

ITEM 18
PUBLIC FIGURES

We do not use any public figures 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.

1. Primary Territory Results - 2023 Annual Gross Sales and Percentage of Gross Sales by Industry

The table below contains the annual Gross Sales for 2023 of our Affiliate-Owned Business. This business has been in operation since 2005 for services rendered to customers in Weld and Larimer Counties in Colorado, our primary territory with a population of approximately 685,000 people, which is larger than the Territory that our franchisees will operate in, which will range from 175,000 to 200,000 people.

Commercial	\$425,873 (84%)
Residential	\$82,950 (16%)
Total	\$508,823

2. 2023 Primary and Extended Territory Results

The tables below contain the 2023 performance of our Affiliate-Owned Business for services rendered in our primary territory of Weld and Larimer Counties in Colorado in addition to services performed in the geographical area that surrounds our primary territory. Used below, the term Account refers to a customer's entire profile and all the Work Orders that customer has ordered. The term Work Order refers to individual cleaning jobs performed for the respective Accounts.

Value of Residential Accounts	
Average Annual Account Revenue	\$307
Range of Annual Account Revenue	\$40-\$1,094
Median Annual Account Revenue	\$266

Value of Property Management Company Accounts	
Average Annual Account Revenue	\$13,443
Range of Annual Account Revenue	\$1,415-\$58,233

Value of Property Management Company Accounts	
Median Annual Account Revenue	\$7,838
Average Number of Work Orders Performed	39

Value of Big Box* Accounts	
Average Annual Account Revenue	\$3,391
Range of Annual Account Revenue	\$280-\$14,654
Median Annual Account Revenue	\$2,511

*A Big Box is a commercial property with a substantial amount of public area with carpeting. The data reflected here is from properties in the hospitality and senior living industries.

Average Annual Revenue Per Account with Interval Clean Contracts*	
Number of Accounts with Interval Clean Contracts	74
Average Gross Revenue Per Account	\$3,205
Range of Revenue Per Account	\$280-\$15,389
Median Revenue Per Account	\$2,480

*An Interval Clean Contract is a contract to provide carpet cleaning services on specified interval dates throughout the year. Our revenue from Interval Clean Contracts in fiscal year 2023 was \$245,085, or 38% of our total revenue in fiscal year 2023.

Demo Conversions*	
Number of Demos Performed	62
Demos Converted to Billable Business	27 (45%)
Demos Converted to Interval Clean Contracts	19 (31%)

*A Demo Conversion is business obtained by conducting a free carpet cleaning demonstration for prospective clientele.

NOTES

1. The term "Gross Sales" in this financial performance representation means the aggregate amount of all revenues generated from the sale of all services, products, merchandise and all other income of every kind related to the business, whether for cash or credit (and regardless of collection in the case of credit). The following items are not included in Gross Sales: (a) the amount of any refunds, credits, allowances and adjustments; (b) the amount of any sales taxes or other taxes collected from customers and paid directly to the appropriate taxing authority; (c) proceeds from insurance with respect to property damage or liability; (d) proceeds from any civil forfeiture, condemnation or seizure by governmental entities; and (e) uncollectable amounts subject to the limitation that uncollectable amounts cannot exceed one half of one percent (0.5%) of Gross Sales for any fiscal year and subsequent collections of charged off amounts must be included in Gross Sales when collected.

2. We have not audited the information presented above, nor have we independently verified this information. Written substantiation of the data used in preparing this financial performance representation will be made available to you upon reasonable request.

3. Our Affiliate-Owned Business offers services that are substantially similar to the services that you will offer for sale in your Franchised Business.

4. One business has earned this much. Your individual results may differ. There is no assurance that you will earn as much.

Other than the preceding financial performance representation, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. 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 Robert Valois, our President and Chief Executive Officer, 609 Gyrfalcon Court, Suite A, Windsor, CO 80550 and 970-590-8777 the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
Systemwide Outlet Summary for 2021 to 2023

Outlet Type	Year	Outlets at Start of Year	Outlets at End of Year	Net Change
Franchised	2021	0	0	0
	2022	0	0	0
	2023	0	1	+1
Affiliate-Owned	2021	1	1	0
	2022	1	1	0
	2023	1	1	0
Total Outlets	2021	1	1	0
	2022	1	1	0
	2023	1	2	+1

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
for 2021 to 2023

State	Year	Number of Transfers
All	2021	0
	2022	0
	2023	0
Total	2021	0
	2022	0
	2023	0