

Provision	Section In Franchise Agreement	Summary
		Information; (ii) any claims pertaining to or arising out of any warranty issue; (iii) any of the restrictive covenants contained in the Franchise Agreement; (iv) any of your payment obligations that are more than 45 days past due; (v) any claims arising out of or related to fraud or misrepresentation by you, or your insolvency; (vi) any claims relating to your obligations on termination or expiration of the Franchise Agreement; (vii) any claims relating to any Transfer of an interest in you, the Franchised Business or your assets; or (viii) any matters involving danger, health or safety. Dispute resolution requirements are subject to applicable state law.
v. Choice of forum	18.4	All claims not subject to mediation and/or arbitration must only be brought in a competent court of general jurisdiction located in Mecklenburg County, North Carolina or, if appropriate, the United States District Court for the Western District of North Carolina (subject to applicable state law).
w. Choice of law	18.1	North Carolina law governs all claims arising out of the Franchise Agreement, without reference to its conflict of laws provision (subject to applicable state law).

ITEM 18 PUBLIC FIGURES

We do not currently use any public figure to promote our System.

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, and/or affiliate-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) 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.

As of December 31, 2024, there were 21 franchised locations operating in 44 territories opened 12 or more months (each, a "Franchised Location").

This Item sets forth certain Gross Sales (as defined in the Notes below) information for the Franchised Locations January 1, 2024 – December 31, 2024 (the "Measurement Period"). The data was obtained through our cloud-based software and reported financial statements. The information in this analysis has not been audited, is based on historical financial data and is not a forecast or projection of future financial performance.

Part I of this Item discloses the Gross Revenue of franchisees that have provided financials and: (i) have operated for all 12 months during the Measurement Period; and (ii) separately, a subset of franchisees

that have operated all 12 months of the Measurement Period and have continuously operated for 36 or more months and have provided financials. We excluded seven Franchised Locations in the first table operating in 12 territories that did not report their financials for the Measurement Period and three Franchised Locations in the first table operating in 6 territories that transferred their locations. We excluded one Franchised Location in the second table operating in two territories that did not report their financials for the Measurement Period.

Part II of this Item discloses the high, low, average and median total Gross profit information of franchisees that have provided financials and: (i) have operated for all 12 months during the Measurement Period; and (ii) separately, a subset of franchisees that have operated all 12 months of the Measurement Period and have continuously operated for 36 or more months and have provided financials. We excluded seven Franchised Locations in the first table operating in 12 territories that did not report their financials for the Measurement Period and three Franchised Locations in the first table operating in eight territories that transferred their locations. We excluded one Franchised Location in the second table operating in two territories that did not report their financials for the Measurement Period.

Part III of this Item discloses the Adjusted EBITDA Margin of franchisees that have provided financials and: (i) have operated for all 12 months during the Measurement Period; and (ii) separately, a subset of franchisees that have operated all 12 months of the Measurement Period and have continuously operated for 36 or more months and have provided financials. We excluded seven Franchised Locations in the first table operating in 12 territories that did not report their financials for the Measurement Period and three Franchised Locations in the first table operating in eight territories that transferred their locations. We excluded one Franchised Location in the second table operating in two territories that did not report their financials for the Measurement Period.

Part IV of this Item discloses the Job Size Statistics of the 29 franchisees that were operational and reported revenue during the Measurement Period.

Part V of this Item discloses the Proposal Conversion Statistics of the 29 franchisees that were operational and reported revenue during the Measurement Period.

Part VI of this Item discloses the Customer Type Statistics of the 29 franchisees that were operational and reported revenue during the Measurement Period.

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

Some outlets have sold this much. Your individual results may differ. There is no assurance that you will sell as much.

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PART I
GROSS REVENUE GENERATED BY FRANCHISEES OPERATING FOR AT LEAST 12
MONTHS AND A SUBSET OPERATING FOR AT LEAST 36 MONTHS OVER THE
MEASUREMENT PERIOD (2024)

Part I: Gross Revenues for Window Hero Businesses for the Full 12 Months Ending December 31, 2024						
	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	7	\$ 1,889,947	\$ 559,503	\$ 1,005,509	\$ 911,493	3
Bottom 50%	7	\$ 475,067	\$ 45,895	\$ 319,759	\$ 424,778	5
Total	14			\$ 662,634	\$ 517,285	

Notes to Part I – First Table:

1. “Gross Revenue” is defined to include all income of any type or nature and from any source that you derive or receive directly or indirectly from, through, by or on account of the operation of the Franchised Business at any time after the signing of your Franchise Agreement, in whatever form and from whatever source, including, but not limited to, cash, services in kind from barter and/or exchange, on credit or otherwise, as well as business interruption insurance proceeds, all without deduction for expenses, including marketing expenses and taxes. However, the definition of Gross Revenue does not include sales tax that is collected from customers and actually transmitted to the appropriate taxing authorities. This applies to the above table as well as the following table.
2. The above table presents Gross Revenue information realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 14 Window Hero franchisees (operating in 32 territories) that have been in operations at a minimum of 12 months and reported Revenue in all 12 months during the Measurement Period. 5 of the 14 franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 7 franchisees (operating in 12 territories) that did not report their financials for the Measurement Period. The data excludes 3 franchisees (operating in 8 territories) that Transferred during the period. This Data excluded 6 franchisees (operating in 9 territories) that commenced operations during the Measurement Period.

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Part I: Gross Revenues for Window Hero Businesses Operating for at Least 36 Months and for the Full 12 Months Ending December 31, 2024						
	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	5	\$ 1,889,947	\$ 759,324	\$ 1,175,407	\$ 1,008,943	2
Bottom 50%	5	\$ 602,028	\$ 424,778	\$ 501,991	\$ 475,067	2
Total	10			\$ 838,699	\$ 742,005	

Notes to Part I – Second Table:

1. The above table presents Gross Revenue information realized by certain Window Hero franchisees during the period Measurement Period. The information provided in the table below was compiled from 10 Window Hero franchisees (operating in 34 territories) that have been in operation at a minimum of 36 months and reported Revenue in all 12 months during the Measurement Period. 6 of the 10 franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 1 franchisee (operating in 2 territories) that did not report their financials for the period.

PART II

GROSS PROFIT MARGIN OF FRANCHISEES OPERATING FOR AT LEAST 12 MONTHS AND A SUBSET OPERATING FOR AT LEAST 36 MONTHS OVER THE MEASUREMENT PERIOD (2024)

Part II: Gross Profit Margins for Window Hero Businesses for the Full 12 Months Ending December 31, 2024						
	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	7	79.60%	57.50%	67.09%	69.08%	4
Bottom 50%	7	56.91%	50.96%	54.74%	55.54%	4
Total	14			67.09%	54.74%	

Notes to Part II – First Table:

1. Gross Profit Margin is defined as “Gross Profit” divided by the Gross Revenues of the operation for the full year of 2024. Gross Profit is equal to Gross Revenue less the cost of Field Labor Costs, Window Cleaning Supplies, Pressure Washing Supplies, Gutter Cleaning Supplies, Vehicle Expense, Equipment Rental, and General Liability & Workers Compensation Insurance. This applies to the above table as well as the following table.
2. The above table presents Gross Profit Margin information realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 14 Window Hero franchisees (operating in 32 territories) that have been in operations at a minimum of 12 months and reported revenue in all 12 months during the Measurement Period. Five of the 14

franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 7 franchised businesses (operating in 12 territories) that did not report their financials for the period. The data excludes 3 franchised businesses (operating in 8 territories) that transferred during the period. This Data excluded 6 franchisees (operating in 9 territories) that commenced operations during the Measurement Period.

Part II: Gross Profit Margins for Window Hero Businesses Operating for at Least 36 Months and for the Full 12 Months Ending December 31, 2024						
	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	5	79.60%	56.91%	63.43%	57.99%	2
Bottom 50%	5	56.68%	50.96%	54.07%	54.08%	3
Total	10			58.75%	56.04%	

Notes to Part II – Second Table:

1. The following table presents Gross Profit Margin information realized by certain Window Hero franchisees during the period Measurement Period. The information provided in the table below was compiled from 10 Window Hero franchisees (operating in 34 territories) that have been in operation at a minimum of 36 months and reported Revenue in all 12 months during the Measurement Period. 6 of the 10 franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 1 franchisee (operating in 2 territories) that did not report their financials for the period.

PART III

ADJUSTED EBITDA MARGIN OF FRANCHISEES OPERATING FOR AT LEAST 12 MONTHS
AND A SUBSET OPERATING FOR AT LEAST 36 MONTHS OVER THE MEASUREMENT
PERIOD (2024)

	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	7	33.81%	23.59%	27.02%	25.49%	2
Bottom 50%	7	22.05%	-22.23%	9.71%	17.72%	4
Total	14			18.36%	18.36%	

1. The Adjusted EBITDA Margin is defined as “Adjusted EBITDA” divided by the Gross Revenues of the operation for the full year of 2024. Adjusted EBITDA is equal to Net Income with Adjustments of: Bad Debt Expense, Management & Officer Wages & Burden, Bank Service Charges, Charitable Contributions, Travel & Entertainment Expense, Interest Expense, Taxes Expense, Depreciation Expense, and Amortization Expenses, and Gain/Loss on Sale of Assets. This applies to the above table as well as the following table.
2. The above table presents Gross EBITDA Margins information realized by certain Window Hero franchisees during the period between January 1, 2024 and December 31, 2024 (“Reporting Period”).

The information provided in the table below was compiled from 14 Window Hero franchisees (operating in 32 territories) that have been in operations at a minimum of 12 months and reported Revenue in all 12 months during the Reporting Period. 5 of the 14 franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 7 franchisees (operating in 12 territories) that did not report their financials for the period. The data excludes 3 franchisees (operating in 8 territories) that Transferred during the period. This Data excluded 6 franchisees (operating in 9 territories) that commenced operations during the Reporting Period.

Part III: Adjusted EBITDA Margin for Window Hero Businesses Operating for at Least 36 Months and for the Full 12 Months Ending December 31, 2024						
	Number of Franchisees	Maximum	Minimum	Average	Median	# of Franchisees above Average
Top 50%	5	33.81%	24.54%	28.33%	26.96%	2
Bottom 50%	5	23.90%	17.72%	20.77%	20.37%	2
Total	10			24.55%	23.67%	

1. The above table presents Adjusted EBITDA Margin information realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 10 Window Hero franchisees (operating in 34 territories) that have been in operation at a minimum of 36 months and reported Revenue in all 12 months during the Measurement Period. 6 of the 10 franchisees included in the table below operated more than one franchise territory but reported Gross Revenue as one location. The data excludes 1 franchisee (operating in 2 territories) that did not report their financials for the period.

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PART IV

JOB SIZE STATISTICS FOR FRANCHISED BUSINESSES WERE OPERATIONAL AND REPORTED REVENUE DURING THE MEASUREMENT PERIOD (2024)

Part IV: Job Size Statistics for Window Hero Franchise System				
	High	Low	Median	Average
Commercial Ticket Size	\$ 62,000.00	\$ 40.00	\$ 750.25	\$ 2,246.09
Residential Ticket Size	\$ 12,450.00	\$ 20.00	\$ 340.00	\$ 487.40

Notes to Part IV:

1. The above table presents Proposal Acceptance Rate Statistics realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 29 Window Hero franchisees that were operational and reported Revenue during the Measurement Period. There were 26,170 Total Proposals Reported during the Measurement Period with 17,413 of those Proposals Accepted by Customers. Proposal Conversion Ratio means the percentage of total proposals that were accepted, completed, invoiced, and scheduled.
2. This data was collected from our Business Management and Technology System or Customer Management Software used by the Franchisees.

PART V

PROPOSAL CONVERSION STATISTICS FOR FRANCHISED BUSINESSES WERE OPERATIONAL AND REPORTED REVENUE DURING THE MEASUREMENT PERIOD (2024)

Part V: Proposal Conversion Statistics for Window Hero Franchise System				
	High	Low	Median	Average
Proposal Conversion Rate (%)	93.8%	26.9%	61.5%	59.8%

1. The above table presents Proposal Acceptance Rate Statistics realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 29 Window Hero franchisees that were operational and reported Revenue during the Measurement Period. There were 26,170 Total Proposals Reported during the Measurement Period with 17,413 of those Proposals Accepted by Customers.
2. Proposal Conversion Ratio means the percentage of total proposals that were accepted, completed, invoiced, and scheduled.
3. This data was collected from our Business Management and Technology System or Customer Management Software used by the Franchisees.

PART VI

CUSTOMER TYPE STATISTICS FOR FRANCHISED BUSINESSES WERE OPERATIONAL AND REPORTED REVENUE DURING THE MEASUREMENT PERIOD (2024)

Part VI: Customer Type Statistics for Window Hero Franchise System	
Percentage of Total Jobs	
Repeat Customer Rate - ALL	37.86%

1. The following table presents Repeat Customer Rate realized by certain Window Hero franchisees during the Measurement Period. The information provided in the table below was compiled from 29 Window Hero franchisees that were operational and reported Revenue during the Measurement Period. There were 16,449 Jobs Reported during the Measurement Period and 6,230 Jobs Reported were with Repeat Customers.
2. This data was collected from our Business Management and Technology System or Customer Management Software used by the Franchisees.

Other than the preceding financial performance representation, we do not make any financial performance 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 Franchised Business, however, we may provide you with the actual records of that Franchised Business. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting our Chief Growth Officer, Zack Dudan, at 107 Parr Drive, Huntersville, NC 28078, (980) 441-1121, the Federal Trade Commission, and the appropriate state regulatory agencies.

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ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System-wide 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	13	18	+5
	2023	18	35	+17
	2024	35	62	+27
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	13	18	+5
	2023	18	35	+17
	2024	35	62	+27

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
Florida	2022	0
	2023	0
	2024	3 ⁽¹⁾
South Carolina	2022	1
	2023	0
	2024	0
Tennessee	2022	0
	2023	0
	2024	1
Total	2022	1
	2023	0
	2024	4

⁽¹⁾This was a transfer of two existing territories that were resized to three territories to conform to current territory size.