

Window Genie Company Profile

Website: www.windowgenie.com
www.windowgeniefranchise.com

Headquarters: Cincinnati, OH

Your Window Genie Development Leader

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Top Reasons Why Window Genie Could be a Good Fit for You

1. Average starting investment of \$75,000
2. Multiple Revenue Streams
3. Marketing Driven with “best in class” promotional materials
4. Repeat Services keep customer’s coming back
5. Limited National Competition / Mostly local mom-and-pop companies
6. Primarily B2C, but does include B2B sales
7. Executive style business model / you are NOT the technician
8. Our “Windows 4 Wishes” program helps you give back to your community

Key Advantages

- Mon-Fri, daytime hours of operation
- Proven model and protected territory
- Repeat business = residual income
- Multiple lines of services = multiple streams of income
- Strong value proposition

What to expect in our process

Thank you for your interest in Window Genie and learning more about our system and how it might fit your goals and lifestyle needs. Our Executive Leadership Team has created a custom and dynamic process for you to discover everything you need to ultimately make the decision as to whether or not we are a fit for you. Through this process and the set of interactive sessions we've created, we will provide you the right amount of information at the right time, keeping you informed and on track. To begin the process, the first "step" is to set up an introductory call with your highly skilled Regional Developer, or RD, that will dig deeper into the following topics:

- ✓ *Who is Window Genie exactly and what do we do?*
- ✓ *Our story and how we came to be?*
- ✓ *Our Industry*
- ✓ *Our Business Model*
- ✓ *Our overall value proposition*

Window Genie Concept Overview

Window Genie is a mobile service business, focused primarily on the Residential market and created for those time-starved property owners that do not have the time or ability to clean their own windows, pressure wash or install window film. Our customer's also include the elderly, maid services, property managers, real estate agents and many others. Window Genie also provides service to commercial accounts such as banks, nursing homes and schools and Universities on a recurring basis.

Our franchise partners focus on the marketing and operation of the business while their trained and uniformed technicians provide the field work. Our franchise owners are NOT in business to be climbing ladders', they are managing the business through marketing & networking, field support and other growth-oriented activities.

While window cleaning is our "claim to fame" and our "bread and butter", it is really the entry point into our customer's home. With 90% of all new Window Genie customers being first-time users of a window cleaning service, this is both the golden opportunity and the starting point to the relationship. We are looking for long-term customers, and this is built through trust, integrity and multiple services that keeps the customer coming back to us year after year.

The “Right Fit”

Our franchise partners do not need to possess skills or knowledge of the service industry or “tradesmen” qualities to be successful. This is a perfect opportunity for someone that is good at “project management” and can manage and lead a team of employees. While not a direct selling model, the successful owners are comfortable with “relationship sales” and are willing to follow our Marketing Platform. You should be comfortable with the concept of building a multi-truck operation and understand how to leverage our value proposition in a market dominated by small mom and pop businesses.

Key Advantages to Consider

1. **Low Investment with Solid Economics:** With an average investment of under \$100K, Window Genie provides an unmatched investment opportunity. As a mobile business, you can easily start from home, keeping your upfront costs low when compared to expensive brick & mortar businesses. As a mobile business, you will have limited inventory, portable equipment and fewer employees than other service businesses such as janitorial and maid services.
2. **Multiple Revenue Streams:** Unlike single-service companies, Window Genie offers multiple services which translate into more opportunities for more income. With our “Big 3”, which consists of window cleaning, window tinting and pressure washing, you will be able offer a variety of services and products to both residential and commercial customers. Other services include gutter cleaning, tile & grout cleaning and gutter protection.
3. **Repeat Business:** Customer’s that keep coming back for more is what makes the Window Genie model flow. Services such as window cleaning repeat from twice to four times a year to as often as weekly for commercial customers. Clean windows become dirty, driving business to you year after year.
4. **Marketing & our ‘POP-5’:** Our marketing program is designed to make your phone ring. From a full-blown Internet strategy to in-house design for coupon mailers such as ValPak or Money Mailer, our marketing program is there to get the word out to the consumer that Window Genie is in the market. As a marketing-driven business versus a direct-selling business, you are not required to make cold calls to be successful. With professionally designed ads, world-class materials and our wrapped GENIEMOBILE’s, you will be able to easily market your business to local customer’s.
5. **The Service industry:** The service industry is BOOMING. As homeowners look to protect and maintain their single largest investment, Window Genie is there to help. While no business is “recession proof”, our services are historically “recession resistant” with the past few years validating this fact. While no business is immune from some form

or seasonality, we offer indoor services such as window film, tile & grout cleaning and soon to come online, carpet dry cleaning and Insulated Glass (IG Unit) replacement to help your business run year round, regardless of your market and weather.

- 6. Value Proposition:** Window Genie is clearly positioned to be the market leader in our “Big-3” and to ultimately become **THE** brand in the United States. With no clear leader, all members of “Team Genie” are committed to this common goal. Through our multiple revenue streams, in-demand services and aggressive marketing, we are positioning our franchise partners to succeed in today’s competitive business world.



National Support & Development Team

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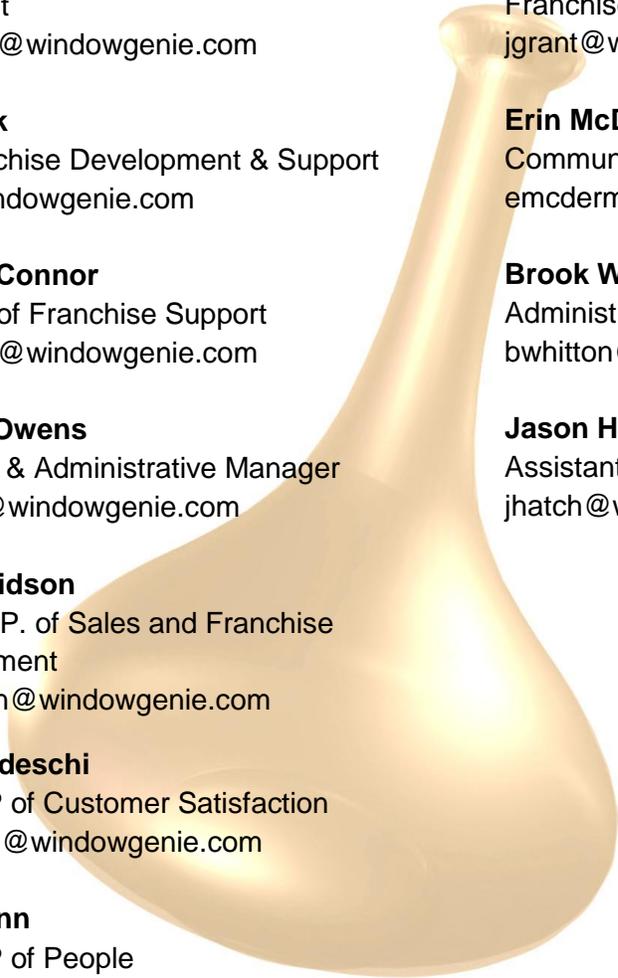
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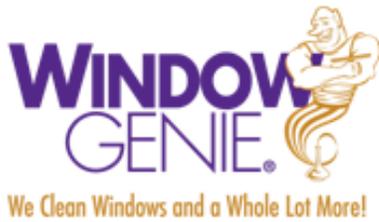
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Window Genie Discovery Process
4-8 weeks based on 9 “Learning Steps” to explore our brand and what makes us different & better.

