico.*

### What were you doing before Chem-Dry?

Glenn started before we got married. He was in the grocery business, was a manager for H-E-B in San Antonio and Austin and read about the Chem-Dry opportunity in Entrepreneur magazine. Glenn owned a Chem-Dry in Austin, and then in 1990 he sold the Austin franchise and moved to New Mexico, where he met me. I was in school to be a teacher.

### What sets Chem-Dry apart?

What sets us apart is the experience we provide. Our guys are not just paying attention to what the customer is asking but acting as problem-solvers, taking care of their needs and providing it in such a way so that it's not so cumbersome. Competitors come in, and it feels like bullying. You feel an incredible amount of pressure to do it their way.



### Who makes a good Chem-Dry franchisee?

An organized, detail-oriented bookkeeper 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 have the resources available to market, resource management skills, know how to forecast out and know the things you need to put in place. 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."

### How large is the opportunity?

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 highend. But we go after it all, residential and commercial. We market ourselves as a highend 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.

### Who are your main customers?

A double-income family, both educated, making anywhere from \$100,000 to \$200,000. They have children. They're people who are educated, who have nice things and want to keep them nice, so they're more open to having a professional in their house meeting their needs.

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

It takes a lot of hard work and dedication. A misconception is that they're going to get to their hometown after training, advertise their phone number and the phone starts ringing. It takes dedication and fortitude and financial resources to build the business. You have to have a can-do attitude and not be afraid to sell yourselves and the service. Also, they should know they're joining one of the best (franchise) networks out there. Not every franchise network shares like we do. We really rely on one another to help each other out. There's so much information out there from people who have been doing it for 20 years.

### Have you ever referred another franchise owner?

I have, a lot. At least 100.

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

Good example: My 15-year-old son broke his leg last week snowboarding, just snapped his femur in half. Right now, my husband is at the office, doing what he's doing, and I'm about to go in. I have incredible flexibility because I've put in the hard work and diligence to make sure I don't absolutely need to be there to make sure the phone gets answered. I can show up at work when I want to, even though I still work a full week. I'm at football games, being the concession stand mom, and I'm very active in the lives of our three children.

### Is there a misperception about the carpet cleaning industry?

A lot of independents have done that to us. They show up in the truck with some equipment they've rented, and they're just there to pick up some quick cash, whereas we're very professional: fully uniformed, everyone has a business card, vans are fully marked, they're clean and beautiful all the time ... Some carpet cleaners are scary. Even I think so. Ours look good and smell good. They're not the scary, sweaty dude with bad breath. We combat that all the time and work really hard to fight the fear of having strangers in your house.

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

From my perspective, I don't think there is a right or wrong there. I look at Patrick before we merged, we owned five franchises and he owned one, but we were running the same size businesses. I don't know there's one way that's better than any other. If you have one, you can put all your energy into that one, and have 10 trucks. I guess it all depends on what your pocketbook looks like.

## Paul Moen, Moen ChemDry, Summerville, S.C.

*Moen, 50, was a vice president supervising a series of Advance Auto Parts stores in the Charleston, S.C., area before the company laid him off in early 2007. He wasn't necessarily looking to buy a franchise but quickly saw the potential benefits, and he's turned his circle of five ChemDry franchises into a success.*

### What were you doing before Chem-Dry?

I was working in the Charleston area supervising Advance Auto Parts stores. I'd been with that company for over 25 years, and one of my very successful store managers left the company and started a Chem-Dry franchise (Greg Phillips of Chem-Dry of Summerville). When I got downsized in February 2007, I started interviewing to stay in the retail sector and realized I was not going to make a lateral move without some consternation. So in May 2007, I started doing research to see if this was something I'd be interested in doing. I realized that any hopes I had at 46 of getting back into the retail rat race at a level I'd be comfortable with was just not going to happen.



### What sets Chem-Dry apart?

Oh, boy, we have a ton of differentiation: Our cleaning process, the quality of our people. At Moen ChemDry, we do business with a friendly smile, we're knowledgeable, prompt, detail oriented, thorough, and the customer's always going to be right. We totally believe in satisfaction guaranteed. It's not just a motto. I can tell you, when I look for employees, I look for five to seven attributes: friendly; customer-oriented and driven, they've got to like customers; knowledgeable or willing to learn; detail-oriented; committed; and adaptable.

### Who makes a good Chem-Dry franchisee?

I do not think the person who's the best owner is necessarily the best technician. The best person to own and operate a Chem-Dry business is someone who's fiduciarily sound and has some experience running a customer-oriented business. 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.

### Is there a misperception about the carpet cleaning industry?

It has the same perception in public that the automotive industry had for many years, as hooks and crooks. People perceive that it's a janitorial service, where people are paid hourly. But with Chem-Dry, we're carpet-cleaning professionals. If I'm in a Chem-Dry uniform west of the Mississippi, Chem-Dry has a huge presence out there and is wellrespected, so people will stop me and tell me how much they like Chem-Dry. East of the Mississippi, not as much, but in the east we're a collection of franchises that's not quite as cohesive as out west.

### How large is the opportunity?

When I got into this, I knew I didn't want to be an owner-operator. We weren't going to be successful because I cleaned carpet. We were going to be successful because I hired quality people and know how to run the business. I can tell you the sales comparison, year to year, from 2010 to 2011 was 105 percent. We doubled up. Just phenomenal growth. I see right now that I could very easily, just with my one franchise here in Charleston, have an uptick of 400 to 500 percent in the next five to seven years. I believe there's enough market share for that. I drive by my competitors' places and I see how many vehicles they have running. Within a 10-mile radius of my office, I have three competitors, and each of them has at least five or six vans running. They're servicing those customers, and those customers need to be mine. That's the way I view it.

### Who are your main customers?

Generally they're women aged 28 to 55, but us, we brag, "There's no job too small, no job too large." We clean for a 75-year-old lady a few blocks away, and we were told that job is too small, but we do it as a community service. We have baked goods that come back with our technician every time we go.

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

I have the freedom to set my own schedule, the freedom to be at every event with my kids when they have a school or athletic event. It allows me to have a lot more freedom. I have two 16-year-olds, a boy and a girl, and an 11-year-old boy, so I attend all kinds of school events. My physical time in the office is probably 48 to 50 hours per week. Some weeks during the holidays, I work not more than 24 hours a week. It's no different than in retail management. When you have a strong team, you can delegate and take time off. If you don't have a strong team, there ain't enough hours in the world to do what you want to do.

## Robyn Smith, ChemDry of Atlanta

*Robyn Smith and her husband simultaneously exchanged positions in corporate America for franchise ownership with ChemDry -- and they haven't looked back.*

### What did you do before Chem-Dry?

I was a manager at AT&T, and my husband was a manager at Marshalls. We were in management and decided to go cold turkey. Two car payments, house payment and two kids, but we went for it. My mom thought we were smoking crack, but we went for it!

### How did you hear about Chem-Dry?

We were kind of burned out on the corporate rat race and my mother-in-law had heard of Chem-Dry and told us about it. We've been operating since 1985; we opened the first one in Georgia.

### What sets Chem-Dry apart?

For one thing – the brand itself is a unique purchase appeal. We're able to offer complete convenience to our clients. Downtown, I think that's one of the things people look for. We're able to do a deep clean without having to use all the gallons of water, and we use a natural solution. We are creating healthy homes and offices and healthy people live in them. We have built a very strong business, and people trust us ... Our vans are equipped with premier equipment, so we have a commitment to technology as well as an enormous database of wonderful longtime customers that we nurture. We do email marketing. We do reminders. We have wonderful leave-behind packages. It's gone beyond the old magnet on the refrigerator thing.

### Are there any misconceptions about carpet cleaning?

I think a lot of it has to do with its name. Back in the '80s, chemical dry cleaning was a big deal – but the Chem is often perceived as Chemical Cleaning, but it really stands for Chemistry.

### Who are your customers?

We don't service apartment complexes, per se. We do a lot of general business. We specialize in property management companies. Servicing large office buildings and the tenants that they are in. Remember from Jerry Maguire: The key to this business is personal relationships. Building those strong relationships of trust. To me, that's the challenge. I think we get a very good rebuy rate.

### What advice would you give to aspiring Chem-Dry franchisees?

Having been in the trenches, I'd tell somebody who thinks they're going to do this parttime: You're either in or you're out. It's a little more hand-run than you might think, even if you're a very savvy business person. Of the people who want to try to run it part-time, I don't know anyone who is still in it. A lot of people "buy a job" instead of buying a business, but they're not really aware of all the costs associated with running a business. I think we're doing a better job of screening people. If you're operating out of your home, you don't have the overhead, but as you grow, you have more challenges. When we went from our third truck to our fourth, it was a real challenge. First, you've got to try to hire someone else. We are a marketing and labor delivery business, and labor is the biggest challenge.

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

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.

## Available Territories

East of the country there are some areas open. In the midlands and the west it's a different story. The field is virtually wide open, and we're looking especially for entrepreneurs to open Chem-Dry locations in counties like Donegal; Mayo; Galway; Roscommon; Limerick/Clare and Kerry.

## How We Define Territories

We developed our territories to make sure we had proper market penetration but not saturation. We allow multiple franchises into an area based on population, using a simple formula; one Chem-Dry Licence for up to 60,000 people. For example, a territory, (like Galway) may contain 190,000 people. In this case, we authorize 3 Chem-Dry Licences for sale in the territory. But we don't divide the total territory into 3 pieces, each with 60,000 people. Our 3 Licence holders would be able to service the entire market. We don't guarantee exclusivity. The system has worked for over 30 years. Many territories, depending on geographic location, have service areas with population totals of between 50,000 –60,000.

## Meet the Chem-Dry Master Franchisees

### John Green, Franchise Development Director

John Green, Master Franchise Holder has extensive experience in the industry. Along with his brother, Pat, he brought Chem-Dry into Ireland in 1989, and together they have helped franchisees grow and succeed over the past 24 years. John is a member of the Board of the Irish Franchise Association, and served as chairman for over 10 years. He brings a wealth of franchising knowledge to the Chem-Dry development team. He also lectures on franchising at various seminars in Ireland and abroad. John oversees Chem-Dry's national brand image and helps Franchisees with customer acquisition and marketing tactics. With his years of experience he assists franchisees with all aspects of their business: marketing, finances, and he provides one-on-one support to help franchisees achieve their goals.

### Pat Green, Joint Master Franchise Licence holder

Pat, together with his brother John, started Chem-Dry in Ireland in 1989. With his extensive experience in the industry, Pat oversees the training of new Chem-Dry Franchisees, and helps identify franchisees that are ready to expand into multi-unit businesses. He also directs the up-dated training programme and is responsible for the on-going operations and technical support for the franchise network. His main objective is making sure Chem-Dry recruits the best people to represent the brand. Pat is critical to our franchisees' success, using a wide variety of blended learning approaches ranging from on-line, face –to –face, hands-on, and other methods. He helps new franchisees adopt Chem-Dry's best practices, achieve goals and hit benchmarks. Pat also acts as a resource for general questions and guides franchise owners to the many resources the Chem-Dry Corporate Office offers the franchise network.



## Franchise News

# For 24th Straight Year, Chem-Dry Ranks High On Entrepreneur Top Franchises List

*Utah company is magazine's choice for top carpet cleaner*

Entrepreneur magazine is the bible of franchise owners and operators, who pore over its articles, surveys and rankings for the most authoritative and comprehensive data available in the franchise industry.

So for us at Chem-Dry, securing a high ranking on the magazine's Franchise 500 list -- Entrepreneur's annual ranking of the best franchise opportunities -- never gets old, even after 24 straight years on the prestigious list.

The magazine's latest list ranks us number one among carpet cleaners and 46th overall, up 10 spots from last year's list. Entrepreneur ranks us highly in a couple of other categories as well: ninth on its list of top 10 low-cost franchises, the ones entrepreneurs can start for less than \$50,000; and 12th on its annual list of top home-based franchises.

"Our ranking reflects our company's excellence and consistency," says Dan Tarantin, president and CEO of Harris Research Inc., Chem-Dry's parent company. "We take pride in being the top carpet cleaner in America by both market share and quality, and our longstanding presence on the Entrepreneur list demonstrates the success and staying power of our franchise system, which consists of more than 3,500 units around the world."

It's something to be proud of, especially considering how stringent the magazine's procedures are in putting the list together. The magazine ranks franchise systems according to objective, measurable aspects of each franchise's operation, including financial strength and stability, growth rate and system size, using only those that submit current Franchise Disclosure Documents and other records, and an independent CPA reviews the rankings. It's as reliable as a ranking can get.

Underlying everything, of course, is the front end of the business, the cleaning.

Chem-Dry uses a patented method of hot carbonated water extraction to remove stains from carpet and other surfaces, including hardwood, stone and upholstery. The company harnesses the natural power of carbonation to attack stains from soils, oils and dyes at the molecular level, lifting particles to the surface where they can be easily removed with a fraction of the water used in the other common carpet cleaning method, steam cleaning.



Chem-Dry's hot carbonated water method uses about 20 percent of the water steam cleaners rely on, and the carpet dries in one to two hours instead of one of two days, resulting in a drier, cleaner, healthier carpet in the home or office.

"Chem-Dry was a 'green' company long before the term was fashionable," Tarantin says. "We've always used natural, healthy methods to clean because we understand the value of our customers' most treasured environments -- their homes and offices."

Want to know more about Chem-Dry's healthy cleaning methods and stellar franchise system? Check us out at [www.chemdry.ie](http://www.chemdry.ie)

## Chem-Dry Welcomes Veteran NASCAR Crew Chief As New Franchise Owner

*Seeking to secure his financial future, Jay Guy will develop four Charlotte-area Chem-Dry units*

LOGAN, UTAH — Jay Guy, a veteran NASCAR crew chief who has spent years working the pits for some of the sport's biggest stars, is the latest franchise owner for Chem-Dry, the nation's leading carpet cleaner and a top-ranked franchise system.

"We're excited to have Jay and his team join the Chem-Dry family," said Dan Tarantin, president and CEO of Harris Research Inc., Chem-Dry's parent company. "As a crew chief at the highest level of motorsports, Jay is responsible for managing and leading staffs of 50 to 60 people and high-dollar budgets in a pressure-packed environment — ideal training for a small business owner in a competitive field. We think Jay will be a force to be reckoned with in the coming years."

Guy, 38, will operate the business with the help of his wife, Carrie, and a pair of technicians. The team will help strengthen Chem-Dry's presence in the rapidly growing Charlotte area, home to NASCAR's headquarters and many of its top drivers and teams, not to mention the kind of affluent professionals in the financial services and other fields who make up Chem-Dry's main customer base.

Guy has purchased the rights to three territories in Mecklenburg, Cabarrus and Rowan counties and may purchase a fourth in Iredell County, due north of Charlotte. He said he thought franchising was a good fit for him because of his leadership and management experience and desire to control his own destiny; he chose Chem-Dry because it offered the right mix of a quality product, scalability, affordability, the promise of rapid return on investment and growth potential.



“With Chem-Dry, it all just fits,” Guy said. “In today’s economy, people are more likely to clean things than replace them. It’s not so much that I wanted to own a cleaning business. This is about profit: Can I grow it and put some people to work, that’s the main thing. Chem-Dry’s products and services are unmatched in the industry, and it’s diverse enough — cleaning carpets, rugs, upholstery, stone, tile — to weather fluctuations in different markets ... I expect we’ll be very profitable.”

Guy added that Chem-Dry’s focus on drier, cleaner and healthier products and processes impressed him. Chem-Dry’s patented method of hot carbonated water extraction uses a fraction of the water used by its main competitors, who steam-clean carpet; the process leaves carpet wet and susceptible to dirt, mold and mildew.

“To me, the drier, cleaner, healthier process is a bigger selling point than another cleaner that saturates the carpet and two days later it’s dirty again,” he said. “With us, two weeks from now, your carpet’s still going to be clean, and you’ll be glad you chose us.”

## Chem-Dry Franchise Review: An Interview With Chem-Dry Franchisee Jay Guy

Longtime NASCAR crew chief will lend leadership, management skills to Chem-Dry in Charlotte market

Why would veteran NASCAR crew chief Jay Guy turn to Chem-Dry, the nation’s leading carpet cleaner and a top-ranked franchise system, to secure his financial and career future? NASCAR is the nation’s fastest-growing sport, and Guy, at 38, has secured a reputation as one of motor sports’ top crew chiefs, running the pits and setups for David Ragan, Brad Keselowski, Andy Lally and other Sprint Cup Series luminaries. You wouldn’t think Guy would spend too much time thinking about life after racing. But he has, and he decided on franchising through Chem-Dry as a way to make sure he and his wife, Carrie, have a fallback plan for when Guy tires of the revved-up, 200-mph world of stock car racing. Chem-Dry appealed to him for all sorts of reasons, as he explains. When we spoke to Guy, he was in Daytona, Fla., preparing for the Daytona 500 qualifying.

Q. What's your background?

A. I'm originally from Lancaster, Pa., and I've been involved with motor sports since I was a little kid. My dad worked for (former NASCAR driver) Dave Marcis back in the '80s, and I've spent basically my entire life around motor sports. I've been working as a crew chief since 1998, and since last spring I've worked for Front Row Motorsports while living in Davidson, N.C., with my wife, Carrie, and two-year-old daughter, Ansley. For the last few months, I've worked as crew chief for David Ragan's No. 34 Ford in the Sprint Cup Series.

Q. What made you decide to explore franchise ownership?

A. I was just looking for an opportunity to eventually get out of the sport, so when the sport was done with me, I had a backup plan. After 26 years of being on the road, I'm getting a little tired of it. I want to get a little home life before my daughter graduates from high school and I'm still on the road. Also, I want to control my own destiny. I've got a pretty strong background in leadership and management skills. The team I run has about 50 to 60 people, and we deal with budgets of up to \$25 million, \$30 million. In franchising, they help you along. They've got the blueprint already laid out, and it's up to you to build on that blueprint. You already have your starting point.

Q. How did you find out about Chem-Dry?

A. Just from research on the Internet, just basically doing a lot of research, reading Forbes and Entrepreneur. I was looking first for outlay of money, then how long it takes to get a return on your investment, how to do marketing, how restrictive each franchise was. I was looking at about six or seven different ones. They weren't all cleaning franchises. I was looking for franchises that offered opportunity and flexibility; some food franchises, other cleaning franchises, heating and air. A variety of things.

Q. What attracted you to Chem-Dry?

A. With Chem-Dry, it all just fits. In today's economy, people are more likely to clean things than replace them. Can I grow this business and put some people to work? That's the main thing. Chem-Dry's products and services are unmatched in the industry, and it's diverse enough — cleaning carpets, rugs, upholstery, stone, tile — to weather fluctuations in different markets. If housing dips, you've got stone and tile. Plus there's flexibility, so you can expand, set your own prices, work the hours you want to work, a lot of different variables. With my schedule, I want to make sure I can contribute to the business on my terms. Employing three other people, I want to make sure it works with their schedules as well. My wife, Carrie, will help run the business, and we'll employ two technicians as well. When you have happy employees, they tend to make money. I expect we'll be very profitable.

Q. What are your territories? Do you want to expand?

A. I have three territories, in Mecklenburg County, where Charlotte is, plus Cabarrus and Rowan counties to the northeast. I'll have two vans to start, but by this time next year, I'll want four vans and four territories; I'm going to try to get a territory in Iredell County north of Charlotte, the Statesville area. There's over 1.2 million people in those first three counties, and even with the other Chem-Dry franchises that are already there, if we just get 1 percent of people there at first, that's the foundation of a pretty good business.

Q. Who will your customers will be?

A. We'll have plenty of business from the residential market most Chem-Dry franchisees rely on as their main base, but we'll go after plenty of commercial work, too: Doctor's offices, daycares, that kind of thing. At first, we'll try and target our service areas as much as possible so we're not too spread out with vans scattered from south Charlotte to Salisbury (50 miles away). I don't want to boomerang my business around, especially with the price of fuel.

Q. What kind of training and support have you received?

A. Carrie and my techs spent last week (mid-February) in Logan for training, and I'll be going to Logan sometime in the next month, month and a half when I have races on the West Coast and can come in for a day, day and a half to learn mainly about the business side of things. My team said the training was very thorough. You'd never think it'd take a week to learn how to clean carpet and stone and tile, but they had very positive things to say about what they learned, the training they received, the step-by-step instructions for launching, developing and marketing the business. The support team is going to be just a phone call away; luckily, they're two hours behind us, so we can call them up to 8 o'clock our time if we need them. That kind of support is important not just for new franchisees but old ones, too, I think. You're always running across some scenario you've never seen before, and it's important to have good communication with the home office and other franchisees.

Q. What separates Chem-Dry from other cleaning franchises?

A. To me, the process — cleaner, drier, healthier — is a bigger selling point than another cleaner that saturates their carpet and two days later it's dirty again. When people get their carpets cleaned, it's kind of like going to the dentist — you just have to get it done — but at least with us, two weeks from now, that carpet's still going to be clean, and you'll be glad you chose us to do the job.

## 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:** 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 our initial meeting. We'll be in touch with you shortly after you fill out the form and will schedule an appointment.

**Step 2:** Meet with us in the office in Dublin, when we'll explain how the franchise operates, and answer all of your questions.

**Step 3:** Talk with Franchisees. This is a very 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 with 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 will find they are exceedingly generous and open about what they do and how they do it.

**Step 4:** If we are both satisfied the fit is right we will draw up an area hold agreement, where you will have one month to finally make up your mind. Within that month, we guarantee not to sell the franchise to any other party. We will also give you a copy of the franchise Agreement which you should read and take to your solicitor for advice. Before the end of that month we will then draw up the Franchise Agreement for the territory you selected and when you are ready you sign contracts, we will arrange for your training dates and you will start the next chapter of your life!

