

Explore the... *Windows*
of opportunity



benefit from **6** service categories offering..
multiple revenue streams!



WINDOW
GENIE®



Would you like

More out of Life

Would you like the freedom and ability to guide your future?

Do you desire the rewards and satisfaction of a job well done?

Do you feel you should be compensated for the extra effort you put in?

Would having more control of your time be important to you?

These are questions that most people would easily answer yes to! The problem is where do you turn, and with so many choices, how do you decide?

Assuming that owning and controlling your own business is something you desire, begin by...

asking yourself



important questions



1

Why a franchise

over starting a business from scratch ?

Increase Your Chances for Success!

According to the U.S. Commerce Department, only 62% of independent businesses make it through the first year versus 96% of franchises. Surprisingly, a recent Gallop Poll found that after 5 years only 23% of independent businesses are still left, compared with an astounding 94% of franchise businesses. Franchise buyers are following a blueprint and system to pattern their business from. Before moving forward, they are able to visit and observe a franchise business in operation. They also benefit from volume buying, customized programs and down the road, have access to information regarding industry trends and changes.

A franchise with a proven operating system is more likely to succeed than an independent business. Franchises have many benefits over independent businesses such as:

1. Higher Success Rates
2. Established Techniques & Ideas
3. Stronger Branding
4. Training & Technical Assistance
5. Marketing & Advertising Programs
6. Trademarks, Patents & Designs
7. Networking with other Franchise Owners

The consumer likes franchised businesses because they offer name recognition, reliability and a higher quality of service over the typical independent operation.

With the average life span of independent cleaning businesses being only 18 months, Window Genie is there to help you with a proven system. For those who desire to be in business for themselves, but not by themselves, franchising offers a support system that will assist you as your business grows.

Repeat Business !!!!!

The market potential for home service franchises, according to the U.S. Bureau of Labor Statistics, is exploding. These services are expected to be the second largest source of new jobs in coming years, fueled by an increase in two-income households. With both spouses working, they have less free time and rather than give up leisure activities, they turn to an outside service company to perform these tasks for them. This is



Window Cleaning





Why choose a... *Home Service* franchise?

especially true in households where both individuals are in their wage-earning prime and can easily afford and justify this extra expense.

Industry figures project that the cleaning industry will grow to over 60 billion dollars.

Historically, service-type businesses remain strong through all economic cycles, and many economists agree that most businesses in the home services sector will continue to grow. Most of this growth is due to the fact that regular cleanings are an on-going need with an obvious potential for repeat business. This should mean a strong future for the cleaning industry as it continues to grow and may ultimately share top billing with the restaurant industry.**

The home services industry offers many appealing advantages. Unlike commercial services such as janitorial and carpet cleaning that require evening and weekend work, residential-based services are typically performed Monday through Friday, 9 to 5. This weekday schedule provides the franchise owner with more free time to enjoy their family and personal interests.

Most analysts estimate that franchising companies and their franchisees account for \$1 trillion in annual U.S. retail sales.

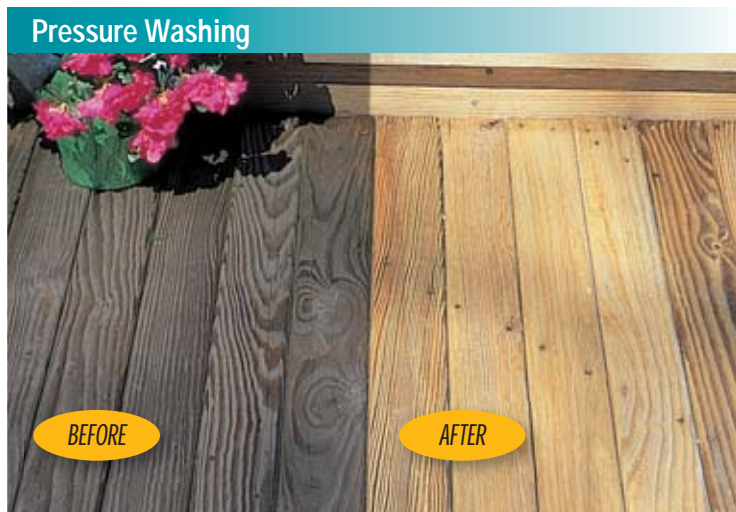
The estimated number of franchised locations in the U.S. is more than 320,000 in 75 industries.

Franchising is said to account for more than 40 percent of all U.S. retail sales.

Industry analysts estimate that franchising employs more than 8 million people in the U.S.

A new franchise outlet opens somewhere in the U.S. every 8 minutes.

Approximately one out of every 12 U.S. retail business establishments is a franchised business.



There are over 40 million decks in the U.S. today and that number increases by 3 million every year, according to Decorating Retailer magazine. As these numbers keep increasing, so does the opportunity for a Window Genie franchise.

3

Why invest in a

WINDOW GENIE®



franchise?

Unique Opportunity!

Window Genie offers a unique umbrella of services to both the residential and commercial markets. Unmatched in the marketplace, our services include window cleaning, pressure washing, window tinting, blinds and shutters, gutter protection and tile & grout cleaning. All of these service and product categories as a whole are untapped on the national level and are currently being serviced by local mom-and-pop operations. Window cleaning is the driving force behind our business and the service that gets us in front of the customer most often. From there, it is our outstanding level of service and commitment on the part of our franchise partners that leads these customers to the other great Window Genie services. Whether it is time consuming tasks such as window cleaning and gutter clean-out or installation products such as window film or window blinds, Window Genie is the answer for the residential and commercial customer. As a Window Genie franchise partner, our experienced team of professionals will teach you to successfully set up your business and show you how to turn that first-time consumer into a lifetime customer.

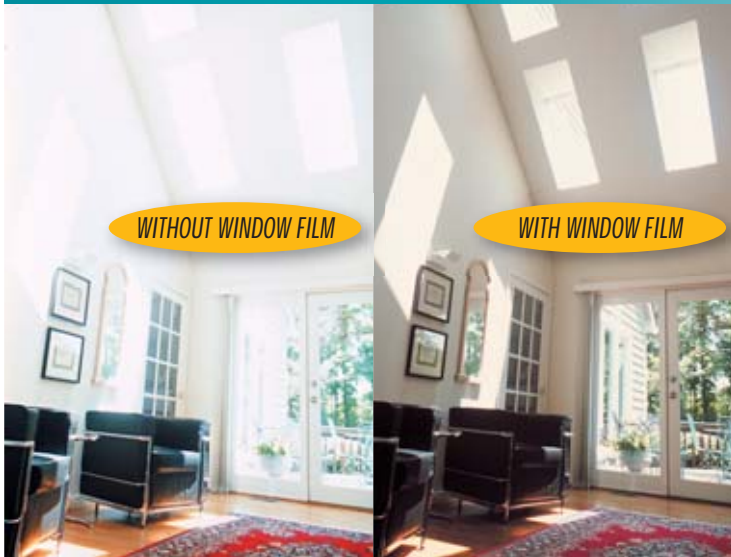


Window Genie will guide you every step of the way!

We know the importance of understanding the expectations of prospective franchisees. The Window Genie franchise program offers many advantages:

1. Home based.
2. Opportunity for frequent, repeat business.
3. Low receivables.
4. Limited inventory.
5. A broad market which includes large and small homes, condominiums, apartment communities, new construction and homes for sale.
6. A home service franchise that has yet to be dominated by any national company.
7. Unlike businesses that are solely dependent upon one service to survive, Window Genie has creatively packed the business to allow for multiple services and multiple streams of revenue.

Window Tinting



*We're the first to...
Market window film nationally for both the
Residential and Commercial markets.*



*Window Film is a
\$1 Billion industry, growing
15% to 20% annually.*

Home Services We Offer:



We're experienced...we've been at it for years!

Our original operating company began in Cincinnati, Ohio in 1994 and has been servicing the tri-state area ever since. Our experienced staff knows the business and is always ready to assist you. As a Window Genie franchisee, you will be offering services to both residential and commercial customers in this ever-growing market.

Our Multi-Service System Means Year 'Round Business!



Window Blinds



Gutter Protection



what...

do I receive as a

Window Genie knows that just having people in a territory is not enough. That is why we study each potential market to make sure it has the "right" people. These are people that typically use outside service providers when they need work performed around the house. As a Window Genie franchise partner, you will have the rights to a protected marketing territory. This will enable you to market your services to two-income families, the affluent, the retired and elderly, property managers, builders, realtors and interior decorators.

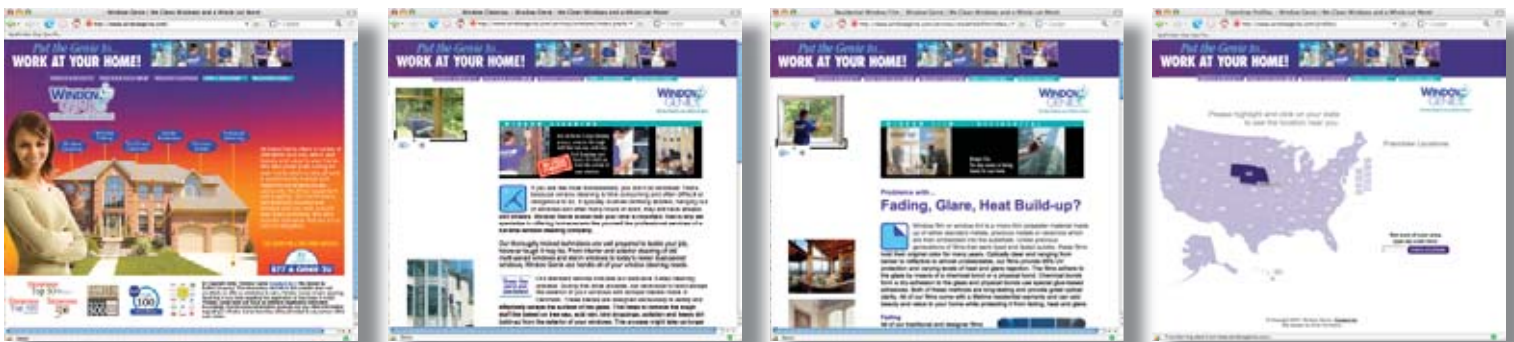
We know the importance of effective training and ongoing support. As a new franchise partner, you will begin your journey with training at our Corporate Offices in Cincinnati, Ohio. Here we will begin the process of teaching you everything you need to know to successfully compete in today's competitive marketplace. You will learn operations, service procedures, scheduling, estimating, employee recruiting and sales and marketing. Once you have completed this initial level of training, our Certified Field trainer will be with you for 5 days on-site for your Grand Opening. It is vital to let your market know that you exist, so not only will we be helping you plan your initial Marketing campaign, we will be helping you hire employees, bid jobs, data entry and perform the actual services. We are looking for successful and aggressive individuals to learn and

grow the business, not to become full-time window cleaners and film installers.

You will also receive complete operations manuals, training videos and online support during the start-up phase. These tools will also serve as reference materials after you are up and running. The manuals cover such important topics as business operations, service procedures, employee hiring, administrative documentation and sales strategies, all of which have been developed by Window Genie management. Window Genie also knows the power and importance of learning from others. We will keep you in close contact with all of the other Window Genie partners through monthly teleconferences, online Forums, annual Winter Meeting and regular Corporate emails. All of these are designed with your success in mind as you exchange valuable information between each other.

Franchise Features:

- Protected Marketing Territory
- Proprietary Office Genie™ Software
- Use of the Window Genie Name, Logo & Servicemarks
- Complete Training



Franchisee?



- Grand Opening Assistance
- Marketing and Advertising Programs
- Continuing Field Support
- National Product & Equipment Affiliations
- Window Genie Glass Cleaner for Promotion & Resale
- Purchase Discounts on Equipment & Supplies
- Publicity and PR Assistance
- Annual Conventions
- Monthly Teleconferences

We will help evaluate your market based on demand, demographics, population, housing values and forecasted growth to help assure that each Window Genie franchise

partner maximizes their marketability and potential.

Training and Support

We offer you a complete package of support that is based on the established Window Genie system. All of our methods have been tested in the office and in the



field. This ensures that you and your employees use a system that has actually been implemented in our local company. Some areas of training and support include:

- Equipment Operation and Maintenance
- Cleaning Procedures
- Customer Service
- Sales and Marketing Techniques
- Software Operation
- Bookkeeping



We Clean Windows and a Whole Lot More!

a proven program that will

work for You!

Putting it all together!

Sophisticated marketing programs and a professional image are keys to business success. Window Genie has assembled a variety of marketing pieces that will allow you to promote the service as aggressively as you choose. To survive in today's competitive market, it is important that you not only sound professional on the phone and in person, but look professional as well. Window Genie will train you to be an expert in the business and help you and your employees look the part. Our training will ensure your first impression is a good one and one that the customer will remember. Some of what we offer includes:

- Business Cards, Stationery and Envelopes
- Brochures, Flyers & Postcards
- Door Hangers
- Ad Slicks
- Direct mail postcard assistance
- Yard Signs
- Uniforms
- Signage for Vehicles and Offices
- Internet Pay-Per-Click campaign management
- Packaged Product for resale
- Proprietary Software for billing, scheduling and record keeping

All of these are custom designed and proudly display the Window Genie logo, giving your business a unique, professional appearance. With a variety of marketing and promotional pieces available, you will be able to keep the



Window Genie name in front of your customers before, during and after the work is completed. That way they remember who to call for their next cleaning.

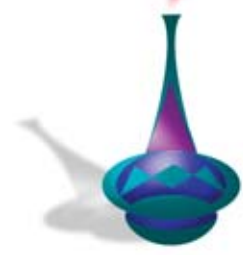
A Window Genie franchise allows you to control your future, while being in business for yourself, but never by yourself. With hard work and determination and Window Genie's training and support, you will be prepared to enter your market with services that are in demand. You can be assured that Window Genie will be with you every step of the way.

Do you have what it takes?

We have found that experience in almost any industry is valuable and can actually benefit someone considering a Window Genie franchise. While you do not need cleaning experience, we are looking for entrepreneurs with good, sound business experience and knowledge who:

- Possess a desire to succeed.
- Have good people skills.
- Are professional, energetic and self-motivated.
- Know the importance of operating in a systematic manner.
- Are willing to follow an established system.
- Looking to create a multi-truck operation.
- Have good management and communication skills.
- Possess skills that encourage and motivate people.
- Are forward thinkers.



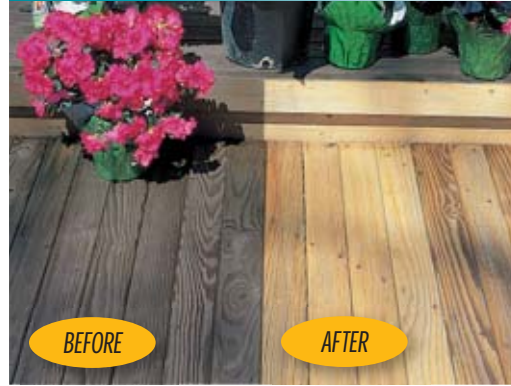


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Window Cleaning



Pressure Washing



Window Tinting



Tile/Grout Cleaning



Window Blinds



Gutter Protection



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1-800-700-0022
www.windowgenie.com