



REFRESH

REFRESH FRANCHISE OPPORTUNITIES

Delivering The Tools, Knowledge, Experience, And Support
Necessary To Run Your Own Business
In Refinishing Services, Painting Services,
Janitorial Services, or Carpet Cleaning Services

THE CONCEPT

Refresh Franchising offers individual franchises for each of the four primary services that quickly and efficiently assist in turning apartment units for the next residents. Our revolutionary Make Ready Process streamlines apartment turnover and offers a great value to Property Managers. Currently, we provide franchises specializing in Refinishing, Painting, Janitorial, and Carpet Cleaning Services. The franchisees for each service are trained and certified in their area of expertise to ensure customers always receive the best workmanship and customer service.



THE STORY

The Refresh journey began back in 2016 with the founding of Refresh Refinishing in Northeast Ohio. The systems and processes developed during the infancy of the company introduced many welcomed improvements to the service industry for the multi-family space. The needs of our clients were being met with new efficiency and at higher quality standards than what had been previously expected. The company rapidly began to grow and prosper. By 2019 Refresh had become a leader in the Ohio refinishing industry.

Due to requests from existing clients in late 2019, Refresh decided to tackle more of these challenges. The multi-family space needed a full make ready solution. One company that they could call to turn a unit quickly and affordably without absorbing all the Property Managers and Maintenance Supervisors time in the process. The leadership at Refresh had the experience in the areas necessary along with the resources to offer this solution. The process of expanding the service offerings now also includes Painting, Janitorial, and Carpet Cleaning aiding both commercial and residential clientele.

By the end of 2021 Refresh successfully expanded its offerings and established the processes to save homeowners, renters, and property managers time and a whole lot of headaches with these services. The only logical step at this point was to share the solution with the world. This is where Refresh Franchising was born. Throughout 2020 and 2021, we documented the processes, built systems, and designed the first franchise prototype of its kind. A franchise business model that is created to serve the single home up to multi-unit buildings. An opportunity developed for franchise owners to move from being employees to business owners while maintaining the atmosphere and culture small businesses are known for. Our customers get the best of both worlds, the centralized support they need combined with the love and attention they deserve.

THE FOUR REFRESH FRANCHISES THAT WORK AS ONE

Each of the four Refresh Franchises described below is run individually as its own business operating in a specific geographic territory in conjunction with the other local Refresh franchise owners that provide the additional services. This delivers a unified and complete make ready offering to homeowners, renters, multi-platform owners, and management companies.

Yes, as a franchise owner you will have the pleasure of running your own business with solid support, an established operating system that helps manage field operations, and the generation of qualified leads that are ready to purchase services. Another treasured aspect is that our franchises work as a team to accomplish shared goals and provide support for one another. You are never alone in your journey.



Refinishing Franchise

The Refresh Refinishing Franchise specializes in the refinishing, reglazing, and restoration of bathtubs, countertops, and other fixtures. Our proprietary Refresh Ultimate coating system is used on all projects. This system is exclusive to our franchises and is a shining example of the things that we do to be exceptional at improving every space that we work in. The Ultimate system carries a B5 rating by ASTM, which is the highest rating offered in this category. The shine and durability are second to none as is the business that you develop with our proven process serving consumer and commercial accounts.



Painting Franchise

Our Refresh Painting Franchises provide a spectrum of services including turn painting, common area painting, and wall and ceiling repairs. With certification along with our operating and management systems you automatically are part of a brand that allows you to build a quality and thriving business in a high growth industry that serves from one room up to multi-unit buildings

Janitorial Franchise

A Refresh Janitorial Service Franchise performs a host of valuable tasks including turn cleaning, common area cleaning, porter service, trash out, and construction clean up. As a certified and highly skilled service that operates within our proven system, you will deliver the quality clean every time that creates an exceptional business.

Carpet Cleaning Franchise

Refresh Carpet Cleaning Franchises implement a variety of indispensable residential and commercial services such as turn carpet cleanings, common area carpet cleanings, carpet repairs, tile and grout cleaning, upholstery cleaning, odor control services, and 24/7 water extraction services. With our proven operating system, the certification, and skills that you develop combined with the powerful truckmounts and cleaning wands makes this a solid operation from top to bottom.



OUR PROPRIETARY SYSTEM

The Refresh Operating System

The proprietary Refresh Operating System (ROS) brings new light to the dated process of managing field service-based businesses and how they interact with the customers. We built this system from the ground up specifically to accommodate the unique challenges in the marketplace.

ROS Customer Benefits

- Customer Portal
- Lookup Invoices Easily
- Make Online Payments
- Automatic Payment Reminders
- Track Refresh Rewards Points
- Request New Service
- Check Service Status
- Check Warranty Information

How ROS Serves

- Tracks your Technician Certifications
- Manages & provides real-time data from the field
- Gives your team mobile access to training content
- Custom algorithms to optimize schedules
- Integrates with our call center
- Hosts our full operations manual
- Offers reports and insights into your business
- Allows for coordination between you and other Refresh franchise owners
- Helps distribute work orders to your team
- Syncs with your accounting software



RELATIONSHIP MANAGERS

Relationship Managers (RM) are individuals that provide business development support to a territory consisting of typically four to six franchises. A major task of the RM assistance is the prospecting of multi-unit family owners and management companies within your territory primarily through the gathering of accurate and detailed digital information. Leads will be qualified when ready to sell and then will be turned over to you in your specific territory for the closing of appointments.

THERE IS TREMENDOUS STRENGTH IN FRANCHISES?

The franchising industry in the United States traditionally experiences annual sales around \$750 billion. According to the International Franchise Association (IFA) close to 760,000 franchise locations employ nearly 8.3 million workers.

Recent research points towards prospective business owners being attracted to franchises for several crucial reasons such as brand recognition, consistency of service, and proven operating systems while providing a sense of security.

WHAT EXACTLY IS A FRANCHISE?

Franchising involves the sale by a business operator (the franchisor) to an individual or group (the franchisee) of the right to offer, sell, or distribute goods or services under the franchisor's name, service mark or trademark. Marketing and related operations conducted by the franchisee in dealing with those goods or services are stipulated, wholly or in part, by the franchisor.

WHAT IS REQUIRED?

Refresh believes that it is best to attract franchisees that meet the following criteria:

- Organized, self-motivated, detail oriented and friendly
- Team building and excellent selling skills
- A willingness to roll up their sleeves and help their team when necessary
- Management or sales experience in a trade business is a plus, although all professional experience will be considered

Targeted Refresh candidates are individuals with pleasant personalities that are motivated to work hard performing refinishing, carpet cleaning, janitorial, or painting type tasks with the ability to teach others these skills and qualities within their own businesses.

TRAINING

Refresh provides to each franchisee an individual and comprehensive two-phase three-week training program to make sure the unit is properly ready to operate.

The thorough training program will begin one to two months before the franchise is scheduled to open lasting approximately ten days. This takes place at our designated Training Center location where franchisees are instructed on vital areas of the services and business aspects including technical training, safety, equipment maintenance and repair, employee management, operations, administrative, technology, sales and marketing, and billing practices.

The second, on-site training stage, will last five days during the start of franchisee operations. Areas concentrated on for this portion of the training covers the franchise setup (pre-launch), technician and officer procedures, billing, bidding, and estimating, work performance, quality control, and sales training. We are there in person to support you and to ensure a smooth opening during this phase.

In addition, franchisees attend up to five days of refresher/update training each year.

A solid organization is always evolving.





SUPPORT

For Refresh it is important to maintain quality and consistency throughout the franchise organization. To help achieve this we manage a support structure in the vital areas of the operation.

A member of the Refresh support team will visit and perform routine audits on a quarterly basis.

We also offer the following support services to further assist franchisees:

- Operational Support
- Marketing Support
- Scheduling Support
- Billing
- Purchasing
- Accounting/Audit/Legal
- Overall Program Oversight

You run your very own Refresh business with the full support of a solid organization. Our support program serves to help each franchise grow and continually improve their business.



MARKETING

It matters little that Refresh provides the finest services around if no one is aware of this. It is essential to build and maintain a solid customer base through unit level marketing initiatives.

At the same time, we want to ensure that we express a consistent message for the entire franchise network. Refresh does this by making available the use of corporate advertising materials, strategies, and campaigns.

We also give franchisees the opportunity to utilize marketing plans, platforms, and materials at the local and regional levels.

For all of Refresh it is extremely important to communicate our brand in a strong and unified voice.

MISSION STATEMENT

The Refresh mission is to provide the best workmanship in the most efficient manner possible. In turn this rewards our clients with a valuable solution and our teams with a sense of purpose, pride and job security.





SUPPLIER PROGRAMS

Refresh franchisees are required to use specific products and suppliers to assure uniformity, quality, and reliability throughout our network, which includes our proprietary products. This benefits everyone, promoting consistency and economies of scale helping to generate cost savings. Each franchisee has leveraged purchasing power.

We reserve the right to be the designated supplier of our proprietary products and an approved supplier of non-proprietary products. We will provide quality standards and specifications to franchisees in the Operations Manual regarding the purchase of the non-proprietary products and services.

Every franchise is asked to abide by these guidelines to protect the value of our trademarks and ensure the quality of our services.

WHAT IS NEXT?

Now that you know about the Refresh services and franchise opportunities, we hope that you find our concept, process, and overall system captivating.

If you would like to be part of a vibrant, exciting, and rewarding business in a growing industry turn to the back cover of the brochure and contact us.

We look forward to speaking with you!





REFRESH

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Please complete and submit the
Pre-Application available on the website