



Grow with us!
**BECOME
A MASTER
FRANCHISOR**

STRATUSCLEAN
Trusted Partner in Commercial Cleaning



JOIN A LEGACY OF LEADERS AS A MASTER FRANCHISOR

Are you ready to take control of your personal and professional future with a franchise model that is built to help you fulfill your potential? With nearly two decades of success behind it, Stratus Building Solutions gives you the pathway to satisfy your ambitions.

Make your move now to take advantage of our Master franchise opportunity, which is designed for executives like you. It checks all the boxes for professionals looking for a logical next step in their career, complete with a compelling ROI and a pathway to grab hold of the future. When you join our franchise system, you sign on to oversee a territory with strong potential to develop into a valuable asset. You will focus on selling unit franchises to grow the network of cleaning professionals, as well as gaining commercial cleaning contracts.

Plus, you'll be able to benefit from nine proven revenue streams, a big factor in why Stratus has become the industry-leading franchise in the commercial cleaning category. Remarkably, we have been voted as Entrepreneur magazine's #1 "Fastest-Growing Franchise" for two straight years, 2023 and 2024. Entrepreneur also ranked Stratus as the top franchise in the commercial cleaning industry and #23 overall in its 2024 "Franchise 500" rankings.



FROM EXECUTIVE TO THRIVING MASTER FRANCHISOR

Stratus has become one of North America's most rewarded franchises because of the strength of the opportunity provided to our Master Franchisors. Standing apart from all other franchise concepts, our innovative business model offers remarkable stability given the base of 90% recurring revenue. Business executives joining our concept can find the work-life balance they seek. With the support Stratus provides, you can ramp up revenues quickly and there is no ceiling on your earning potential. Support includes turnkey marketing solutions, and simplified, proprietary business management software. Not to mention, the culture of collaboration in our franchise business is instrumental in a rewarding experience. With more than 70 Master Franchisors already around the country and more than 4,000 unit franchises, our franchise system offers tremendous peer support for you.

Stratus occupies an industry-leading position in the extraordinary \$90 billion commercial cleaning industry. As we drive growth at a significant pace, NOW is the time to join our franchise system. Read the pages that follow to see the many reasons why Stratus is a compelling Master Franchise opportunity for you.



TRAINING & SUPPORT



**Dedicated
Onboarding Coach**



**Software &
Tech Integration**



**National Insurance
Program**



**Master Franchisee
Collaboration**



**Marketing &
Operations Assistance**



**Development &
Sales Programs**



**Financing & Business
Management**

INVESTMENT DETAILS

- » **\$75,000 – \$200,000 Franchising Fee**
- » **\$109,550 – \$354,950* Total Investment**
- » **\$100,000 Working Capital**



THE MASTER FRANCHISOR MODEL CHECKS ALL THE BOXES

- ✓ Capitalize on your well-established presence in the local community, allowing for the strategic expansion of business connections
- ✓ Reach your full entrepreneurial potential and anticipate a substantial return on investment
- ✓ Secure an exclusive territory and ensure that your franchise business is the sole focus within your DMA
- ✓ Benefit from a streamlined operational model with minimal number of employees, helping to keep labor costs low
- ✓ Operate mainly on weekdays, offering a unique approach that caters to specific consumer demands while optimizing resources
- ✓ Embrace a growth strategy that focuses on expanding within the designated territory, minimizing the complexities

NUMBERS YOU SHOULD KNOW

#1
Fastest-Growing Franchise
Voted by Entrepreneur Magazine

#1
Commercial Cleaning Franchise
Voted by Entrepreneur Magazine

\$8.9M
Average of Top 5 Performing Regions*

\$3.1M
AUV in 2023 Franchised Regions*

\$189M
Systemwide Sales in 2023*

86%
of our Master Franchisors would do it again

\$90B+
Janitorial Industry**

AWARDS, ACCOLADES & AFFILIATIONS



MASTER FRANCHISOR APPROVED

“ My experience with Stratus has been excellent, and I would do it over again. ”

David Smith, Stratus Building Solutions of Nashville, TN

“ Would I do it over? Probably three more times. ”

Michael Seiler, Stratus Building Solutions of Southeast Louisiana

“ I would definitely do the franchise with Stratus over again. They've been so supportive. ”

Ralph Sizemore, Stratus Building Solutions of Columbia, SC





THE INDUSTRY

The commercial cleaning industry, classified as an “Essential Service,” boasts stability and reliability, with a current market value of \$90 billion per year. Its resilience against external factors like pandemics, recessions, and inflation underscores the appeal of the Stratus Master franchise. Commercial cleaning services will always be in demand, as new commercial development sustains the test of time — there are new buildings being built, and businesses being opened and all of these businesses need cleaning services. The customer base is broad, ranging from schools, medical offices and shopping centers to warehouses, gyms, and more. There is a limitless number of new customer and revenue opportunities, no matter the market, from cities and suburban areas to smaller towns.



MASTER FRANCHISOR BENEFITS

- » 90% Recurring Revenue
- » Executive Business Model
- » 9 Revenue Streams
- » Recession and Pandemic Resilient
- » Essential Service
- » National Account Programs
- » Extremely Scalable Franchise System
- » Low Startup Costs for Unit Franchisees
- » Be part of growing brand that is growing faster than most retail brands
- » Operate A Strong B2B Service Sector
- » Proprietary Systems, Software and Marketing Systems



IDEAL CANDIDATE

Our ideal candidates are typically white-collar business executives with a strong sales and marketing background. They are financially qualified and have the skill set to build relationships and motivate others to succeed. They do not need any prior industry experience as our extensive training program will give them the blueprints to operate a successful business.





SCAN
TO GET
STARTED
TODAY



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**Calculation and further explanation of the Average Unit Volume, Average of Top 5 Performing Regions, and Systemwide Sales appears in Item 19 of our Franchise Disclosure Document. Individual results may differ. Please see Item 19 of our Franchise Disclosure Document for further financial disclosures. See Item 7 of our Franchise Disclosure Document for total Investment Information.*

*** 2022 Statistic of janitorial industry by Statista.*