

Item 18
PUBLIC FIGURES

We do not use any public figure to promote our franchise.

Item 19
FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

Background

Our affiliate, Aircraft Detailing, LLC d/b/a RealClean Aircraft Detailing, has continuously operated a RealClean Aircraft Detailing business since February of 2019 that serves airports in the Chicagoland, Quad Cities, and Moline, Illinois area.

The table below is a historical financial performance representation and includes the actual Total Income earned and certain Expenses incurred by our affiliate during the 2024 calendar year.

January - December 2024		
	Amount	Percent
Total Income	\$1,895,380	
Cost of Goods Sold		
Travel Expense	\$0	0.0%
Direct Labor	\$765,235	40.4%
Fuel	\$30,140	1.6%
Site Commission	\$10,360	0.5%
Detailing Supplies	\$101,669	5.4%
Credit Card Processing Fees	\$15,507	0.8%
Total Cost of Goods Sold	\$922,911	48.7%
Gross Profit	\$972,469	51.3%
SG&A / Disclosed Expenses		
Advertising and Marketing	\$94,769	5.0%
Airport Fees	\$1,105	0.1%
Auto Expense	\$8,477	0.4%
Bookkeeping Services	\$2,100	0.1%
Computer & Internet Expenses	\$6,172	0.3%
Equipment Rental	\$12,603	0.7%
Equipment Repairs	\$3,494	0.2%

Insurances	\$92,698	4.9%
Payroll Taxes	\$62,101	3.3%
Manager Salary	\$112,028	5.9%
Towel Cleaning	\$9,964	0.5%
Technology Fee	\$9,540	0.5%
Royalty Fee	\$142,153	7.5%
Brand Fund Fee	\$28,431	1.5%
Total SG&A / Disclosed Expenses	\$585,636	30.9%
Total Income Less Total Cost of Goods Sold and Total SG&A / Disclosed Expenses	\$386,833	20.4%

During the 2024 calendar year, we accumulated data for ticket prices for services rendered as follows:

Average	Median	Highest	Lowest
\$2,987.50	\$1,559.00	\$34,995.46	\$130.00

The table below is a historical financial performance representation and includes the actual Total Income earned and certain Expenses incurred by our affiliate during the 2023 calendar year.

January - December 2023		
	Amount	Percent
Total Income	\$ 1,921,800.49	
Cost of Goods Sold		
Travel Expense	\$ 21,462.50	1.1%
Direct Labor	\$ 681,025.64	35.4%
Fuel	\$ 32,775.70	1.7%
Site Commission	\$ 1,848.07	0.1%
Detailing Supplies	\$ 110,323.72	5.7%
Credit Card Processing Fees	\$ 9,506.66	0.5%
Total Cost of Goods Sold	\$ 856,942.29	44.6%
Gross Profit	\$ 1,064,858.20	55.4%
SG&A / Disclosed Expenses		
Advertising and Marketing	\$ 96,090.02	5.0%
Airport Fees	\$ 1,019.30	0.1%
Auto Expense	\$ 24,704.52	1.3%
Bookkeeping Services	\$ 4,200.00	0.2%
Computer & Internet Expenses	\$ 7,580.15	0.4%
Equipment Rental	\$ 360.00	0.0%
Equipment Repairs	\$ 16,544.99	0.9%
Insurances	\$ 89,504.91	4.7%
Payroll Taxes	\$ 86,180.96	4.5%

Manager Salary	\$ 121,361.84	6.3%
Towel Cleaning	\$ 10,539.28	0.5%
Technology Fee	\$ 9,540.00	0.5%
Royalty Fee	\$ 144,135.04	7.5%
Brand Fund Fee	\$ 28,827.01	1.5%
Total SG&A / Disclosed Expenses	\$ 640,588.02	33.3%
Total Income Less Total Cost of Goods Sold and Total SG&A / Disclosed Expenses	\$ 424,270.18	22.1%

During the 2023 calendar year, we accumulated data for ticket prices for services rendered as follows:

Average	Median	Highest	Lowest
\$2,715.46	\$1,652.18	\$27,641.25	\$120.00

Additions:

Notes:

1. “Total Income” means all revenue received from the sale of products and services less discounts and refunds. In 2024, Total Income excluded \$21,360.00 from Leather Re-Dye. In 2023, Total Income included \$5,500 from Training and \$450 from Leather Re-Dye. This revenue will not be available to you as a franchisee and, as such, for the purposes of this Item 19, our Total Income was \$1,915,850.49 in 2023, and is accurately reflected above for 2024.

2. “Travel Expenses” includes costs incurred for employees to travel to job sites which may require overnight or extended accommodations.

3. “Site Commission” includes commission payments made to FBOs and MROs for exclusive rights to service aircraft at their centers.

4. “Total Cost of Goods Sold” is calculated by adding Travel Expense, Direct Labor, Fuel, Site Commission, Detailing Supplies, and Credit Card Processing Fees. These are the expenses experienced by location on which this Item 19 was based. You may incur additional direct costs that are not included in this category. How and where you operate your business may impact the direct costs on your franchised business.

5. “Gross Profit” was calculated by subtracting Total Cost of Goods Sold from Total Income.

6. “SG&A / Disclosed Expenses” includes certain Selling, General, and Administrative Expenses experienced by the reporting location during the periods represented and are provided as a reference. How and where you operate your business will affect some of these categories.

7. “Advertising and Marketing” is provided as a reference to reflect 5% of the affiliate’s Total Income for the periods provided per system standards. A new franchise outlet may incur Advertising and Marketing expenses higher than 5% of Total Income, especially in the first year of operations.

8. “Airport Fees” are fees paid to airports to grant the ability to affiliate staff to enter and perform services on their premises. Airport Fees can vary wildly from location to location. How and where you operate your business may impact Airport Fees experienced in your market.

9. “Bookkeeping Services” is provided to give an estimate of the cost that may be incurred by sourcing a bookkeeper to manage routine financial reporting tasks. The level of support that you wish to receive from an outsourced bookkeeper could impact this estimate.

10. “Payroll Taxes” represent employer payroll taxes paid for Direct Labor employees and one Operations Manager.

11. “Manager Salary” represents wages paid to an Operations Manager who was employed full time during the periods shown.

12. “Technology Fee”, “Royalty Fee”, and Brand Fund Fee” were not paid by the affiliate in 2023 but are shown to reflect what would have been paid during those periods as outlined in this FDD for a franchised outlet.

13. “Total Income Less Total Cost of Goods Sold and Total SG&A / Disclosed Expenses” was calculated by subtracting Total Cost of Goods Sold and Total SG&A / Disclosed Expenses from Total Income. This figure is not a substitute for Net Profit and your results may vary based on numerous factors such as entity structure, employee structure and local wage expectations, local insurance rates, etc.

Some outlets have earned this amount. Your individual results may differ. There is no assurance you'll earn as much.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Other than the preceding financial performance representation we do not make any representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting RealClean Franchisor, LLC, 107 Center Street, P.O. Box 100, Maple Park, Illinois 60151, and 833-412-3444, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

Table 1
Systemwide Outlet Summary
For years 2022 to 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	1	1	0
	2023	1	1	0
	2024	1	1	0

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For years 2022 to 2024

State	Year	Number of Transfers
All States	2022	0
	2023	0
	2024	0
Total	2022	0
	2023	0
	2024	0