

Provision	Section in Franchise Agreement	Summary
t. Integration/merger clause	14.2	Only the terms of this franchise disclosure document, the franchise agreement and Manual are binding (subject to state law). Any representations or promises made outside the disclosure document and franchise agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	11.1 – 11.5	Except for certain claims, and subject to state law, all disputes must be arbitrated or mediated in Jefferson County, Alabama.
v. Choice of forum	11.4, 11.6	Subject to applicable state law, claims for equitable or injunctive relief must be conducted in Jefferson County, Alabama.
w. Choice of law	14.1	Federal law applies to arbitration and trademark issues. The law of your state applies to amendment of your franchise agreement, the maximum rate of interest that can be charged, and post-termination non-competition issues. Except as required by applicable law, Alabama law applies to all other issues.

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 this 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.

The term Gross Revenue in each of the charts below is defined as follows: “Gross Revenues” means the aggregate of all billings whether collected or not, including cash sales and sales on account, monies billed for residential house cleaning services whether performed by franchisee or subcontracted, monies billed in connection with trade or barter agreements, or monies

billed for any other cleaning and/or maintenance of any structure, interior or exterior, including without limitation, all proceeds from any business interruption insurance, but excluding (a) all refunds made in good faith, (b) any sales and equivalent taxes that are collected by franchisee for or on behalf of and paid to any governmental taxing authority, and any rebate received by franchisee from a manufacturer or supplier. The Gross Revenues in the below charts is unaudited.

There were 147 franchised locations as of December 31, 2024. Charts 1 through 5 and 6 through 10 are arranged in Quintiles setting out all 86 franchised locations open two or more years as of December 31, 2024, displaying the low, average, median and high Gross Revenue in each Quintile along with Direct Labor, Cleaning Materials, Total Cost of Sales and Gross Margin. Chart 11 sets out the 17 franchised locations open at least 12 months but less than 2 years. The charts exclude the 44 locations that were not open for at least one year as of December 31, 2024. Chart 12 sets out the results of 20 multi-unit franchisees operating a total of 57 territories. The results of these multi-unit franchisees are also included in charts 1 through 10.

The category “Direct Labor” includes wages (net of payroll taxes) paid to employees that can be directly attributed to the services we provide. The category “Cleaning Materials” includes all expenses for cleaning supplies and equipment. The Category “Total Cost of Sales” is calculated by adding “Direct Labor” and “Cleaning Materials” together. The category, “Gross Margin”, is the company’s Revenues (“Sales”) less its Total Cost of Sales. The category (Web) Leads Per Month equals the low, average, median and high number of leads received in each quadrant. The Lead Conversion Percentage (%) is the percentage of Web Leads, which were converted into an actual sale. The category Recurring Customer Percentage (%) is the percentage of Gross Revenues generated by recurring customers. The Average Price - Recurring equals the average ticket price for those recurring customers. The “Average Price – Single” equals the average ticket price of a one- time customer and the “Average Price–All” includes the average ticket price of both recurring and single customers.

Chart 1 Quintile One contains the territories with the 17 highest Gross Revenue numbers, Chart 2 Quintile Two contains the territories with the next 17 highest Gross Revenue numbers, Chart 3 Quintile Three the territories with the next 17 highest Gross Revenue numbers, Chart 4 Quintile Four the territories with the next 17 highest Gross Revenue numbers, and Chart 5 Quintile Five the territories with the 18 lowest Gross Revenue numbers. Chart 6 Quintile One contains the territories with the 17 highest number of households, Chart 7 Quintile Two contains the territories with the next 17 highest number of households, Chart 8 Quintile Three the territories with the next 17 highest number of households, Chart 9 Quintile Four the territories with the next 17 highest number of households, and Chart 10 Quintile Five the territories with the 18 lowest number of households.

Chart 1
2024 Locations Open 2 Years or More
Quintile One
(Top 17 Territories by Gross Revenues)

2024 1st Quintile				
Description	Low	Average	Median	High
Gross Revenues ¹	\$827,640	\$1,167,376	\$1,120,982	\$1,778,460
Direct Labor	\$348,683	\$541,735	\$538,071	\$838,790
Cleaning Materials	\$14,402	\$21,749	\$48,230	\$20,339
Total Cost Of Sales	\$363,085	\$563,484	\$586,301	\$859,129
Gross Margin \$	\$464,555	\$603,893	\$534,681	\$919,331
Gross Margin %	56%	52%	48%	52%
Web Leads Per Month	334	238	191	361
Lead Conversion %	10%	13%	16%	11%
Recurring Customer %	70%	82%	84%	85%
Avg Price - Recurring	\$172	\$185	\$179	\$229
Avg Price - Single	\$348	\$354	\$257	\$410
Avg Price - All	\$203	\$203	\$188	\$245

Note 1: Chart reflects top 17 of 86 territories (first quintile) by Gross Revenues.

Of the 17 territories represented, 7 or 41% attained or surpassed the average gross revenues and 7 or 41% attained or surpassed the median gross revenues.

Chart 2
2024 Locations Open 2 Years or More
Quintile Two
(Next 17 Territories by Gross Revenues)

2024 2nd Quintile				
Description	Low	Average	Median	High
Gross Revenues ²	\$552,492	\$653,469	\$624,583	\$805,585
Direct Labor	\$260,942	\$292,628	\$299,799	\$342,136
Cleaning Materials	\$3,948	\$14,340	\$13,706	\$12,443
Total Cost of Sales	\$264,890	\$306,968	\$313,505	\$354,579
Gross Margin \$	\$287,602	\$346,501	\$311,077	\$451,006
Gross Margin %	52%	53%	50%	56%
Web Leads Per Month	172	192	226	188
Lead Conversion %	14%	16%	19%	18%
Recurring Customer %	88%	80%	73%	80%
Avg Price - Recurring	\$174	\$165	\$161	\$149
Avg Price - Single	\$386	\$320	\$234	\$338
Avg Price - All	\$186	\$182	\$176	\$168

Note 2: Chart reflects second top 17 of 86 territories (second quintile) by Gross Revenues.

Of the 17 territories represented, 8 or 47% attained or surpassed the average gross revenues and 7 or 41% attained or surpassed the median gross revenues.

Chart 3
2024 Locations Open 2 Years or More
Quintile Three
(Next 17 Territories by Gross Revenues)

2024 3rd Quintile				
Description	Low	Average	Median	High
Gross Revenues ³	\$436,689	\$494,885	\$485,936	\$550,749
Direct Labor	\$191,292	\$217,158	\$205,654	\$249,380
Cleaning Materials	\$6,680	\$10,126	\$12,148	\$7,000
Total Cost of Sales	\$197,972	\$227,284	\$217,803	\$256,381
Gross Margin \$	\$238,717	\$267,601	\$268,134	\$294,368
Gross Margin %	55%	54%	55%	53%
Web Leads Per Month	235	157	98	177
Lead Conversion %	13%	13%	19%	13%
Recurring Customer %	74%	83%	89%	87%
Avg Price - Recurring	\$167	\$178	\$165	\$169
Avg Price - Single	\$355	\$365	\$417	\$319
Avg Price - All	\$194	\$194	\$177	\$181

Note 3: Chart reflects third top 17 of 86 territories (third quintile) by Gross Revenues.

Of the 17 territories represented, 7 or 41% attained or surpassed the average gross revenues and 7 or 41% attained or surpassed the median gross revenues.

Chart 4
2024 Locations Open 2 Years or More
Quintile Four
(Next 17 Territories by Gross Revenues)

2024 4th Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁴	\$325,011	\$376,506	\$374,370	\$424,419
Direct Labor	\$139,996	\$167,189	\$184,436	\$203,722
Cleaning Materials	\$2,787	\$5,985	\$8,185	\$2,593
Total Cost of Sales	\$142,783	\$173,175	\$192,621	\$206,315
Gross Margin \$	\$182,227	\$203,331	\$181,748	\$218,104
Gross Margin %	56%	54%	49%	51%
Web Leads Per Month	202	165	197	145
Lead Conversion %	11%	12%	9%	12%
Recurring Customer %	62%	79%	78%	77%
Avg Price - Recurring	\$186	\$168	\$208	\$195
Avg Price - Single	\$349	\$316	\$315	\$252
Avg Price - All	\$226	\$185	\$224	\$206

Note 4: Chart reflects second bottom 17 of 86 territories (fourth quintile) by Gross Revenues.

Of the 17 territories represented, 8 or 47% attained or surpassed the average gross revenues and 7 or 41% attained or surpassed the median gross revenues.

Chart 5
2024 Locations Open 2 Years or More
Quintile Five
(Lowest 18 Territories by Gross Revenues)

2024 5th Quintile				
Description	Low	Average	Median	High
Gross Revenues⁵	\$20,422	\$229,521	\$234,989	\$320,484
Direct Labor	\$10,211	\$96,245	\$92,087	\$119,202
Cleaning Materials	\$37	\$3,545	\$4,261	\$8,012
Total Cost of Sales	\$10,248	\$99,790	\$96,348	\$127,214
Gross Margin \$	\$10,174	\$129,731	\$138,641	\$193,270
Gross Margin %	50%	57%	59%	60%
Web Leads Per Month	20	105	162	150
Lead Conversion %	11%	13%	8%	14%
Recurring Customer %	66%	79%	80%	77%
Avg Price - Recurring	\$213	\$173	\$165	\$156
Avg Price - Single	\$286	\$332	\$361	\$348
Avg Price - All	\$233	\$191	\$181	\$179

Note 5: Chart reflects bottom 18 of 86 territories (approximately the fifth quintile) by Gross Revenues.

Of the 18 territories represented, 9 or 50% attained or surpassed the average gross revenues and 9 or 50% attained or surpassed the median gross revenues.

Chart 6
2024 Locations Open 2 Years or More
Quintile One
(Top 17 Territories by Number of Households)

2024 1st Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁶	\$222,558	\$692,866	\$664,700	\$1,455,300
Direct Labor	\$92,512	\$311,290	\$282,346	\$654,289
Cleaning Materials	\$691	\$14,150	\$13,567	\$36,077
Total Cost Of Sales	\$93,204	\$325,440	\$295,912	\$690,366
Gross Margin \$	\$129,354	\$367,426	\$368,788	\$764,934
Gross Margin %	58%	53%	55%	53%
Web Leads Per Month	79	222	154	350
Lead Conversion %	15%	13%	16%	10%
Recurring Customer %	71%	82%	88%	91%
Avg Price – Recurring	\$155	\$169	\$143	\$170
Avg Price – Single	\$300	\$330	\$309	\$362
Avg Price – All	\$180	\$185	\$153	\$177

Note 6: Chart reflects top 17 of 86 territories (first quintile) by households.

Of the 17 territories represented, 7 or 41% attained or surpassed the average gross revenues and 8 or 47% attained or surpassed the median gross revenues. Households range from 951,543 to 327,156. The high of \$1,455,300 was from a territory with 621,577 households, the low of \$222,558 was from a territory with 439,054 households, the median of \$637,441 was from territories with an average of 523,772 households and the average of \$664,700 was from territories with an average of 522,359 households.

Chart 7
2024 Locations Open 2 Years or More
Quintile Two
(Next 17 Territories by Number of Households)

2024 2nd Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁷	\$143,442	\$605,376	\$480,136	\$1,778,460
Direct Labor	\$52,930	\$2279,875	\$205,936	\$838,790
Cleaning Materials	\$2,869	\$10,941	\$8,108	\$20,339
Total Cost of Sales	\$55,799	\$290,816	\$214,044	\$859,129
Gross Margin \$	\$87,643	\$314,560	\$266,092	\$919,331
Gross Margin %	61%	52%	55%	52%
Web Leads Per Month	147	170	183	361
Lead Conversion %	14%	14%	11%	11%
Recurring Customer %	93%	84%	89%	85%
Avg Price – Recurring	\$153	\$173	\$178	\$229
Avg Price - Single	\$190	\$336	\$413	\$410
Avg Price - All	\$156	\$187	\$190	\$245

Note 7: Chart reflects second 17 of 86 territories (second quintile) by households.

Of the 17 territories represented, 6 or 35% attained or surpassed the average gross revenues and 8 or 47% attained or surpassed the median gross revenues. Households range from 295,618 to 231,235. The high of \$1,778,460 was from a territory with 241,925 households, the low of \$143,442 was from a territory with 295,618 households, the median of \$480,136 was from territories with an average of 289,810 households and the average of \$605,376 was from territories with an average of 259,618 households.

Chart 8
2024 Locations Open 2 Years or More
Quintile Three
(Next 17 Territories by Number of Households)

2024 3rd Quintile				
Description	Low	Average	Median	High
Gross Revenues ⁸	\$20,422	\$588,730	\$544,510	\$1,230,300
Direct Labor	\$10,211	\$270,176	\$239,568	\$570,595
Cleaning Materials	\$37	\$10,585	\$25,341	\$18,259
Total Cost of Sales	\$10,248	\$280,761	\$264,909	\$588,854
Gross Margin \$	\$10,174	\$307,970	\$279,602	\$641,446
Gross Margin %	50%	52%	51%	52%
Web Leads Per Month	20	161	100	216
Lead Conversion %	11%	13%	8%	17%
Recurring Customer %	66%	77%	95%	80%
Avg Price - Recurring	\$213	\$179	\$180	\$188
Avg Price - Single	\$286	\$322	\$370	\$375
Avg Price - All	\$233	\$199	\$186	\$210

Note 8: Chart reflects third 17 of 86 territories (third quintile) by households.

Of the 17 territories represented, 8 or 47% attained or surpassed the average gross revenues and 8 or 47% attained or surpassed the median gross revenues. Households range from 224,780 to 181,711. The high of \$1,230,300 was from a territory with 201,783 households, the low of \$20,422 was from a territory with 183,091 households, the median of \$544,510 was from territories with an average of 188,667 households and the average of \$588,730 was from territories with an average of 197,800 households.