



ServiceMASTER
Clean®

OWN A BUSINESS WITH A GLEAMING FUTURE

Franchise with
ServiceMaster Clean

BUILD YOUR BUSINESS WITH A PROVEN LEADER

At ServiceMaster Clean, we pride ourselves on providing best-in-class commercial cleaning services and a top-notch franchise opportunity. With nearly 70 years in the franchise space and 100 in business, we know what it takes to help dreamers become entrepreneurs in an industry with plenty of growth potential.

> A LONG LEGACY OF EXCELLENCE

First founded in 1929, ServiceMaster began as a mothproofing company in Chicago, IL. As we expanded, we began to help customers with other necessary services, developing an umbrella of solutions to meet their needs. By 1952, demand for our services grew so much we began franchising so entrepreneurs everywhere could build their own thriving businesses. Today, ServiceMaster encompasses a variety of brands dedicated to creating cleaner, healthier, and safer environments where we live, work, and play.



1929

ServiceMaster Founded

435

Franchisees & Growing

46

States & Growing

THERE'S CLEAN, THEN THERE'S SERVICEMASTER CLEAN

ServiceMaster Clean has built a spotless reputation over our years in business by going above and beyond to provide our customers with shining solutions to their janitorial needs. Using a highly effective combination of powerful products, advanced technologies, and a high-productivity approach, we not only leave spaces sparkling—we remove nearly invisible irritants like harmful VOCs, bacteria, and airborne dust.

Why Customers Continue to Choose Us

- Proprietary chemicals developed to kill germs quickly & effectively
- Customizable services provide flexibility & targeted solutions
- Widespread brand recognition and approval
- Satisfaction guaranteed policy boosts confidence in your business

Part of a Reliable Industry

For our communities' most used spaces, like office buildings, schools, and hospitals, regular cleaning is a necessity all year-round. The demand for professional janitorial services gives you a robust pool of potential customers and we give you the tools to meet each client's specific needs.

- Janitorial services are a **\$72.66B** industry¹
- Carpet and upholstery cleaning industry earns **\$4.08B** annually¹
- Repeat services are the most popular option for customers



WHAT MAKES YOUR FRANCHISE THRIVE



RECURRING REVENUE

Most customers opt for daily, weekly or monthly services to keep their spaces clean and safe.



PROVEN LONGEVITY

Over 70 years of franchising and brand recognition throughout the U.S.



RECESSION-RESISTANT

Commercial buildings require regular cleaning no matter the economy.



LOW OVERHEAD

Getting started on your business is simpler with fewer upfront and ongoing costs.



DIVERSE INDUSTRIES

From hospitals to event centers, you have potential customers in every type of market.



POWERFUL POSITIONING

Tap into the support and benefits of a larger family of well-known home service brands.



I chose ServiceMaster Clean because they had everything I was looking for. They already had the brand, marketing, and operations all lined up, and they even have the flexibility and support I needed. Now I'm passionate about what I do and love that I can help keep people happy."



HEIDI AVEDICIAN

Franchisee | El Paso, TX



HOW WE SUPPORT YOUR BUSINESS

TRAINING

- Virtual & in-person franchise training
- Spend time at a successful location
- Library of training videos for employees
- Marketing & operations training

SYSTEMS

- Staffing toolkit & job board partnership
- Purchasing power of a large brand
- Operations processes & software

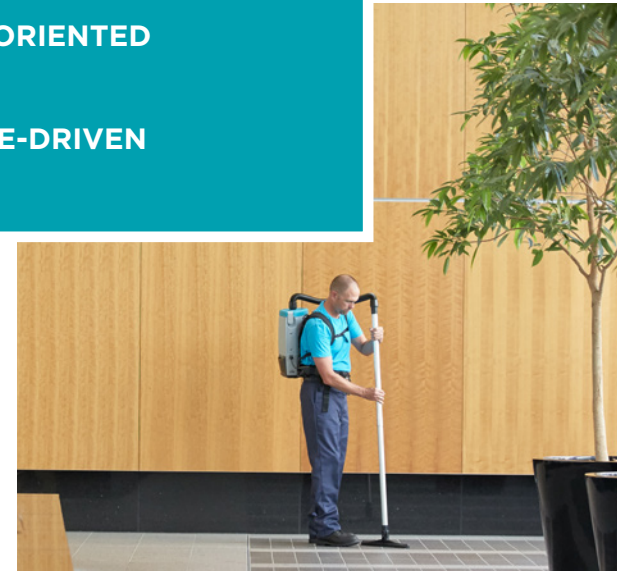
SUPPORT

- Guidance from Business Development Consultant
- Goal setting, financial reviews & regular check-ins
- Network of supportive franchise owners



What You'll Need to Grow

- ✓ LEADERSHIP SKILLS
- ✓ SALES ORIENTED
- ✓ SERVICE-DRIVEN



Financial Qualifications

\$86,320 – \$121,935

Estimated Initial Investment²

\$50,000

Minimum Liquid Capital

\$100,000

Minimum Net Worth

\$3,195,753

Average Gross Service Sales³

20%

Off Initial Franchise Fee for Qualified Military

NEXT STEPS IN BECOMING A FRANCHISE OWNER

- 1** REVIEW AND SIGN FDD
- 2** COMPLETE APPLICATION AND TAKE ZORAKLE ASSESSMENT
- 3** SELECT YOUR MARKET
- 4** CREATE BUSINESS PLAN AND COMPLETE OPS INTERVIEW
- 5** FINANCE YOUR BUSINESS
- 6** SIGN FRANCHISE AGREEMENT
- 7** ATTEND INITIAL TRAINING
- 8** START SERVING YOUR CUSTOMERS!

YOUR FRANCHISE TIMELINE

Every franchise approval process is different. The time it takes to open your franchise can depend on how quickly you move through the steps and what type of business you want to own.

Build a New Business:

3-6 MONTHS

Buying an Existing Business:

30-90 DAYS





YOUR FUTURE BUSINESS IS CALLING YOU

Take control of your future and build your own legacy with a ServiceMaster Clean franchise. Get started by reaching out today.

 **855.919.2608**
franchiseclean@servicemaster.com

1. Commercial Cleaning Industry in the U.S., Statista. 2022.
2. See Item 7 of the 2022 ServiceMaster Clean Franchise Disclosure Document for more information.
3. Reflects top quartile of all current franchises with at least one active franchise for fiscal year 2021. See Item 19 of the 2022 ServiceMaster Clean Franchise Disclosure Document for more information.

