

## **ITEM 18. PUBLIC FIGURES**

Stanley Steemer does not use any public figures to promote its franchise.

## **ITEM 19. FINANCIAL PERFORMANCE REPRESENTATIONS**

The Federal Trade Commission'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.

Those Stanley Steemer franchisees that were in operation for all of 2025 had average annual gross sales for 2025 in the amounts listed below. As used in this Item 19, "gross sales" means the total revenue derived from the sale of goods or services, less sales tax, discounts, allowances, and returns.

Although franchisees operated their Stanley Steemer Businesses from their homes or office warehouses, the locations of franchisees' offices made no significant difference in gross sales.

We provided substantially the same services to all franchisees, and all franchisees provided substantially the same services to the public. Franchisees use substantially the same accounting system to account for gross sales.

The information disclosed in this Item 19 relates to the historical performance of franchised Stanley Steemer Businesses for calendar year 2025. No company-owned branch locations were included in the information disclosed below in Item 19.

### **NATIONWIDE**

Two hundred eight (208) Stanley Steemer franchisees were in operation during all of 2025. During 2025, one (1) franchise had an outlet terminated, canceled, not renewed, or otherwise ceased to do business in 2025. Nationwide, the average annual gross sales of franchisees who were in operation during all of 2025 was \$1,742,025. Sixty-four (64) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$43,724. The highest amount of gross sales achieved by a franchisee was \$13,374,992. Nationwide, franchisees' median annual gross sales was \$1,179,370.

### **NEW ENGLAND STATES**

(Connecticut, Maine, Massachusetts, Rhode Island, New Hampshire, Vermont)

Eight (8) Stanley Steemer franchisees were in operation during all of 2025 in the New England States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$1,650,746. Two (2) of the eight (8) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$382,696. The highest amount of gross sales achieved by a franchisee was \$4,405,725. Their median annual gross sales was \$1,236,511.

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### **MID-ATLANTIC STATES**

(New York, Pennsylvania, Maryland, Delaware, New Jersey)

Twenty-one (21) Stanley Steemer franchisees were in operation during all of 2025 in the Mid-Atlantic States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$2,562,268. Nine (9) of the twenty-one (21) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$369,913. The highest amount of gross sales achieved by a franchisee was \$7,346,681. Their median annual gross sales was \$2,252,511.

### **GREAT LAKE STATES**

(Ohio, Illinois, Indiana, Wisconsin, Michigan)

Forty-seven (47) Stanley Steemer franchisees were in operation during all of 2025 in the Great Lake States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or otherwise ceased to do business in 2025. The average annual gross sales of these franchisees was \$1,115,067. Fifteen (15) of the forty-seven (47) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$43,724. The highest amount of gross sales achieved by a franchisee was \$4,732,661. Their median annual gross sales was \$704,006.

### **MID-SOUTH STATES**

(Virginia, North Carolina, Tennessee, West Virginia, Kentucky)

Twenty-nine (29) Stanley Steemer franchisees were in operation during all of 2025 in the Mid-South States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$1,674,071. Thirteen (13) of the twenty-nine (29) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$64,470. The highest amount of gross sales achieved by a franchisee was \$4,437,974. Their median annual gross sales was \$1,437,812.

### **SOUTHEAST STATES**

(Florida, South Carolina, Georgia)

Twenty-five (25) Stanley Steemer franchisees were in operation during all of 2025 in the Southeast States. During 2025, there was one (1) franchisee in these states who had an outlet terminated, canceled, not renewed, or otherwise ceased to do business in 2025. The average annual gross sales of these franchisees was \$3,789,863. Eight (8) of the twenty-five (25) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$559,037. The highest amount of gross sales achieved by a franchisee was \$13,374,991. Their median annual gross sales was \$2,107,209.

### **GREAT PLAINS STATES**

(Arkansas, Kansas, Iowa, Missouri, Minnesota, Nebraska, Oklahoma)

Nineteen (19) Stanley Steemer franchisees were in operation during all of 2025 in the Great Plains States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or otherwise ceased to do business in 2025. The average annual gross sales of these franchisees was \$712,501. Eight (8) of the nineteen (19) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$174,471. The highest amount of gross sales achieved by a franchisee was \$1,600,713. Their median annual gross sales was \$465,939.

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### **SOUTHWEST STATES**

(Arizona, New Mexico, Colorado, Utah, Texas, Nevada)

Seventeen (17) Stanley Steemer franchisees were in operation during all of 2025 in the Southwest States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$1,192,790. Six (6) of the seventeen (17) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$106,006. The highest amount of gross sales achieved by a franchisee was \$5,744,755. Their median annual gross sales was \$943,296.

### **PACIFIC COAST STATES**

(Alaska, California, Hawaii, Oregon, Washington)

Twenty-seven (27) Stanley Steemer franchisees were in operation during all of 2025 in the Pacific Coast States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$1,729,485. Six (6) of the twenty-seven (27) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$88,329. The highest amount of gross sales achieved by a franchisee was \$11,101,163. Their median annual gross sales was \$993,605.

### **SOUTHERN STATES**

(Alabama, Louisiana, Mississippi)

Twelve (12) Stanley Steemer franchisees were in operation during all of 2025 in the Southern States. In connection with a franchise transfer in 2025, two existing franchised Stanley Steemer Businesses were consolidated into one location. Other than these consolidations, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$1,425,152. Five (5) of the twelve (12) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$198,669. The highest amount of gross sales achieved by a franchisee was \$4,270,793. Their median annual gross sales was \$1,099,875.

### **NORTHWESTERN STATES**

(Idaho, Montana, North Dakota, South Dakota, Wyoming)

Three (3) Stanley Steemer franchisees were in operation during all of 2025 in the Northwestern States. During 2025, there were no franchisees in these states that had an outlet terminated, canceled, not renewed, or who otherwise ceased to do business. The average annual gross sales of these franchisees was \$670,678. Two (2) of the three (3) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$75,914. The highest amount of gross sales achieved by a franchisee was \$1,004,440. Their median annual gross sales was \$931,680.

These figures were obtained from gross sales reports made by franchisees to Stanley Steemer in compliance with the requirements of their Franchise Agreements that they supply these figures. These figures have been compiled from those reports in accordance with generally accepted accounting principles.

We have presented these figures on a nationwide basis and in geographic subsets. We selected these geographic subsets based upon regional variations in weather, population density, and consumer consumption patterns. While these figures may be useful in determining possible future gross sales and locations, data other than geographical locations and community size could affect sales. Those factors include the number and financial resources of competitors, average income levels in the community, local

advertising costs, the number of commercial establishments in the community, climate, and the number of part-time residents.

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

Written substantiation of the data used in preparing the information in Item 19 will be made available to any prospective franchisee, upon reasonable demand, provided, however, that this will not be construed to require disclosure of the identity of a specific franchisee or to require the release of data without the consent of the franchisee. Other than the financial performance representations above, Stanley Steemer does not make any financial performance 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 Stanley Steemer's management by contacting Stanley Steemer at the attention of D. Ryan Jankowski, 5800 Innovation Drive, Dublin, Ohio 43016, (614) 764-2007, the Federal Trade Commission, and the appropriate state regulatory agencies.

## **ITEM 20. OUTLETS AND FRANCHISEE INFORMATION**

A list of our Stanley Steemer franchisees that were in operation during our 2025 fiscal year, and who were still in operation as of the original issuance date of this disclosure document March 31, 2026, as well as the addresses and telephone numbers of their business offices, is attached as Exhibit B to this disclosure document. Information concerning transfers of franchisees' Stanley Steemer Businesses, franchises that were reacquired by us, and franchisees who left the Stanley Steemer franchise system is also included in Exhibit B. A list of franchisees who signed a Franchise Agreement after the end of the 2025 fiscal year, but before the original issuance date of this disclosure document March 31, 2026, is included below. A list of our company-owned Stanley Steemer branch locations as of March 25, 2026, and the addresses and telephone numbers of their offices is also included in the attached Exhibit B to this disclosure document.

### **Stanley Steemer Franchises**

The following is information on Stanley Steemer's franchised and company-owned Stanley Steemer Businesses as of the end of its 2023, 2024, and 2025 fiscal years:

**ITEM 20 TABLE NO. 1  
SYSTEMWIDE OUTLET SUMMARY  
FOR FISCAL YEARS 2023/2024/2025**

<b>Column 1 Outlet Type</b>	<b>Column 2 Year</b>	<b>Column 3 Outlets at the Start of the Year</b>	<b>Column 4 Outlets at the End of the Year</b>	<b>Column 5 Net Change</b>
<b>Franchised</b>	2023	215	212	-3
	2024	212	210	-2
	2025	210	210	0
<b>Company-Owned</b>	2023	56	57	+1
	2024	57	57	0
	2025	57	54	-3
<b>Total Outlets</b>	2023	271	269	-2
	2024	269	267	-2
	2025	267	264	-3