

<b>Provision</b>	<b>Section in Guarantee, Indemnification, and Acknowledgment</b>	<b>Summary</b>
p. Death or disability of franchisee	Not applicable	Not applicable
q. Non-competition covenants during the term of the franchise	Not applicable	Not applicable
r. Non-competition covenants after the franchise is terminated or expires	Not applicable	Not applicable
s. Modification of the agreement	Not applicable	Not applicable
t. Integration/merger clause	Not applicable	Not applicable
u. Dispute resolution by arbitration or mediation	Not applicable	Not applicable
v. Choice of forum	Not applicable	Not applicable
w. Choice of law	Paragraph 4	Ohio law applies.

## ITEM 18. PUBLIC FIGURES

**Stanley Steemer** does not use any public figure 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 2024 had average annual gross sales for 2024 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 franchisee's 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 2024. 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 2024. During 2024, one (1) franchise had an outlet terminated, canceled, not renewed or otherwise ceased to do business in 2024. Nationwide, the average annual gross sales of franchisees who were in operation during all of 2024 was \$1,744,505. Sixty-five (65) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$33,616. The highest amount of gross sales achieved by a franchisee was \$13,445,081. Nationwide, franchisee's median annual gross sales were \$1,196,358.

## **NEW ENGLAND STATES**

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

Eight (8) **Stanley Steemer** franchisees were in operation during all of 2024 in the New England States. During 2024, 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 \$1,722,746. Two (2) of the eight (8) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$392,892. The highest amount of gross sales achieved by a franchisee was \$4,592,777. Their median annual gross sales were \$1,278,461.

## **MID-ATLANTIC STATES**

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

Twenty-one (21) **Stanley Steemer** franchisees were in operation during all of 2024 in the Mid-Atlantic States. During 2024, 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 \$2,622,156. 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 \$360,069. The highest amount of gross sales achieved by a franchisee was \$7,372,940. Their median annual gross sales were \$2,279,123.

## **GREAT LAKE STATES**

(Ohio, Illinois, Indiana, Wisconsin, Michigan)

Forty-seven (47) **Stanley Steemer** franchisees were in operation during all of 2024 in the Great Lake States. In connection with a franchise transfer in 2024, one existing franchised Stanley Steemer Business was consolidated into one location. Other than this consolidation, there were no franchisees who had an outlet terminated, canceled, not renewed or otherwise ceased to do business in 2024. The average annual gross sales of these franchisees was \$1,171,951. Sixteen (16) of the forty-seven (47) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$33,616. The highest amount of gross sales achieved by a franchisee was \$5,131,300. Their median annual gross sales were \$724,151.

## **MID-SOUTH STATES**

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

Twenty-nine (29) **Stanley Steemer** franchisees were in operation during all of 2024 in the Mid-South States. During 2024, 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 \$1,670,694. 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 \$62,269. The highest amount of gross sales achieved by a franchisee was \$4,483,397. Their median annual gross sales were \$1,388,402.

**SOUTHEAST STATES**  
(Florida, South Carolina, Georgia)

Twenty-five (25) **Stanley Steemer** franchisees were in operation during all of 2024 in the Southeast States. In connection with a franchise transfer in 2024, two existing franchised Stanley Steemer Businesses were consolidated into one location. Other than these consolidations, there were no franchisees who had an outlet terminated, canceled, not renewed or otherwise ceased to do business in 2024. The average annual gross sales of these franchisees was \$3,520,891. Seven (7) of the twenty-five (25) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$107,538. The highest amount of gross sales achieved by a franchisee was \$13,445,081. Their median annual gross sales were \$1,858,901.

**GREAT PLAINS STATES**  
(Arkansas, Kansas, Iowa, Missouri, Minnesota, Nebraska, Oklahoma)

Eighteen (18) **Stanley Steemer** franchisees were in operation during all of 2024 in the Great Plains States. In connection with a franchise transfer in 2024, one existing franchised Stanley Steemer Business was consolidated into one location. In connection with a franchise reacquisition in 2024, one existing franchised Stanley Steemer Business was reacquired. Other than this consolidation and this reacquisition, there were no franchises in these states that had an outlet terminated, canceled, not renewed or otherwise ceased to do business in 2024. The average annual gross sales of these franchisees was \$739,678. Eight (8) of the eighteen (18) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$110,532. The highest amount of gross sales achieved by a franchisee was \$1,708,842. Their median annual gross sales were \$452,516.

**SOUTHWEST STATES**  
(Arizona, New Mexico, Colorado, Utah, Texas, Nevada)

Seventeen (17) **Stanley Steemer** franchisees were in operation during all of 2024 in the Southwest States. During 2024, there was one (1) franchisee 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 \$1,260,920. Six (6) of the seventeen (17) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$106,607. The highest amount of gross sales achieved by a franchisee was \$6,674,686. Their median annual gross sales were \$951,742.

**PACIFIC COAST STATES**  
(Alaska, California, Hawaii, Oregon, Washington)

Twenty-seven (27) **Stanley Steemer** franchisees were in operation during all of 2024 in the Pacific Coast States. During 2024, 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 \$1,790,796. 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 \$96,304. The highest amount of gross sales achieved by a franchisee was \$11,497,805. Their median annual gross sales were \$1,028,165.

**SOUTHERN STATES**  
(Alabama, Louisiana, Mississippi)

Thirteen (13) **Stanley Steemer** franchisees were in operation during all of 2024 in the Southern States. During 2024, 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 \$1,324,336. Six (6) of the thirteen (13) franchisees achieved this sales volume or more. The lowest amount

of gross sales achieved by a franchisee was \$79,315. The highest amount of gross sales achieved by a franchisee was \$4,200,979. Their median annual gross sales were \$966,055.

#### **NORTHWESTERN STATES**

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

Three (3) **Stanley Steemer** franchisees were in operation during all of 2024 in the Northwestern States. During 2024, 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 \$712,638. Two (2) of the three (3) franchisees achieved this sales volume or more. The lowest amount of gross sales achieved by a franchisee was \$97,521. The highest amount of gross sales achieved by a franchisee was \$1,073,718. Their median annual gross sales were \$966,675.

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 2024 fiscal year, and who were still in operation as of the original issuance date of this disclosure document (March 27, 2025), 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 2024 fiscal year, but before the original issuance date of this disclosure document (March 27, 2025) is included below. A list of our company-owned **Stanley Steemer** branch locations as of February 13, 2025 and the addresses and telephone numbers of their offices is also included in the attached Exhibit B to this disclosure document.