

	PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
q.	Non-competition covenants during the term of the franchise	Article 14	No involvement in any competing business within a 20-mile radius of a Shine location.
r.	Non-competition covenants after the franchise is terminated or expires	Articles 14 & 16 (if applicable)	For 24 months, you must not compete with us within a 20 mile radius of a Shine location, solicit or divert any of our customers or vendors or customers or vendors of any other franchisee, disclose any trade secrets. For 24 months, you will not be employed by or in business with any person or entity that does any of those things (subject to state law).
s.	Modification of the agreement	Section 7.17, 18.16	Only by written agreement; we may modify the Operations Manual at any time.
t.	Integration/merger clause	Article 18	Only the terms of the Franchise Agreement are binding (subject to state law). Any other promises or agreements may not be enforceable. No provision of the Franchise Agreement may disclaim or require the Franchisee to waive reliance on the representations made in the disclosure document.
u.	Dispute resolution by arbitration or mediation	Article 16	Except for actions for the sole purpose of collecting unpaid monies, including franchise fees, royalties or National Advertising Fees or to enforce trademark or trade secret rights and covenants against competition, we will settle all disputes with you by Arbitration, which will only occur after the parties try informally to resolve the dispute and participate in mediation.
v.	Choice of forum	Articles 16 & 18	Litigation or arbitration must be in the State of Texas (subject to applicable state law). See the State Specific Addenda attached to this disclosure document.
w.	Choice of law	Article 18	Texas law applies (subject to applicable state law). See the State Specific Addenda attached to this disclosure document

Item 18. Public Figures

We do not currently 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 franchises and 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.

Historical Financial Performance Representation

As of January 1, 2024 there were 56 SHINE franchised units in operation and as of December 31, 2024, there were total 74 SHINE franchised units in operation (the “Franchised Units”) and 0 affiliate-owned business in operation (the “Affiliate Unit”). The dataset for 20 new Franchised Units and terminated Franchised Unit was excluded from this financial representation as they were not open and operating for the full twelve month measurement period (January 1, 2024 through December 31, 2024).

As explained in more detail below, this historical financial performance representation includes certain performance information reported to us by certain Franchised Units. For purposes of this Item 19, the Franchised Units represented encompass one SHINE Protected Area or territory, and a distinction is made between territories and franchisees because some franchisees own more than one territory.

The results presented in this Item 19 are not audited and are based on information reported to us by the Franchised Units. We have not independently audited the reported results.

TABLE 1 - 4 - Single Territory

Table 1-4 below discloses certain financial information for thirty-three (33) Shine window cleaning Franchised Units operating as a single territory as of December 31, 2024. The term “single territory” in this Item 19 is defined as franchisee operating one Protected Area with one set of books.

TABLE 1: Following table discloses certain financial information for three (3) Franchised Units operating as a single territory for minimum of 1 full year and up to 3 full years.

1-3 Years - # of Territories Locations								
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Service Vehicle	Revenue Per Service Vehicle
159	07/24/2023	\$218,971.90	55%	45%	\$119,837.15	\$99,134.75	1	\$218,971.90
165	10/09/2023	\$211,935.99	66%	34%	\$140,168.48	\$71,767.51	2	\$105,968.00
157B	03/21/2022	\$13,302.40	62%	38%	\$8,271.40	\$5,031.00	1	\$13,302.40

TABLE 2: Following table discloses certain financial information for seven (7) Franchised Units operating as a single territory for minimum of 3 full years up to 5 full years.

3-5 Years - # of Territories Locations								
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Service Vehicle	Revenue Per Service Vehicle
145B	07/06/2020	\$306,239.58	72%	28%	\$219,711.28	\$86,528.29	1	\$306,239.58
148C	12/04/2020	\$99,066.94	81%	19%	\$80,729.74	\$18,337.20	1	\$99,066.94
149	12/10/2020	\$803,883.77	69%	31%	\$553,160.75	\$250,606.02	2	\$401,941.89
152	01/31/2021	\$522,989.77	69%	31%	\$360,266.13	\$162,723.64	2	\$261,494.89
105D	05/24/2021	\$678,497.21	71%	29%	\$480,613.72	\$197,591.49	4	\$169,624.30
155B	05/24/2021	\$1,039,768.43	54%	46%	\$563,625.70	\$475,637.72	5	\$207,953.69
156	12/22/2021	\$87,352.40	52%	48%	\$45,121.44	\$42,230.94	1	\$87,352.40

TABLE 3: Following table discloses certain financial information for nineteen (19) Franchised Units operating as a single territory for more than five (5) full years but up to ten (10) full years.

5+ Years - # of Territories Locations								
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Service Vehicle	Revenue Per Service Vehicle
103C	03/22/2016	\$620,062.32	76%	24%	\$474,231.25	\$145,831.07	3	\$206,687.44
119	7/25/2016	\$212,923.00	0%	100%	\$0.00	\$212,923.00	1	\$212,923.00
104B	01/01/2017	\$1,531,400.25	64%	34%	\$984,408.01	\$527,907.20	8	\$191,425.03
117	6/6/2017	\$30,855.28	61%	39%	\$18,834.68	\$12,020.60	1	\$30,855.28
121	07/12/2017	\$281,584.35	57%	43%	\$160,221.76	\$121,362.59	2	\$140,792.18
122	09/09/2017	\$397,043.82	66%	34%	\$260,477.05	\$136,316.77	2	\$198,521.91
123	10/06/2017	\$160,619.25	0%	100%	\$0.00	\$160,619.25	1	\$160,619.25
129	08/30/2018	\$578,167.46	53%	47%	\$305,060.38	\$273,107.08	3	\$192,722.49
130	09/24/2018	\$427,011.14	53%	47%	\$226,797.70	\$200,213.44	2	\$213,505.57
131	02/28/2019	\$554,417.13	90%	10%	\$497,380.75	\$57,036.38	3	\$184,805.71
124	04/01/2019	\$900,910.22	85%	15%	\$769,998.95	\$130,911.27	3	\$300,303.41
134B	08/21/2019	\$75,522.37	86%	14%	\$65,123.90	\$10,398.47	1	\$75,522.37
132B	09/16/2019	\$1,198,728.23	64%	36%	\$765,899.38	\$432,828.85	4	\$299,682.06
137	09/16/2019	\$631,895.42	66%	34%	\$418,855.62	\$213,039.77	3	\$210,631.81
139B	09/16/2019	\$119,885.28	41%	59%	\$49,709.85	\$70,175.43	1	\$119,885.28
138B	09/30/2019	\$129,781.28	70%	30%	\$90,925.64	\$38,705.64	2	\$64,890.64
133	10/2/2019	\$255,202.58	85%	15%	\$218,096.53	\$37,106.04	1	\$255,202.58
142	12/02/2019	\$353,089.65	25%	75%	\$88,942.60	\$264,147.05	2	\$176,544.83
143	01/21/2020	\$318,006.32	66%	34%	\$210,382.98	\$107,623.33	2	\$159,003.16

TABLE 4: Following table discloses certain financial information for four (4) Franchised Units operating as a single territory for more than ten (10) full years.

10+ Years - # of Territories Locations								
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Service Vehicle	Revenue Per Service Vehicle
101	03/01/2012	\$1,723,151.66	65%	35%	\$1,116,430.66	\$608,087.00	8	\$215,393.96
102B	03/01/2012	\$1,906,355.86	74%	26%	\$1,409,671.56	\$496,684.31	9	\$211,817.32
110C	1/10/2014	\$1,108,451.58	63%	37%	\$698,863.68	\$409,587.90	4	\$277,112.90
112	01/09/2015	\$399,330.46	75%	22%	\$299,173.37	\$88,513.33	2	\$199,665.23

TABLE 1 - 4 – Multi-Territory

Table 1-4 below discloses certain historical financial information for twenty-two (22) Shine window cleaning Franchised Units operating as a multi-territory as of December 31, 2024. The term “multi-territory” in this Item 19 is defined as franchisee operating multiple Protected Areas with one set of books.

TABLE 1: Following table discloses certain financial information for three franchisees operating two Franchised Units each as a multi-territory operator with one set of books for minimum of 1 full year up to 3 full years. Dataset contains six (6) Franchised Units operating during this measurement period in Table 1.

1-3 Years - # of Territories Locations									
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Territories	# of Service Vehicles	
158, 144B	05/29/2023	\$239,660.76	49%	51%	\$117,395.45	\$122,265.31	2	1	\$239,660.76
163, 164	08/28/2023	\$147,309.10	74%	26%	\$109,329.65	\$37,979.45	2	1	\$147,309.10
169, 170	10/09/2023	\$136,188.89	74%	26%	\$100,591.90	\$35,597.00	2	1	\$136,188.89

TABLE 2: Following table discloses certain financial information for one franchisee operating three Franchised Units and another franchisee operating two Franchised Units with one set of books for minimum of 3 full year up to 5 full years. Dataset contains five (5) Franchised Units operating during this measurement period in Table 2.

3-5 Years - # of Territories Locations									
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Territories	# of Service Vehicles	
135B, 146B	08/17/2020	\$87,952.05	86%	14%	\$75,759.64	\$12,192.41	2	1	\$87,952.05
150, 151, 160	04/05/2021	\$487,149.42	63%	37%	\$306,189.18	\$180,960.23	3	3	\$162,383.14

TABLE 3: Following table discloses certain financial information for four franchisees operating two Franchised Units each with one set of books for more than 5 full years but up to 10 full years. Dataset contains eight (8) Franchised Units operating during this measurement period in Table 3.

5+ Years - # of Territories Locations									
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Territories	# of Service Vehicles	Revenue Per Service Vehicle
113, 161	03/06/2015	\$413,035.18	56%	44%	\$230,221.32	\$181,397.84	2	1	\$413,035.18
118B, 120	06/15/2016	\$1,244,319.82	73%	26%	\$908,291.84	\$320,627.98	2	5	\$248,863.96
125, 126	04/24/2018	\$326,627.89	18%	82%	\$60,248.41	\$267,575.48	2	1	\$326,627.89
136B, 147B	01/20/2020	\$376,547.88	62%	38%	\$232,481.05	\$144,066.83	2	2	\$188,273.94

TABLE 4: Following table discloses certain financial information for one franchisee operating three Franchised Units with one set of books for more than 10 full years. Dataset contains three (3) Franchised Units operating during this measurement period in Table 4.

10+ Years - # of Territories Locations									
Location #	Date Open	Gross Revenues	% of Cleaning Revenue	% of Lighting Revenue	Cleaning Revenues	Lighting Revenues	# of Territories	# of Service Vehicles	Revenue Per Service Vehicle
107, 108, 109	05/22/2014	\$1,572,418.61	81%	18%	\$1,270,953.46	\$275,840.00	3	5	\$314,483.72

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Average Data for Single Territory and Multi-Territory Franchised Businesses

Following two tables discloses multiple franchisees owning single territory Franchised Units and two multi-territory Franchised Units.

Single Territory	10 + Years ¹	5 + Years ²	3-5 Years ³	1-3 Years ⁴
High Gross Revenues	\$1,906,355.86	\$1,531,400.25	\$1,039,768.43	\$218,971.90
Average Gross Revenues	\$1,284,322.39	\$461,952.91	\$505,399.73	\$148,070.10
Median Gross Revenues	\$1,415,801.62	\$353,089.65	\$522,989.77	\$211,935.99
Low Gross Revenues	\$399,330.46	\$30,855.28	\$82,546.65	\$13,302.40

Table above discloses an average Gross Revenues generated by single territory franchisees.

1. Dataset contains four Franchised Units operated as a single territory for more than 10 years.
2. Dataset contains nineteen Franchised Units operated as a single territory for more than 5 years but less than 10 years.
3. Dataset contains seven Franchised Units operated as a single territory for more than 3 years but less than 5 years.
4. Dataset contains three Franchised Units operated as a single territory for more than 1 year but less than 3 years.

2 Territories	10 + Years ¹	5 + Years ²	3-5 Years ³	1-3 Years ⁴
High Gross Revenues	n/a	\$1,244,319.82	n/a	\$239,660.76
Average Gross Revenues	n/a	\$590,132.69	n/a	\$174,386.25
Median Gross Revenues	n/a	\$394,791.53	n/a	\$147,309.10
Low Gross Revenues	n/a	\$326,627.89	n/a	\$136,188.89

Table above discloses an average Gross Revenues generated by a multi-territory franchisee operating two Franchised Units.

1. There was only one Franchised Unit open and operating for full 12 months with dataset for 10+ years and therefore excluded from the average table above.
2. Dataset contains four franchisees operating 8 Franchised Units as a multi-territory for more than 5 years but less than 10 years.
3. There was only one Franchised Unit open and operating for full 12 months with dataset for more than 3 years but less than 5 years and therefore excluded from the average table above.
4. Dataset contains three franchisees operating 6 Franchised Units as a multi-territory for more than 1 year but less than 3 years.

3 Territories. Average data as provided in the tables above is omitted for franchisees operating 3 Franchised Unit multi-territories, since there is only 1 franchisee with the dataset for 10+ years and only one franchisee with the dataset for more than 3 years but less than 5 years and thus excluded from this financial representation.

The outlets included in this financial performance representation are substantially similar to the Franchised Business for which we are offering franchises in this disclosure document, and their services are substantially similar to those to be offered and sold by the business you would operate.

Single Territory and Multi-Territory Average Tickets

Following Tables discloses average ticket amount and average ticket conversion for a single territory and multi-territory Franchised Units. As previously stated, as of December 31, 2024 there were 33 single-territory Franchised Units and 22 multi-territory Franchised Units open and operating for the full twelve-month period.

Average Ticket	
High Ticket	\$1,172.40
Average Ticket	\$683.12
Median Ticket	\$674.82
Low Ticket	\$374.83

Average Conversion	
High	97%
Average	71%
Median	69%
Low	50%

Definitions

“Gross Revenue” means total income to the franchise less applicable sales taxes, discounts and refunds. Gross Revenue does not include the costs of sales, operating expenses or other costs or expenses that must be deducted from the gross revenue figures to determine net income or profit.

You should conduct an independent investigation of the costs and expenses you will incur in operating your shine franchise. Franchisees or former franchisees, listed in this disclosure document, may be one source of this information. We recommend that you make your own independent investigation to determine whether or not the franchise may be profitable, and consult with an attorney and other advisors prior to executing the franchise agreement.

Neither we nor our certified public accountants have audited the numbers reported to us by our franchisees, but we have no reasonable basis to question their reliability.

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

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

Other than the preceding financial performance representations, 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

franchise outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of future income, you should report it immediately to our franchisor management by contacting Chris Fisher at 6424 San Ru Ave, Suite A, Jenison, MI 49428, chris@shineinfo.com and 800-513-1794, the Federal Trade Commission and the appropriate state regulatory agencies.

Item 20. Outlets and Franchisee Information

TABLE NO. 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	47	50	+3
	2023	50	56	+6
	2024	56	74	+18
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	47	50	+3
	2023	50	56	+6
	2024	56	74	+18

Notes:

1. For purposes of this Item 20, the number of franchised outlets are based on Protected Areas serviced by the franchisees whether under a single franchise agreement or multiple franchise agreements.

TABLE NO. 2
Transfers of Outlets from Franchisees to New Owners
(other than the Franchisor)
For years 2022, 2023 to 2024

State	Year	Number of Transfers
Michigan	2022	2
	2023	0
	2024	2
Ohio	2022	0
	2023	0
	2024	1
North Carolina	2022	0
	2023	0
	2024	1