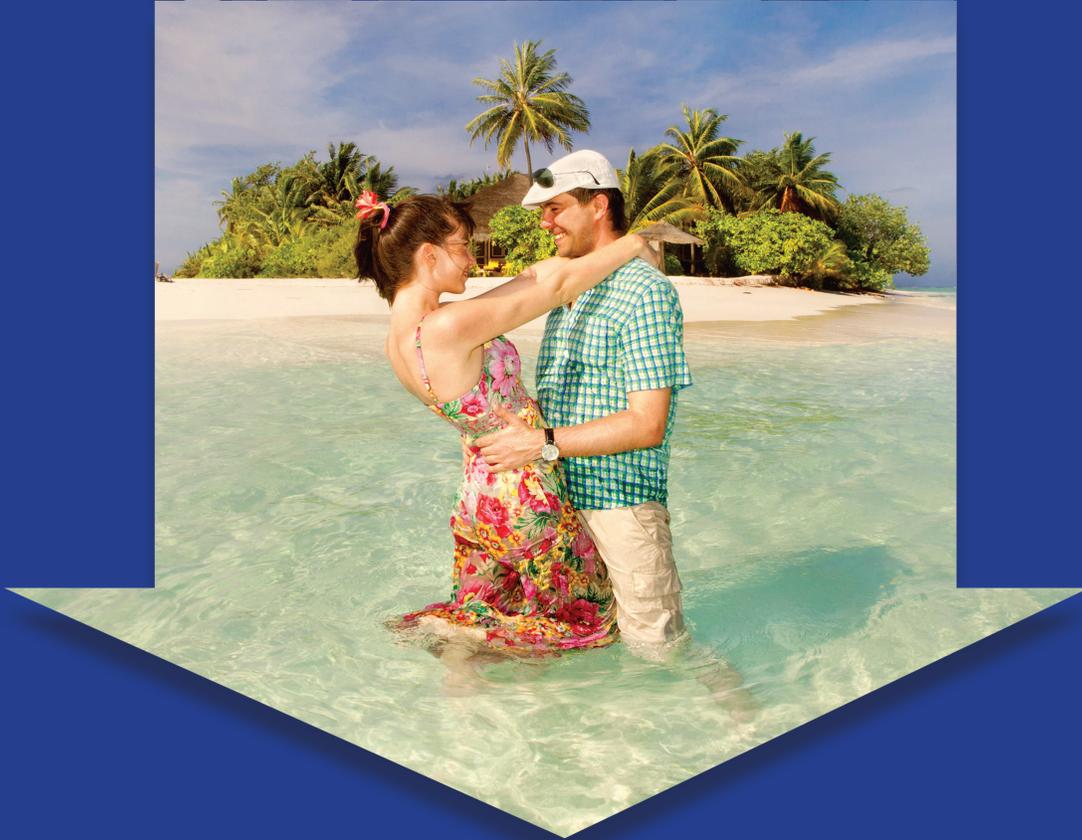


GET THERE



FROM HERE

Make all of your dreams come true.

**It's All Possible With
The Duraclean Franchise System**

Duraclean®
OFFICES WORLDWIDE SINCE 1930



*"Dare to live the life you have dreamed for yourself.
Go forward and make your dreams come true."*

- Emerson

*The power of making your dreams come true is up to you.
With Duraclean as your franchise partner you are never alone when
achieving those dreams. We are with you every step of the way with a
support staff that is always available. If you really want to get there
from here, take advantage of the Duraclean Opportunity.*



How will you achieve your dreams?

Do you have a plan in place to achieve the life that you desire?

Will you reach your earning potential?

How do you turn those dreams into REALITY?

How do you get THERE... from HERE?

Duraclean wants to help you answer those personal questions and help you follow your own path to *Success!*

We want you to wake up every morning excited to work and live on your own terms. We can help you define your dreams and turn them into reality. By becoming part of the more than 40 billion dollar* per year worldwide cleaning and restoration industry, you have a vast marketplace to begin your Duraclean franchise. Build your business by drying out a home or office or just restoring the beauty to a soiled carpet, whatever the problem, as a Duraclean Franchise, you have the solution.

As a franchise owner in the Duraclean System you will have all of the tools to make your business a “sky’s the limit” opportunity. Whether you are solving problems in water, fire and mold restoration, or in carpet, rug and upholstery cleaning, your potential is only limited by your commitment to growth.

Your initial training will include classroom discussion for the administration and marketing segments plus hands-on technical instruction for Duraclean’s services to prepare you for the opening of your franchise. From that point on you will receive ongoing support in your Primary Marketing Area to create a seamless path from start-up to experienced business owner. With Duraclean as your franchise partner you are never alone; we are with you every step of the way and your support staff is available around the clock 365 days a year.

Personalized support is the strength of the Duraclean franchise system.

And that’s exactly how we will help you turn your life dreams into reality.



* “Insurance Insight Publication” December 15, 2011 edition

Once you have established your dream goals of where you want to be in 3, 5, and 10 years you can set in motion your life plan to make it happen. It is our desire that your investigation will reveal a road map allowing you to turn those dreams into reality.



The Duraclean Focus – Achieving Success

When considering a new business venture you will want your questions answered. Some of the obvious ones that arise are:

“How much money can I make?”

“Do I have a protected area?”

“What is involved in the initial training?”

“How do I start and where will I get my customers.”

“What kind of ongoing support will I receive?”

We want you to have the answers to these questions and any others you might have. We want you to meet and talk to franchisees that have joined us and have accomplished their business and personal goals.

Who better to tell you that your dreams can come true than those individuals who are living their dreams right now. We will give you the opportunity to speak with those people. Duraclean franchisees who are living their dreams with successful businesses all built by helping people to solve their problems.

Listen to what three of our franchisees have to say about their success:

“ After working as a manager in retail for enough years to realize my career path was not taking me to where I wanted to go, I began investigating my own business. I quickly focused on the service segment of our economy and started gathering information about franchises. Duraclean gave me the path I was looking for and the freedom to follow my dreams. We began our business from scratch and have built our revenue to place our franchise in Duraclean’s Million Dollar Club for 7 consecutive years. My dream continues to be to operate an ever growing business and Duraclean is turning that dream into a reality year after year.”

Randy Roe – Columbia, SC



“ I entered into my Duraclean Franchise from a different direction... I studied horticulture at The Ohio State University and after college I was working at a large garden center. At the time, my neighbor and his wife owned a Duraclean Franchise and they offered me an opportunity to work with them. After working at their Duraclean Franchise for almost 10 years, they decided to retire and I purchased their franchise. That was 12 years ago. I have since grown the business which includes 12 employees, 7 services vehicles and a 13,000 sq ft cleaning facility & office. My Duraclean Franchise has allowed me to follow my dream of owning my own business. The success of my franchise has given me the ability to travel and spend quality time with my family and friends.”

Todd Wearsch – Avon, OH



“ I began my Duraclean Business with just the carpet and upholstery cleaning services. These two services allowed me to create a data base of satisfied customers while experiencing solid growth from my start-up. During this time services offered by Duraclean Franchises were growing and I decided to expand my business into water and fire restoration. It was the right decision at the right time, since diversifying into the near recession proof insurance paid services my franchise has consistently ranked in the top 5 of all Duraclean franchises and was number 1 the last two years. This success has allowed me to pursue my second passion of collecting classic Corvettes.”

Rick Criss – Forest Hills, MD



Get There... *From Here!*

There are many reasons why Duraclean is the partner that can help you make your dreams come true.

We want you to be able to make a fact-based, informed decision regarding the Duraclean Franchise Opportunity. Ask about our “Quick Start” program and how it would assist you in moving your business from conception into the fast lane. We want you to understand completely how your Duraclean business will be your passport to transport you from where you are today to where you want to be in your life plan.

As we get further into our discussion on the Duraclean Franchise System we will analyze the territory that will become your Primary Marketing Area and agree upon its boundaries. Once you are awarded your franchise license you will attend the Duraclean Success Institute, a two week instructional boot camp for new franchises. The training is systematic, beginning with an orientation into the vast reaches of the Duraclean opportunity and finishing with practical applications you will use every day in your business operation. Your time at the Success Institute will cover everything from a personalized business plan to the operation of the state-of-the-art equipment needed to solve your customers’ problems.

Let's count the ways

- Low-investment start-up costs
- Financing available to qualified individuals
- One License Fee opens the door for all Duraclean Services
- Stability in a recession-proof industry
- Recognized by major national and regional insurance companies
- Primary Geographical Marketing Territory
- Hands-on initial training
- Unequaled marketing and technical support in your territory
- Solving customers problems for almost 85 years
- Unlimited growth potential
- Duraclean never forces you to fit the program; on the contrary, we fit the program around your goals, your personality, and your dreams.

If you are looking for an opportunity to start something new and exciting for yourself and get everything that you want in life, let us assist you in your investigation!

We know the business, and we know how to get you there... from here!



Your plans are in place and when the phone rings, you are ready to help!

A photograph of a man and a woman on the deck of a sailboat. The woman is wearing a white bikini and the man is wearing white shorts. They are standing near the mast, looking towards the camera. The boat's deck is white with various pieces of equipment, including ropes and pulleys. The background shows a clear blue sky and the ocean.

We want you to understand completely how your Duraclean business will be your passport to transport you from where you are today to where you want to be in your life plan.

Duraclean – A Rich History of Solving Problems

Duraclean has been solving problems and creating happy customers for more than eight decades. We can trace our beginnings back to Racine, Wisconsin. Duraclean was established in 1930, by Irl Marshall Sr. as “The Home Service Company,” a business opportunity. The safe and very effective cleaning solution for fine rugs and upholstery that Mr. Marshall developed became the foundation of The Home Service Company’s continued growth both in recognition and customer satisfaction. After much success, Mr. Marshall moved the company from Racine to Deerfield, Illinois in 1938 and expanded both office and warehouse space.

In the mid-1940s, Mr. Marshall changed the name of The Home Service Company to Duraclean International and changed from a Business Opportunity to a Business Format Franchise utilizing his patented process for cleaning fine fabrics. The founding family continued to own Duraclean International until 1998 when Executive Vice President, Vincent Caffarello and Vice President Wilbur Gage purchased one hundred percent of the Duraclean International, Inc. stock from the Marshall family.

Duraclean services have continued to expand over the years from its humble beginnings of loose rugs and upholstery cleaning to being capable of cleaning any surface in a home or office. Now, a Duraclean franchise can choose from Water & Fire Restoration, Mold Remediation, Commercial and Residential Carpet and Upholstery Cleaning, Persian and Oriental Rug Cleaning, Ventilation Duct Cleaning, Tile & Grout Cleaning, and Hard Wood Floor Cleaning just to name the major services.

After all of these years and tens of thousands of happy customers it still comes down to one fact of business:

Solve the customers problems and they will come back to you again and again.



Duraclean's colorful history began in Racine, Wisconsin in 1930.



Duraclean®

OFFICES WORLDWIDE SINCE 1930

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Duraclean Has Been Solving Our Customers Problems Since 1930

