

Provision	Section in Franchise Agreement	Summary	
u.	Dispute resolution by arbitration or mediation	Sections 20.1 and 20.2	At our option, claims that are not resolved internally may be submitted to non-binding mediation at our headquarters, and then to binding arbitration, excluding claims related to injunctive relief, anti-trust, the trademarks, and post-termination obligations.
v.	Choice of forum	Section 20.3	Litigation takes place in Pennsylvania, subject to applicable state law.
w.	Choice of law	Section 20.3	Pennsylvania law applies, subject to applicable state law.

See the state addenda to this Franchise Disclosure Document and the Franchise Agreement for special state disclosures.

ITEM 18: PUBLIC FIGURES

We do not currently use any public figure to promote our franchise. No public figure is currently involved in our management.

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.

HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION

As of December 31, 2024, there were sixty-four (64) franchised Rolling Suds outlets open and in operation. Seven (7) of the sixty-four (64) franchised Rolling Suds outlets were open and in operation for the entire 2024 calendar year, and all seven (7) of these outlets first opened for business in the 2023 calendar year. Additionally, as of December 31, 2024, there were two (2) affiliate-owned Rolling Suds businesses open and in operation. Of these two (2) affiliate-owned Rolling Suds businesses: (i) one (1) business, located in Warrington, Pennsylvania, was in operation for the entire 2024 calendar year (the "Affiliate-Owned Business"), and (ii) one (1) business, which operates two (2) outlets located in the Hermitage, Tennessee area, first commenced operation in the 2024 calendar year. For purposes of this Item 19, an "outlet" means an open Territory with a corresponding service vehicle.

This Item 19 contains certain historic financial performance information for five (5) of the seven (7) franchised Rolling Suds outlets that were open for the entire 2024 calendar year (the "Franchised Outlets") and the Affiliate-Owned Business. We excluded two (2) of the seven (7) franchised outlets that were open for the entire 2024 calendar year because they did not report complete financial performance data to us. As of the issuance date of this Disclosure Document, three (3) of the five (5) Franchised Outlets have acquired a second service vehicle.

Our Affiliate-Owned Business in Warrington, Pennsylvania is a mature business that has been open and in operation since 1990. The Affiliate-Owned Business operates under our proprietary Marks and offers all approved goods and services our System franchisees are authorized to offer and sell from their franchised businesses. However, because the Affiliate-Owned Business opened and commenced operating for many years prior to the launch of our franchise System, please note that (a) the Affiliate-Owned Business operates in and services a substantially larger geographic area than our System franchisees and operates with limited territorial restrictions; and (b) is a mature business, with established relationships and name recognition in its area. For the calendar years 2020 to 2022, the Affiliate-Owned Business operated five (5) service vehicles on a “full-time” basis (205 days per year), with between two (2) to three (3) additional service vehicles supplementing the fleet as needed during peak periods. In the calendar year 2023, the Affiliate-Owned Business operated four (4) service vehicles on a full-time basis, with between one (1) to four (4) additional service vehicles supplementing the fleet as needed during peak periods. In the calendar year 2024, the Affiliate-Owned Business operated four (4) service vehicles on a full-time basis, with between one (1) to three (3) additional service vehicles supplementing the fleet as needed during peak periods.

Part I of this Item 19 discloses (a) the gross Revenue, certain disclosed expenses and imputed fees, and EBITDA of the Affiliate-Owned Business for the calendar years 2020 to 2024 (Table 1.A); (b) the gross Revenue, certain disclosed expenses and imputed fees, and EBITA for the Affiliate-Owned Business on a per full-time service vehicle basis for the calendar years 2020 to 2024 (Table 1.B); and (c) the average gross Revenue and associated data for the Franchised Outlets during the calendar year 2024 (Table 1.C).

Part II of this Item 19 discloses (a) the average commercial job size, and associated data, for the Affiliate-Owned Business during the calendar years 2020 to 2024 (Table 2.A); (b) the average residential job size, and associated data, for the Affiliate-Owned Business during the calendar years 2020 to 2024 (Table 2.B); (c) the average commercial job size, and associated data, for the Franchised Outlets during the calendar year 2024 (Table 2.C); and (d) the average residential job size, and associated data, for the Franchised Outlets during the calendar year 2024 (Table 2.D).

For purposes of this Item 19, the time periods described above are referred to as the “Applicable Measurement Period.”

The information in this Item 19 was reported to us by the owners of the Affiliate-Owned Business and Franchised Outlets, respectively. We have not independently verified or audited this information. The financial performance information presented in this Item 19 is historical and is not a representation that the Affiliate-Owned Business or the Franchised Outlets will incur the same costs and expenses, or that they will generate the same revenues in the future. Your individual results may vary.

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

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PART I

Table 1.A: Total Revenue, Disclosed Expenses and EBITDA of Affiliate-Owned Business
(Applicable Measurement Period: 1/1/2020 - 12/31/2024)

	2024	2023	2022	2021	2020
Revenue	\$ 2,186,050	\$ 2,008,340	\$ 2,204,680	\$ 1,999,180	\$ 1,586,757
Cost of Sales					
Field Labor	\$ 476,654	\$ 469,808	\$ 462,983	\$ 419,828	\$ 333,219
Chemicals	120,940	104,324	72,000	64,379	63,324
Other	<u>10,540</u>	<u>5,185</u>	<u>10,000</u>	<u>9,500</u>	<u>8,500</u>
Total Cost of Sales	\$ 608,133	\$ 579,317	\$ 544,982	\$ 493,707	\$ 405,043
Gross Profit	\$ 1,577,917	\$ 1,429,023	\$ 1,659,697	\$ 1,505,473	\$ 1,181,713
Expenses					
Marketing	\$ 120,000	\$ 120,000	\$ 150,000	\$ 150,000	\$ 150,000
Truck Expense	20,488	9,390	25,323	14,282	14,125
Fuel Expense	65,960	83,920	95,315	71,652	41,665
Office / Management Expenses	112,566	159,476	176,374	159,934	126,941
Franchisor Expenses	15,648	15,444	15,444	15,444	15,444
Insurance	61,330	58,278	46,274	44,164	40,962
Rent	60,000	60,000	60,000	60,000	42,379
Other General Expenses	<u>95,877</u>	<u>50,670</u>	<u>55,901</u>	<u>49,212</u>	<u>45,689</u>
Total Expenses	\$ 551,869	\$ 557,178	\$ 624,631	\$ 564,687	\$ 477,205
Pre-Royalty EBITDA	\$ 1,026,048	\$ 871,845	\$ 1,035,066	\$ 940,786	\$ 704,508
Royalties (Imputed)	\$ 174,884	\$ 160,667	\$ 176,374	\$ 159,934	\$ 126,941
Brand Fund (Imputed)	\$ 43,721	\$ 40,167	\$ 44,094	\$ 39,984	\$ 31,735
EBITDA	\$ 807,443	\$ 671,011	\$ 814,598	\$ 740,868	\$ 545,833
EBITDA Margin	36.9%	33.4%	36.9%	37.1%	34.4%

Table 1.B: Total Revenue, Disclosed Expenses and EBITDA of Affiliate Business**(Per Full-Time Service Vehicle)****(Applicable Measurement Period: 1/1/2020 - 12/31/2024)**

	2024	2023	2022	2021	2020
Revenue	\$ 422,107	\$ 422,915	\$ 373,305	\$ 368,180	\$ 343,375
Cost of Sales					
Field Labor	\$ 92,038	\$ 92,191	\$ 78,394	\$ 77,318	\$ 72,109
Chemicals	23,352	21,968	12,223	11,846	13,678
Other	2,035	1,092	2,000	1,750	1,836
Total Cost of Sales	\$ 117,425	\$ 115,252	\$ 92,617	\$ 90,913	\$ 87,623
Gross Profit	\$ 304,682	\$ 307,663	\$ 280,688	\$ 277,267	\$ 255,752
Expenses					
Marketing	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
Truck Expense	3,956	1,977	2,028	2,536	3,099
Fuel Expense	12,736	17,672	14,540	13,184	9,000
Franchisor Expenses	15,648	15,444	15,444	15,444	15,444
Insurance	11,842	12,272	6,478	8,126	8,848
Rent	15,000	15,000	15,000	15,000	10,594
Other General Expenses	18,513	10,670	9,562	8,977	9,825
Total Expenses	\$ 107,695	\$ 103,035	\$ 93,052	\$ 93,267	\$ 86,809
Pre-Royalty EBITDA	\$ 196,986	\$ 204,628	\$ 187,636	\$ 184,000	\$ 168,943
Royalties (Imputed)	\$ 33,769	\$ 33,833	\$ 29,864	\$ 29,454	\$ 27,470
Brand Fund (Imputed)	\$ 8,442	\$ 8,458	\$ 7,466	\$ 7,364	\$ 6,868
EBITDA	\$ 154,776	\$ 162,336	\$ 150,306	\$ 147,182	\$ 134,605
EBITDA Margin	36.7%	38.4%	40.3%	40.0%	39.2%

Table 1.C: Average Revenue of Franchised Outlets**(Applicable Measurement Period: 1/1/2024 - 12/31/2024)**

	Average	Median	Maximum	Middle 3	Minimum
Revenue	\$ 419,193	\$ 384,467	\$ 670,883	\$ 346,871	\$ 206,608

PART II

Table 2.A: Average Commercial Job Size for Affiliate-Owned Business
 (Applicable Measurement Period: 1/1/2020 - 12/31/2024)

	2024	2023	2022	2021	2020
Total Commercial Revenue	\$ 1,141,737	\$ 1,206,852	\$ 1,195,895	\$ 955,608	\$ 529,025
<i>% of Total Revenue</i>	52.2%	56.0%	56.7%	47.8%	33.3%
Number of Commercial Jobs	194	227	187	155	153
<i>% of Total Jobs</i>	8.6%	10.5%	9.4%	6.6%	6.1%
Average Job Size	\$5,885.24	\$5,316.53	\$6,395.16	\$6,165.21	\$3,457.68
Median Job Size	\$3,286.00	\$2,600.00	\$3,537.50	\$3,180.00	\$1,590.00
Top 1/3	\$13,162.72	\$12,702.20	\$13,047.33	\$14,640.04	\$8,119.20
Middle 1/3	\$3,539.08	\$2,831.90	\$3,425.58	\$3,319.08	\$1,832.58
Botton 1/3	\$876.86	\$817.38	\$706.23	\$718.94	\$459.96
Highest Single Job Price	\$73,234	\$151,000	\$51,000	\$135,000	\$21,000
Lowest Single Job Price	\$300	\$300	\$300	\$25	\$200

Table 2.B: Average Residential Job Size for Affiliate-Owned Business
 (Applicable Measurement Period: 1/1/2020 - 12/31/2024)

	2024	2023	2022	2021	2020
Total Residential Revenue	\$ 1,044,314	\$ 948,229	\$ 913,647	\$ 1,043,572	\$ 1,057,732
<i>% of Total Revenue</i>	47.8%	44.0%	43.3%	52.2%	66.7%
Number of Residential Jobs	2058	1939	1808	2202	2362
<i>% of Total Jobs</i>	91.4%	89.5%	90.6%	93.4%	93.9%
Average Job Size	\$507.44	\$489.03	\$505.34	\$473.92	\$447.81
Median Job Size	\$397.50	\$400.00	\$424.00	\$397.50	\$371.00
Top 1/3	\$800.49	\$738.68	\$788.99	\$736.03	\$691.39
Middle 1/3	\$416.23	\$413.29	\$418.47	\$403.36	\$378.98
Botton 1/3	\$305.60	\$314.47	\$292.14	\$281.58	\$269.53
Highest Single Job Price	\$6,519	\$4,000	\$3,600	\$2,600	\$2,775
Lowest Single Job Price	\$150	\$250	\$250	\$200	\$150

Table 2.C: Average Commercial Job Size for Franchised Outlets
(Applicable Measurement Period: 1/1/2024 - 12/31/2024)

Franchised Territories							
	Average	Median	Franchise 1	Franchise 2	Franchise 3	Franchise 4	Franchise 5
Total Commercial Revenue	\$ 337,155	\$ 355,147	\$ 521,604	\$ 301,558	\$ 399,351	\$ 108,115	\$ 355,147
<i>% of Total Revenue</i>	78.4%	82.3%	77.0%	92.1%	88.3%	52.3%	82.3%
Number of Commercial Jobs	68	72	130	87	72	32	21
<i>% of Total Jobs</i>	29.8%	28.1%	28.1%	53.0%	39.3%	15.1%	13.6%
Average Job Size	\$6,663.09	\$4,012.34	\$4,012.34	\$3,466.18	\$5,546.54	\$3,378.59	\$16,911.77
Median Job Size	\$1,753.28	\$1,650.00	\$2,200.00	\$974.25	\$1,417.17	\$2,525.00	\$1,650.00
Top 1/3	\$17,786.88	\$9,180.78	\$9,180.78	\$9,025.63	\$14,573.08	\$7,400.50	\$48,754.43
Middle 1/3	\$1,796.85	\$1,574.97	\$2,282.67	\$1,055.85	\$1,573.51	\$2,497.27	\$1,574.97
Botton 1/3	\$494.28	\$493.02	\$651.74	\$317.07	\$493.02	\$603.64	\$405.93
Highest Single Job Price	\$90,081	\$78,481	\$70,500	\$78,481	\$91,500	\$14,925	\$195,000
Lowest Single Job Price	\$192	\$240	\$100	\$100	\$269	\$240	\$250

Table 2.D: Average Residential Job Size for Franchised Outlets
(Applicable Measurement Period: 1/1/2024 - 12/31/2024)

Franchised Territories							
	Average	Median	Franchise 1	Franchise 2	Franchise 3	Franchise 4	Franchise 5
Total Residential Revenue	\$ 81,770	\$ 76,462	\$ 155,423	\$ 25,755	\$ 52,717	\$ 98,493	\$ 76,462
<i>% of Total Revenue</i>	21.6%	17.7%	23.0%	7.9%	11.7%	47.7%	17.7%
Number of Residential Jobs	167	133	332	77	111	180	133
<i>% of Total Jobs</i>	70.1%	71.9%	71.9%	47.0%	60.7%	84.9%	86.4%
Average Job Size	\$479.93	\$474.93	\$468.14	\$334.48	\$474.93	\$547.18	\$574.90
Median Job Size	\$392.52	\$400.00	\$400.00	\$270.63	\$381.06	\$450.00	\$460.90
Top 1/3	\$811.29	\$827.00	\$772.88	\$583.51	\$827.00	\$919.19	\$953.87
Middle 1/3	\$394.97	\$400.72	\$400.72	\$261.50	\$381.57	\$467.33	\$463.71
Botton 1/3	\$248.02	\$255.03	\$306.11	\$149.71	\$216.21	\$255.03	\$313.06
Highest Single Job Price	\$2,810	\$2,935	\$2,225	\$1,407	\$2,935	\$3,500	\$3,985
Lowest Single Job Price	\$101	\$100	\$75	\$100	\$138	\$75	\$115

NOTES TO ITEM 19

General

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

2. The historical financial performance representation included in this Item 19 includes certain performance information reported by the Affiliate-Owned Business and the Franchised Outlets for the Applicable Measurement Periods only. It is not a projection of what you can expect to achieve in connection with the operation of a Franchised Business, or a projection of what the Affiliate-Owned Business or Franchised Outlets will achieve in the future.

3. The information presented in Tables 1.A and 1.B of Part I of this Item 19 discloses only those specific expenses indicated in the tables. It does not include or reflect all operating expenses, including but not limited to fleet repair costs, owners' compensation, legal fees, certain owner expenses, and other costs and expenses that you may incur in operating a Franchised Business. Franchisees or former franchisees listed in Exhibit E to this Disclosure Document may be one source of this information. You are encouraged to do your own due diligence before investing in this franchise opportunity.

3. The Affiliate-Owned Business operates similarly to our System franchisees in that the Affiliate-Owned Business (i) operates under our proprietary trademarks, including utilizing our marks on its service vehicles and in all its advertising and promotional materials (since February 2023); and (ii) offers and provides the same approved products and services that our System franchisees are authorized to offer and sell. However, as stated above in this Item 19, because the Affiliate-Owned Business first opened in 1990 and is subject only to limited territorial restrictions (i.e., the Affiliate-Owned Business may not operate within the Territories of our System franchisees), the Affiliate-Owned Business operates in a substantially larger service area than that of a typical Territory; however, approximately eighty percent (80%) of the Revenue generated by the Affiliate-Owned Business during the Applicable Measurement Period is derived from the provision of services in Bucks County and Montgomery County, Pennsylvania, comprising approximately five (5) Territories of a size we typically grant to our System franchisees.

4. The information presented in this Item 19 excludes certain tax liabilities. You will be responsible for all taxes incurred in connection with the operation of your Franchised Business. You are strongly advised to consult with a tax professional before investing in this franchise opportunity.

5. Defined Terms:

Part I

a. "Revenue" means all sales of every kind and nature at or from the applicable business, regardless of whether such amounts have been collected. "Revenue" does not include (i) receipts from any sales tax or similar taxes collected from customers and turned over to the governmental authority imposing the tax, (ii) properly documented refunds to customers, or (iii) properly documented promotional discounts (i.e., coupons).

b. "Field Labor" means the cost of labor attributable to employees directly involved in the completion of a commercial or residential job. This amount also includes an estimation of payroll taxes attributable to the wages of these employees.

c. "Office/Management Expense" means the cost of labor attributable to employees that are not directly involved in the completion of a commercial or residential job. Examples of these employees include a General Manager, an Office Manager, and/or a residential or commercial salesperson. This amount also includes an estimation of payroll taxes attributable to the wages of these employees.

d. "Franchisor Expenses" means costs incurred by Franchise owners including the monthly Technology Fee, fees for additional Office 365 accounts, fees for Ring Central services, and other related fees.

e. “Insurance” means various types of insurance required to operate the business including insurance required by the Franchisor. Examples of insurance include general liability insurance, Franchisee Commercial Auto insurance, Workers Compensation Insurance, Property/Business Interruption insurance, and Umbrella Insurance.

f. “Other General Expenses” means other General Expenses incurred in the operation of the Franchise business. Examples of expenses include costs related to professional services, auto charges (parking/tolls), bank charges, credit card fees, small equipment costs, equipment rental charges, meals and entertainment costs, the cost of office equipment and supplies, telephone charges, utilities, and travel expenses.

g. “Royalties (Imputed)” means the amount of Royalty Fees the Affiliate-Owned Business would have paid during the year indicated if the Affiliate-Owned Business had signed our then-current form of Franchise Agreement. The Affiliate-Owned Business is not required to pay us a Royalty.

h. “Brand Fund (Imputed)” means the total amount in Brand Fund contributions the Affiliate-Owned Business would have paid during the year indicated if the Affiliate-Owned Business had signed our then-current form of Franchise Agreement. The Affiliate-Owned Business is not required to contribute to the Brand Fund.

Part II

a. “Total Commercial Revenue” means revenue generated from jobs for properties other than residential single-family locations. Commercial revenue is generated from power washing services for commercial office buildings, parking garages, parking lots, retail properties, multi-family common areas, government buildings, and municipal projects.

b. “Commercial Jobs” means jobs related to power washing services for commercial office buildings, parking garages, parking lots, retail properties, multi-family common areas, government buildings and municipal projects.

c. “Total Residential Revenue” means revenue generated from jobs for residential single-family locations. Power washing services performed include the cleaning of house exteriors, driveways, patios, outdoor recreational equipment, and home roofs.

d. “Residential Jobs” means power washing services for residential customers. Power washing services performed for these customers include the cleaning of house exteriors, driveways, patios, outdoor recreational equipment, and home roofs.

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 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 Aaron Harper, 3662C Central Pike, Hermitage, Tennessee 37076, (949) 877-2948, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20: OUTLETS AND FRANCHISEE INFORMATION

Table No. 1
System-Wide Outlet Summary
For Years 2022 to 2024

Column 1 Location Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2022	0	0	0
	2023	0	7	7
	2024	7	64	57
Company / Affiliate Owned	2022	1	1	0
	2023	1	1	0
	2024	1	3	2
Total Outlets	2022	1	1	0
	2023	1	8	7
	2024	8	67	59

**For purposes of this Item 20, each outlet above represents an open Territory for which the franchisee has acquired a corresponding service vehicle.

Table No. 2
Transfers of Outlets From Franchisees to New Owners (Other than the Franchisor)
For Years 2022 to 2024

Column 1 State	Column 2 Year	Column 3 Number of Transfers
Florida	2022	0
	2023	0
	2024	1
North Carolina	2022	0
	2023	0
	2024	1
Oklahoma	2022	0
	2023	0
	2024	1
Pennsylvania	2022	0
	2023	0
	2024	1
Texas	2022	0
	2023	0
	2024	3
Total	2022	0
	2023	0
	2024	7