



2023

YEAR IN REVIEW

& 2024 Preview!





A Message from **Steve Willis** & **Jim Thoma**



First and foremost, let us express our strong belief in the power of change. Change, when guided by purpose and a shared commitment, can lead us to remarkable achievements. We firmly believe that every challenge presents an opportunity, and together, we have the strength and determination to shape a future that we can all be proud of.

Our network has seen its fair share of ups and downs, and while it is natural to reflect on the past, we are determined to focus on the present and the future. Some have chosen to leave the network but keep in mind that change is often a sign of evolution and progress. Our journey has already taken an exciting turn, and we are here to rally the forces of positive change with your help.

We envision a network that thrives on the principles of trust, transparency, and collaboration. Our entire team is passionate about rebuilding the bridge of trust between franchisees and the franchisor. This bridge is not built overnight, but rather through consistent efforts, open communication, and mutual understanding. We believe in an environment where you and your team are supported, your insights are valued, and your contributions are celebrated.

Your partnership is essential as we take this journey. We humbly ask for your support, engagement, and dedication to bring our collective aspirations to life. Each one of you plays a crucial role in shaping the culture, values, and success of our network.

You have our commitment that we will continue enhancing communication, promoting collaboration, and delivering comprehensive support to all our franchisees. We will celebrate our successes, address concerns, and work hand in hand to create a network that is not just a business venture, but a community united by a shared purpose.

Together, we can rewrite the narrative of our network and create a legacy that inspires others. Thank you for your time, your commitment, and your trust. We cannot wait to see the remarkable heights we will reach together.

DREAM TEAM ADVANTACLEAN!

Some of the HIGHLIGHTS of

2023

- ✓ 21 franchise locations visited
- ✓ Hosted 2 regional meetings/trainings
- ✓ Offered first IICRC ASD certification course in the newly approved flood house
- ✓ Hosted 4 IICRC WRT virtual certification classes with maximum attendees
- ✓ Launched Tech Talk to assist in training technicians
- ✓ Produced new franchise testimonial video to assist in selling future franchises
- ✓ Published CAT response guide with Standard Operating Procedures
- ✓ Launched LocalHub to help improve local online visibility
- ✓ Implemented Okta to help better protect your security and data
- ✓ Developed over 400 processes in KnowHow and launched to network to assist in training and job efficiency
- ✓ Contracted with Jim Ryerson, SalesOctane for short videos with sales tips
- ✓ Signed new social media content partner, Whatbox
- ✓ Rolled out ProfitKeeper to help franchises understand where they need to focus to become more profitable
- ✓ Conducted multiple photo and video shoots to update brand images
- ✓ Added multilingual call center representatives to better service our customer base
- ✓ Upgraded call center to RingCentral for better tracking and enhancements



2023 Annual Deposit Ranking

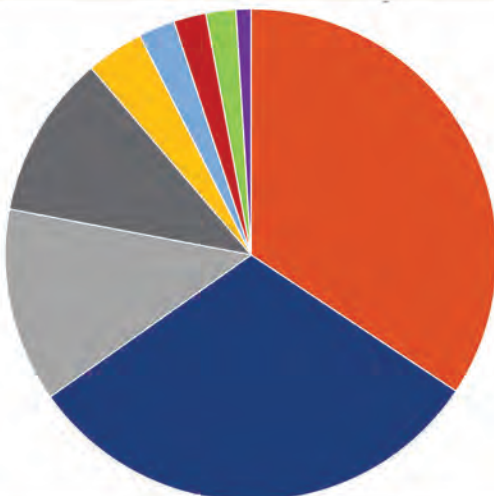


1. AdvantaClean of Buford and Norcross
2. AdvantaClean of Metro New Orleans
3. AdvantaClean of the Tri-State
4. AdvantaClean of the Piedmont
5. AdvantaClean of Northwest Chicagoland
6. AdvantaClean of Kansas City
7. AdvantaClean of Iredell County
8. AdvantaClean of Fort Lauderdale
9. AdvantaClean of Westchester, Rockland and Stamford
10. AdvantaClean of Southwest Minneapolis

11. AdvantaClean of Badgerland
12. AdvantaClean of Naples
13. AdvantaClean of the Eastside
14. AdvantaClean of the Emerald Coast
15. AdvantaClean of North Central Indiana
16. AdvantaClean of Springfield
17. AdvantaClean of Frederick
18. AdvantaClean of South Charlotte/
York County
19. AdvantaClean of Gloucester and
Camden Counties
20. AdvantaClean of Central Valley
21. AdvantaClean of Monroe
22. AdvantaClean of Dallas
23. AdvantaClean of Southwest Chicagoland
24. AdvantaClean of Knoxville and the Smokies

25. AdvantaClean of Orlando
26. AdvantaClean of Chattanooga
27. AdvantaClean of Greater Cincinnati
28. AdvantaClean of the West Side
29. AdvantaClean of Southwest Washington
30. AdvantaClean of Clermont
31. AdvantaClean of Coastal Carolina
32. AdvantaClean of Spring
33. AdvantaClean of Lake Norman, Hickory
& Gastonia
34. AdvantaClean of Houston West
35. AdvantaClean of Rocky Mount
36. AdvantaClean of the Tri Cities
37. AdvantaClean of DuBois-Punxsutawney
38. AdvantaClean of West Knoxville
39. AdvantaClean of Central Arkansas

40. AdvantaClean of Cabarrus and
Rowan Counties
41. AdvantaClean of the North Shore
42. AdvantaClean of Dublin
43. AdvantaClean of the Triad
44. AdvantaClean of Honolulu
45. AdvantaClean of Southwest Omaha
46. AdvantaClean of Buckhead
47. AdvantaClean of Boca Raton
48. AdvantaClean of Columbus South
49. AdvantaClean of Lancaster
50. AdvantaClean of Waltham
51. AdvantaClean of McLean
52. AdvantaClean of Greater Hartford
53. AdvantaClean of Des Moines Central



REVENUE BREAKDOWN BY SERVICE LINE

- | | |
|-------------------------|---------------------|
| MOLD - 34.4% | OTHER - 2.4% |
| WATER - 30.9% | FIRE - 2.1% |
| AIR DUCT - 12.8% | CONTENTS - 2.0% |
| RECONSTRUCTION - 10.8% | SANITIZATION - 1.0% |
| MOISTURE CONTROL - 3.8% | |

New Award Criteria for Franchise of the Year

Franchise of the Year is one of the highest awards any franchise network can present. As we kick off 2024, we would like to raise the bar and better define the criteria for how the winner is selected. Beginning in January, all franchise locations will earn points each month in three categories:

- **ENGAGEMENT**
- **COMPLIANCE**
- **GROWTH**

These categories consist of over 20 sub-categories such as:

- Reporting on time
- Current insurance certificate on file
- Attending AdvantaClean functions, webinars, trainings
- Utilizing Serviceminder
- Participating in National Accounts program
- YoY revenue growth
- ProfitKeeper adoption



Our Franchise of the Year Will Enjoy a Dream Vacation!

The Franchise of the Year will receive a trip of their choice valued up to \$5,000!

Your travel destination and companions are completely up to you! This could be a luxurious Hawaiian getaway for two, a family theme park vacation, an Alaskan cruise, or a trip anywhere else your heart desires.

After completing your trip, submit your receipts for reimbursement up to \$4,000 in travel expenses such as hotel, airfare, rental car, train tickets, etc. You will also receive an extra \$1,000 reimbursement for dining, shopping, entertainment and other incidentals (no receipts needed). That's \$5,000 total toward making vacation memories.

Whether you want to relax on the beach with an exotic cocktail, explore an exciting new city, take the kids to Disney World, or have another travel dream, this is your chance!



Connecting Face to Face with Franchisees

2023 was a year of powerful, purposeful franchise visits. These visits are opportunities to connect, understand, and support each franchise in their journey to success. In addition to the regional trainings this summer in Chicago and Atlanta, our corporate team was pleased to be able to visit these locations in 2023.



Franchise Visits & Regional Trainings

- AdvantaClean of Central Valley
- AdvantaClean of Southwest Washington
- AdvantaClean of the South Sound
- AdvantaClean of Central Seattle
- AdvantaClean of the Eastside
- AdvantaClean of Spring
- AdvantaClean of Houston West
- AdvantaClean of Greater Cincinnati
- AdvantaClean of Dublin
- AdvantaClean of the West Side
- AdvantaClean of the Emerald Coast
- AdvantaClean of Rocky Mount
- AdvantaClean of the Piedmont
- AdvantaClean of the Triad
- AdvantaClean of Lake Norman, Hickory & Gastonia
- AdvantaClean of Cabarrus & Rowan Counties
- AdvantaClean of Iredell County
- AdvantaClean of Monroe
- AdvantaClean of Charlotte West
- AdvantaClean of Kansas City
- AdvantaClean of the Tri-State



2024 Quarterly Marketing Initiatives

We're launching targeted quarterly marketing initiatives designed to empower our franchise network to drive more local leads. Watch your inbox for more details and get involved!



REVIEW ACTIVATION CHALLENGE

1ST QUARTER

Kick off the year by boosting your online reputation! We will provide tools, training to help you increase your online reviews, and a little competition (with prizes) for even more motivation.



REFERRAL REVOLUTION

2ND QUARTER

Let's build connections! In the second quarter of 2024, we'll focus on identifying and cultivating referral partnerships to build a steady stream of new leads. Watch for new resources and guides, and prizes to amp up the competition.



PAY PER CLICK POWER-UP

3RD QUARTER

If you aren't yet investing in PPC, 2024 is a great time to start driving targeted traffic to your business through pay-per-click advertising. Take advantage of incentives for new campaigns with our approved PPC vendor!



B2B BREAKTHROUGH

4TH QUARTER

Cap off the year by expanding your business-to-business capabilities! Improve commercial lead generation through digital networking and build best practices for targeting accounts and getting your foot in the door.

Introducing Our New Vehicle Branding Portal

We are excited to announce the Lowen Vehicle Graphics Program! Lowen's online portal for AdvantaClean makes the vehicle wrap ordering process easy. You can count on Lowen for:

- Turn-key solution for vehicle graphics printing and installation
- Competitive pricing and best-in-class customer support
- 24/7/365 customer portal to order pre-approved vehicle graphics for a wide variety of makes and models
- Ability to quote and manage your local installation

To get started, search for Lowen on The Source, or email marketing@advantaclean.com to receive a link to the new account form, which will register you for the new portal.



LocalHub Amps Up Your Online Visibility

Driving leads in your local market starts with increasing your online visibility. Our local presence management platform, LocalHub allows you to easily manage your online directory listings, your social media, and your reviews, all in one place. Make your social media effortless with a full calendar of auto-posted content, and request and respond to reviews with just a few clicks.

LocalHub is \$53 monthly per location. To find out more, email marketing@advantaclean.com!



Digital Listing Management



Social Media Management



Review Generation & Management

2023: A Year of Learning!

In 2023, we dramatically expanded our training offerings with both virtual and in-person opportunities to sharpen skills across our franchise network.

New additions like Tech Talk provided field staff with monthly interactive training on foundational best practices. Meanwhile, our regular Serviceminder and marketing webinars empowered our franchise teams to make the most of our systems and resources to grow their business.

In addition to these virtual sessions, we held hands-on regional training events in Chicago and Atlanta and took the training on the road for some of our West Coast locations.

We also launched IICRC livestream training with four 3-day sessions of the Water Restoration Technician certification program. Capping off 2023, we held our first Applied Structural Drying and Fire Restoration classes.

With a year marked by numerous new offerings and strong attendee enthusiasm, we have solid momentum behind our training initiatives as we head into 2024 and develop plans for further network-wide education.



TECH TALK



SERVICEMINDER



MARKETING



WRT



ASD



FIRE



2024 Training Opportunities

All dates are subject to change. Please watch Network News for additional details and updates.

IICRC CERTIFICATION TRAINING

Water Restoration Technician (WRT) Certification

LIVE STREAM

The WRT certification demonstrates knowledge to perform remediation work and an understanding of water damage, its effects, and techniques for drying structures.

February 6-8

April 30 – May 2

July 9-1

September 24-26

December 3-5

Fire Smoke Restoration Technician (FSRT) Certification

LIVE STREAM

The FSRT certification covers scoping, mitigation, cleaning, deodorization, subrogation, spoliation, documentation of residential and commercial fire and smoke damaged structures and contents.

January 23-25

September 10-11

Odor Control Technician (OCT) Certification

LIVE STREAM

The OCT certification covers olfaction and odor, odor sources, detection process, theory of odor control, equipment, chemical options, and applications.

January 30

April 2

August 1

October 30

Applied Structural Drying (ASD) Technician Certification

ONSITE TRAINING - Experience Center in Coppell, TX

The Applied Structural Drying (ASD) certification covers the effective, efficient, and timely drying of water-damaged structures and contents within a restorative drying environment.

May 7-9

November 5-7

Regional Meetings/Trainings

2024's regional training events will focus on learning opportunities for technicians and field operations staff, with a separate event for owners and general managers at the Experience Center in Coppell, TX.

May 21-23 – Chicago Regional Meeting

June 25-27 – Atlanta Regional Meeting

July 16-18 – Coppell Regional Meeting

AdvantaClean Academy

AdvantaClean Academy is a two-week intensive training for new AdvantaClean franchises, and a portion of this training is hands-on. If you are interested in participating in the hand-on portion of this training, please contact Jim Thoma or your ROM.

February 12-23

April 8-19

June 10-21

August 12-23

October 14-25

December 9-20



Franchise Advisory Council

*Thanks to
our 2023
FAC Members!*



AdvantaClean 2024 Franchise Advisory Council



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