



Putting the **SaniGLAZE System™** to Work for Your Team

saniglaze.com



NOTE OF EXPLANATION REGARDING CERTAIN TERMS USED IN THIS BROCHURE:

- **SaniGLAZE** refers to the name of the process developed in 1995 to restore tile & grout restroom floors by Royal Services, Inc., a building services contracting firm and the parent company of SaniGLAZE International.
- **SaniGLAZE International** refers to the limited liability company formed in 2000 by Royal Services to further develop and to distribute the SaniGLAZE process.
- **The SaniGLAZE System™** refers to the family of processes that has been developed over the years by SaniGLAZE International to restore, maintain and preserve tile & grout and other hard surfaces. To avoid confusion, SaniGLAZE, the name for the original restoration process developed by Royal Services, was changed to EnduraGLAZE. Today the entire collection of SaniGLAZE International's processes, each with its own branded name, is referred to as "the SaniGLAZE System."



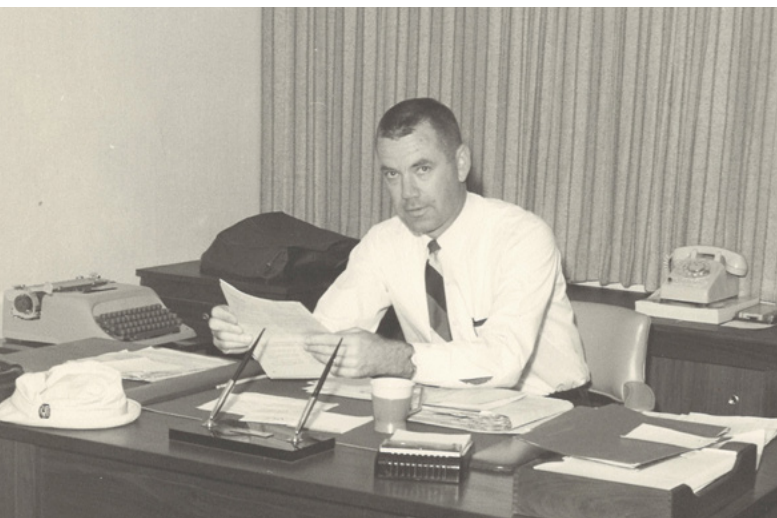
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Introducing a New Player for Your Team

A hard worker that might just be an All-Star player!

SaniGLAZE International is an industry leader in tile & grout and hard surface restoration. Our history goes back 25 years when the process now known as restorative bonding was created for tile & grout surfaces. Today, that creative spirit continues with the development of cutting edge products and processes for the restoration, maintenance and preservation of tile and other hard surfaces. The SaniGLAZE System® is ranked nationally as one of the most recognizable brands for hard surface restoration. Simply put, we offer a superior and time-proven system for maintaining tile and other hard surfaces. The benefits of the SaniGLAZE System are valued by facility managers, as well as by the staff, customers and visitors in their facilities - making the SaniGLAZE System a true win/win proposition.



As previously mentioned, our development goes back more than two decades. However, SaniGLAZE International's roots trace back to 1914 when Royal Services, a small window cleaning company in Jacksonville, Florida, was founded. Over the years, Royal grew to become one of the largest and most respected building services contractors in the Southeast with over 1,200 employees and offices in four Florida cities - Jacksonville, Miami, Tampa and Orlando.

■ SaniGLAZE Founder Percy Rosenbloom, Jr.



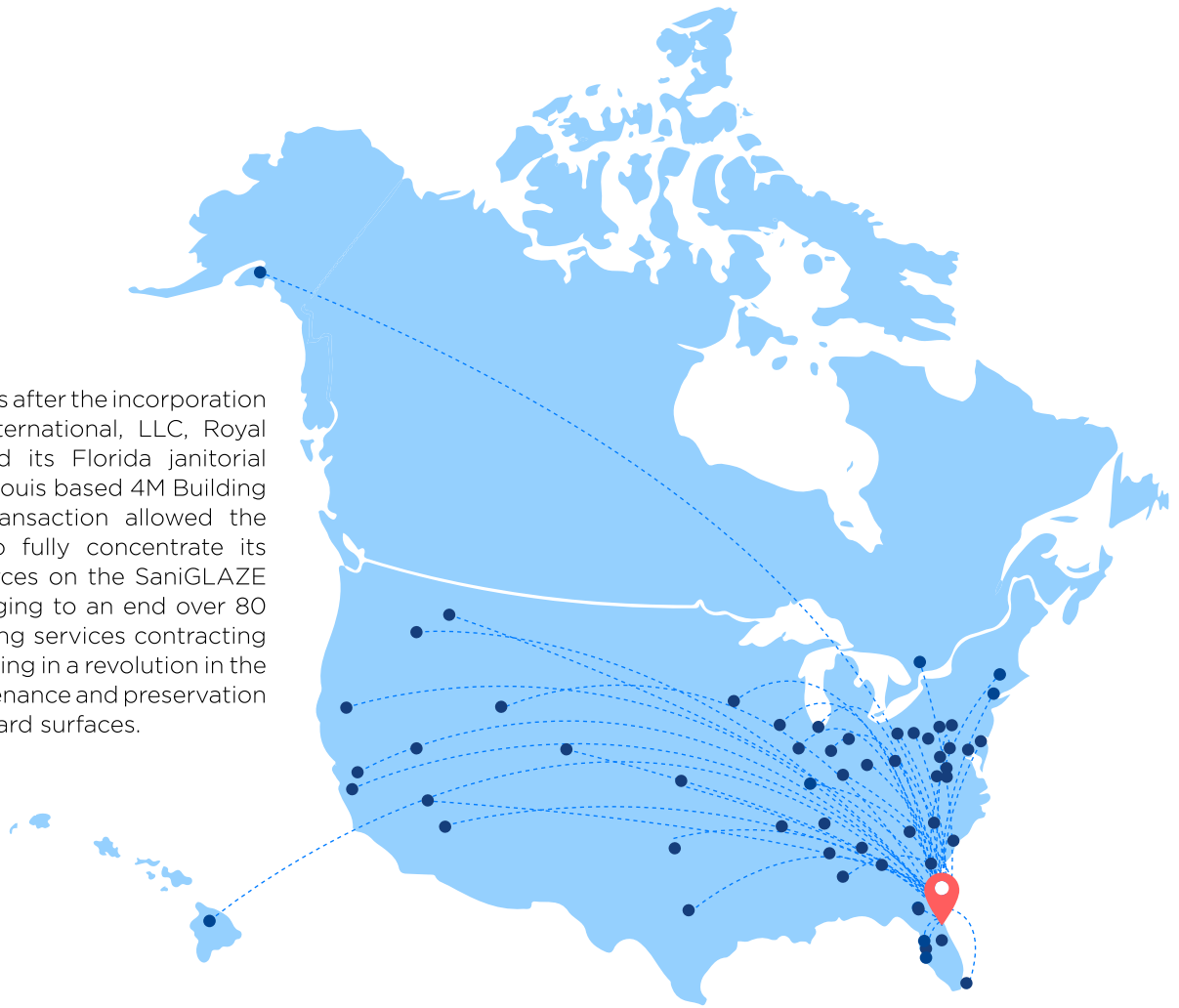
In the mid-1990s, Royal began to look for solutions to the challenge of rejuvenating aging and often unsightly and unsanitary tile & grout surfaces. For reasons that will be discussed later in this section, solving the dilemma of aging tile & grout proved to be hard won. Nevertheless, Royal persevered and by 1995 the company created a process that could restore unattractive and unsanitary tile surfaces to like-new condition. Thus, the SaniGLAZE process was born!

Initially, Royal had multiple objectives for their SaniGLAZE process:

- **Restore restroom floors** to like-new condition and eliminate foul odors
- **Prevent urine**, mop water and other types of soiling from being absorbed into porous grout in order to render the floors more maintainable with routine custodial maintenance practices
- **Reduce the number of complaints** that come from restrooms – Though restrooms represent only a small portion of any facility, they are one of the largest sources of complaints
- **Provide a solution** that would distinguish Royal Services from their competitors and establish Royal as a trusted resource for other types of service offerings

Royal succeeded in achieving all of these objectives and soon enjoyed a 30% increase in their core business, while bringing additional revenue down to their bottom line with the SaniGLAZE process.

In 2003, a few years after the incorporation of SaniGLAZE International, LLC, Royal Services, Inc. sold its Florida janitorial operations to St. Louis based 4M Building Solutions. This transaction allowed the team at Royal to fully concentrate its efforts and resources on the SaniGLAZE System, thus bringing to an end over 80 years in the building services contracting industry and ushering in a revolution in the restoration, maintenance and preservation of tile and other hard surfaces.

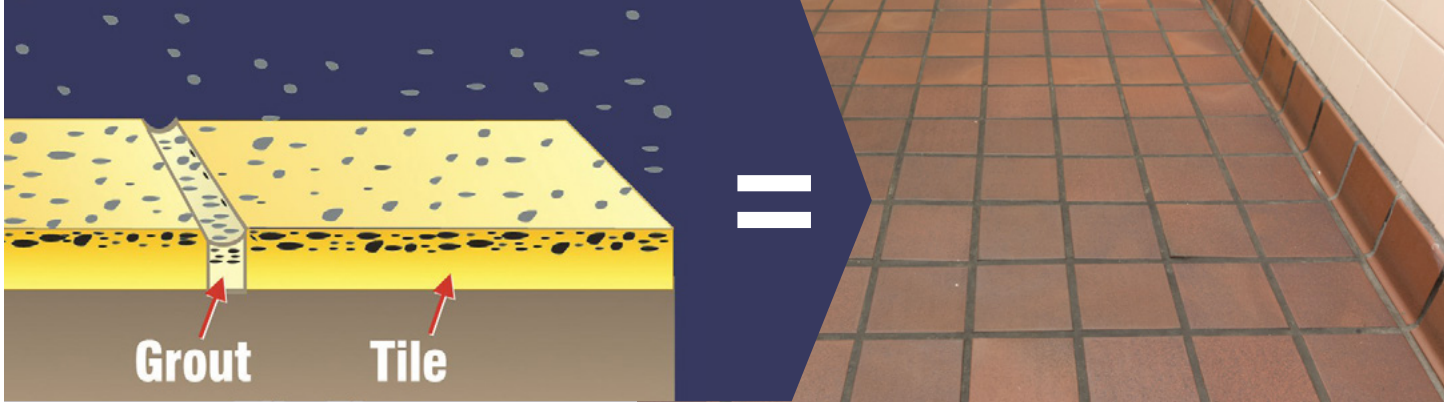


Ultimately, Royal recognized they now possessed a unique and effective solution to a universal problem. A solution that would be of exceptional value to building services contractors and similar businesses everywhere. So, with the same focus and drive that brought the SaniGLAZE process to life in 1995, Royal began exploring ways to make their solution available to other building services contractors everywhere.

Several expansion models were considered to make the SaniGLAZE process available to other businesses. Initially, a product distribution model ranked high on the list. However, Royal's hands-on experience with SaniGLAZE taught them one very important lesson: Even the best products and processes in the hands of untrained technicians will not yield satisfactory results on

a consistent basis. Royal was well aware of the important role SaniGLAZE technicians would play in the performance of the SaniGLAZE process. Based on this knowledge, Royal shifted from a product distribution model to one that would enable some degree of control over the products, procedures and technical training to ensure a reputable name for the SaniGLAZE process. After much discussion and consultation, Royal decided that a franchise model would best serve to establish a respectable name and to yield outstanding results.

The SaniGLAZE System franchise model will be explained more thoroughly in the next section. What follows in the remainder of this section is more background on the case for which the SaniGLAZE process was created in the first place.



When contaminants penetrate tile surfaces over time, floors fall into the foul zone.

Why the SaniGLAZE Process Was Developed...

There is definitely a story behind the development of the SaniGLAZE process by Royal Services, and it's not a very pretty one. The main culprit in this story is porous grout.

It is widely recognized that effective maintenance programs in the building services industry must include two components: 1) a component that covers routine care and similar procedures; and 2) a component that covers specialized periodic procedures. Based on this premise, effective maintenance programs have been established and practiced for quite a long time in regard to various types of surfaces, such as carpet, VCT, marble, granite, wood, etc. Sadly, this has not been the case for tile & grout surfaces.

Many facilities have relied almost exclusively on routine cleaning procedures, like mopping, for their tile & grout surfaces. In the absence of applying specialized periodic maintenance procedures, unintended consequences take their toll on any surface over time. In the case of durable tile & grout surfaces, the problems that result from inadequate specialized, periodic maintenance take a longer time to be recognized, often going unnoticed until it is too late!

Over time, spills, tracked-in dirt and even routine mopping can cause contaminants and odors to penetrate deep down into the grout. This process of contamination is made worse by the fact that most grout lines are slightly lower than the tile surface, causing the grout

lines to act as miniature troughs that harbor mop water and contaminants. Eventually this leads to a situation that renders the entire surface unsightly, unsanitary and rife with foul odors. The fact that the impurities have actually penetrated the grout means that normal maintenance practices are no longer effective.

Here's where the story gets worse. Most facilities are sold a bill of goods that simply is not true. They are told that...

The fact that the impurities have actually penetrated the grout means that normal maintenance practices are no longer effective.



- Tile & grout surfaces do not require special attention
- Simple grout sealers will take care of everything
- Modified grouts are impervious to stains and absorption
- Normal mopping and scrubbing is all that is required

If the points listed above were true, we would not be in business today!

Sadly, all you have to do is look around any hospital, college campus, fitness center or corporate office and you will see tile & grout surfaces with problems. And these problems invariably originate with the porosity of the grout. What's more, even modified or "sealed" grout develops some degree of porosity over time. Plus, if it's a commercial setting where the traffic is heavy and the maintenance chemicals are stronger (and used more regularly), this breakdown occurs even faster.

This is why the SaniGLAZE process was created.

How the SaniGLAZE System Fits on Your Team

Our goal is to make it a perfect fit every time.

The SaniGLAZE franchise story began in the year 2000. After a few years of developing and then performing SaniGLAZE restoration for their customers, Royal Services made the decision to make SaniGLAZE available to other businesses like theirs. To do this, Royal created a subsidiary in the form of a limited liability company and named it SaniGLAZE International, LLC. As was previously mentioned, the manner in which they decided to make SaniGLAZE available to other companies was through a franchise agreement. Royal chose franchising because of the ability to promote and maintain a strong, well-respected brand image. To best ensure these objectives were met, the franchise model was necessary in order to establish a reasonable level of control over SaniGLAZE's products, processes and training while in the hands of other companies. The overarching intent was to establish a nationally recognized and respected brand image with minimal variation from company to company and from region to region.

Royal did not have any experience in franchising, so they sought the advice of several consultants and lawyers who specialized in franchising to ensure the model was beneficial to all parties. During the research into franchising, it was determined that a “fractional franchise” model was best suited to make SaniGLAZE available to other businesses.

Here is why: Essentially, the fractional franchise is an add-on to an existing business. The franchisor is offering the franchisee a product or service which the franchisee can accurately assess by virtue of the franchisee's prior business experience.

Fractional franchising, technically known as the fractional franchise exemption, is a unique and respected franchise model. It is based on the rules set forth in the Federal Trade Commission's Franchise Rules Compliance Guide. The fractional franchise exemption **exempts** a franchisor from compliance with many of



There are many benefits to adding the SaniGLAZE fractional franchise to your business.



SG

the requirements imposed on a full franchise offering. For example, it allows a fractional franchisor to eliminate the Full Disclosure Document (FDD), waive registration in most states and drop other requirements normally associated with a full franchise offering.

The FTC's guidelines state that a fractional franchise relationship is valid when the following two conditions are met:

- The franchisee has more than two years of experience in a closely related business.
- The parties have a reasonable basis on which to anticipate that the sales arising from the relationship will not exceed 20% of the franchisee's total dollar volume in sales during the first year of operation.

The purpose of the fractional franchise exemption is to take advantage of the franchisee's knowledge and existing business experience to:

- Streamline the franchise offering process
- Eliminate unnecessary complications
- Speed the process along
- Lower costs

In the case of SaniGLAZE International's offering, the fractional franchise adds another benefit: We won't interfere with your core business and will not micro-manage your operation of the SaniGLAZE System. It's your business to operate with minimal compliance complications from us.

So, rather than making the SaniGLAZE System available through a full franchise offering to opportunity seekers with no industry

experience, SaniGLAZE International's fractional franchise opportunity is modeled as a "bolt on" addition to businesses who are already operating in the SaniGLAZE workspace. This includes businesses like janitorial companies, flooring companies and restoration companies that are already serving or have plans to serve the types of facilities where SaniGLAZE thrives... healthcare, educational, commercial office, corporate HQ, manufacturing, fitness, hospitality and government.

The fractional franchise model has benefits that favor both SaniGLAZE International and

Franchise fees are lower than traditional stand-alone franchises because under the fractional franchise guidelines, legal fees and documents are less expensive due to the streamlined regulations that enable fractional franchising.

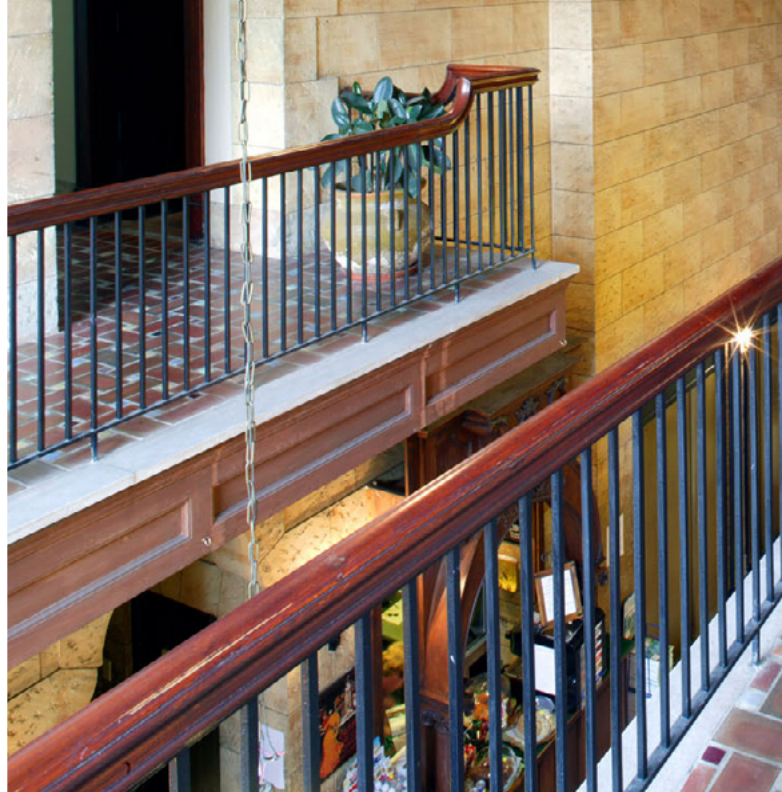
our franchisees. Franchise fees are lower than traditional stand-alone franchises because under the fractional franchise guidelines, legal fees and documents are less expensive due to the streamlined regulations that enable fractional franchising. The franchisor does not have to train the franchisee in the basic operation of a business because the owner is already operating a successful and established business enterprise that performs similar types of services. This means that training time can be focused on selling and performing the SaniGLAZE System. The franchisee benefits from this because there is no significant expense related to acquiring a building, office furnishings, equipment or staff. Developing the

SaniGLAZE team (salesperson and technicians) is not a huge cash drain because these positions can be assumed initially by existing staff until a sufficient book of business has been developed, after which a more permanently dedicated staff can be brought into the program.

The ultimate beauty of our franchise story is that the market for the SaniGLAZE System today has vastly exceeded the market that was serviced by Royal, which was primarily Class A office buildings. While this was a lucrative book of business for Royal's operation, the SaniGLAZE System has a much greater potential in large institutional campus settings like healthcare systems, public school districts, universities, military bases and other market verticals that have large facilities with lots of restrooms and sensitive areas. Today these larger institutional accounts make up the greater percentage of the SaniGLAZE System's customer base. This lucrative market opportunity can be a huge catalyst for growth to savvy operators.

Additionally, SaniGLAZE International has advanced its service package over the years from a single solution to restore tile & grout to a variety of solutions for many other hard surfaces. That's why we refer to our offering as the SaniGLAZE System, because it is now composed of a whole system of products and processes that extend the life cycle of tile & grout and other hard surfaces. SaniGLAZE continues to introduce new exciting products and services to help our franchises grow and prosper.

The first SaniGLAZE franchises came on board in the year 2000. Today, there are almost 50 companies with the SaniGLAZE System on their team. Currently, there are some opportunities available in open territories. SaniGLAZE is looking for successful, entrepreneurial-minded business owners who have the energy, drive, vision and financial resources to expand into a closely related endeavor without a great deal of risk. You will have to make investments in time and people, but the opportunity and the rewards can be a smart and worthy venture for the right company.



The SaniGLAZE System is your key to unlimited opportunity across a variety of commercial and institutional facilities.

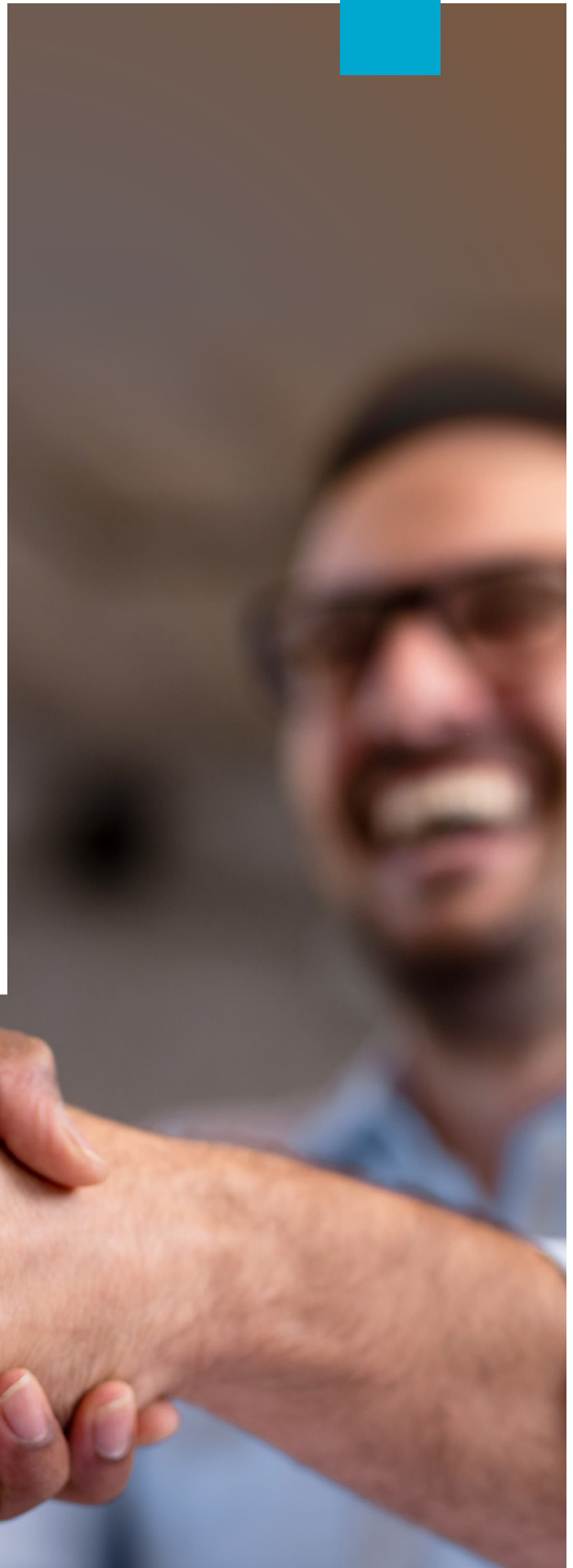


Will We Play Well Together?

We'll certainly do our part to make that happen.

If you have an entrepreneurial drive and are looking for an innovative way to expand your business without having to re-invent the wheel, adding the SaniGLAZE System to your operation could be just right for you. There are several advantages to this opportunity:

- It can easily be added to your existing operation without a major investment in infrastructure
- You will enjoy repeat business for years to come
- It is not tremendously expensive when compared to other franchise models
- There is a huge market potential that has not yet been penetrated
- Facility managers want and need the SaniGLAZE System as an integral part of their building maintenance programs



Driven Entrepreneurs and Professionals Please Step Forward

Entrepreneur definition - one who organizes, manages and assumes the risks of a business or enterprise.

There is no exact profile for a successful SaniGLAZE franchise owner, but we can forecast from our years of experience some characteristics that have proven to be successful for our owners. To satisfy the fractional franchise requirement, you must have two years of experience in the ownership or management of a closely related business endeavor. Typical examples of these types of businesses are janitorial companies, flooring companies and restoration contractors.

Beyond having industry experience, it is important to have demonstrated a solid, growth-oriented business track record. A proven background of success should include proficiency in leadership, salesmanship and business management. Operations management experience and proficiency with complex sales will also give you a distinct advantage.

It takes a strong relationship with your customers to earn the trust needed to secure high dollar contracts. A willingness to invest in strategies to develop those relationships will bring your company the legacy accounts that translate to real success. Truly successful companies thrive on these challenges. Will yours?

We find that most successful owners are highly involved with the management of their SaniGLAZE businesses. If you are an owner who does not plan to be highly involved, it is imperative that you have someone who has the managerial skills and drive necessary to succeed with the SaniGLAZE System.

If you are truly driven, thrive on success and have an entrepreneurial spirit, then the SaniGLAZE System is a great opportunity!

SaniGLAZE International understands that we are in it to win it. We don't give up - we like to be at the top. So the constant communication from them and the understanding on both sides as to what expectations are has been very good. I feel like at any time I can call them about anything and feel like they can do the same with us. We have a very open and strong relationship.

TRAVIS OWENS
CUBIX, INC.
ORLANDO, FL

I appreciate the efforts they make on our behalf. Whether it's a new product demo at our facility or technical assistance over the phone, if we have a problem, they are there.

JACK STEVENS
SERVICE MANAGEMENT GROUP
SHELTON, CT

There is no upper echelon. You can talk to anyone there. They are always available and they are great listeners.

CLARENCE TILLEY
COMPLETE FLOOR CARE SOLUTIONS
TAMPA, FL

From day one SaniGLAZE International has followed through on every commitment they have made to us. When we ask for help, there is someone there to answer the call and to work with us to resolve the issue.

DAN DAVIS
STERLING SERVICES
CHICAGO, IL



SECTION 4

How Do We Ensure a Winning Team?

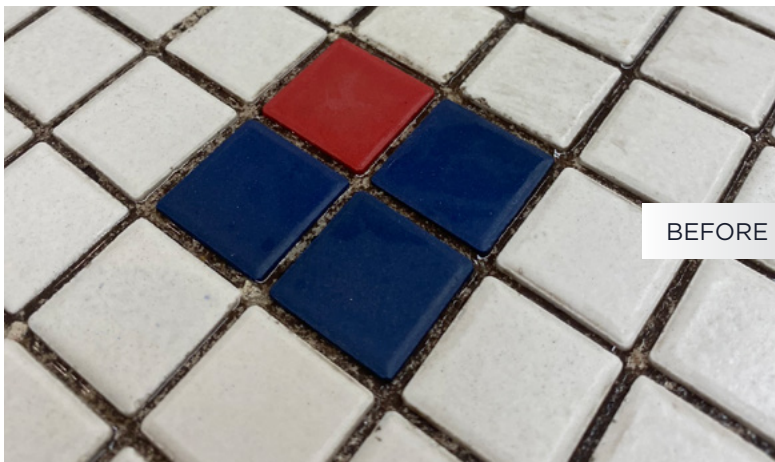
By giving you the key to unlocking a multi-faceted world of opportunity.

SaniGLAZE System processes are based on proprietary products and technologies available only from SaniGLAZE International. From the original tile & grout restorative bonding process known as “SaniGLAZE,” which has since been rebranded as EnduraGLAZE™, SaniGLAZE International has aggressively expanded its line of processes. Today, SaniGLAZE System service providers can offer their customers a wide array of solutions that include:

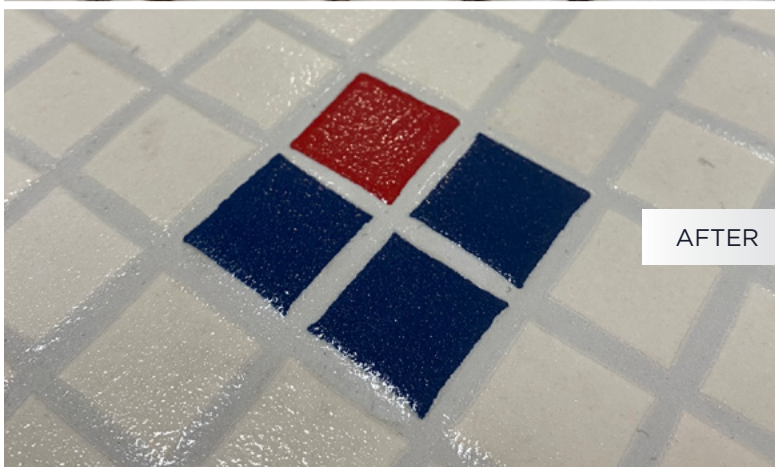
- Changing the color of all types of hard surfaces
- Transforming aging tile and other hard surfaces to resemble designer and terrazzo looks
- Leveling surfaces
- Improving slip resistance and more

And not just for floors, but for walls, partitions, stair rails and pool decks, to name a few. Regardless of the products and processes used, all are designed for high durability and long life in demanding environments.

Without going into a lot of detail about our processes, the following are some of the solutions available with the SaniGLAZE System.



BEFORE



AFTER

Tile & Grout Restoration

Our tile & grout restoration processes include EnduraGLAZE™, GroutGLAZE™ and SurfaceGLAZE™. Each process begins with a multi-step prep procedure to remove all soil and contaminants. Additionally, the prep procedure conditions the surface to create a stronger bond with the applied coatings. Depending on the process chosen for the job, specially formulated grout overlay coatings are applied to the grout lines and/or extremely durable top coats are applied to shield the entire surface. The result is a tile & grout surface that looks “like-new” again. Even better, the coatings eliminate the absorption of contaminants, which makes routine maintenance easier and less time consuming.

Tile Color Changes

Often changing the color of the tile can be a great solution for creating an entirely new look at a fraction of the cost of replacement. Our ChromaGLAZE™ process overlays the entire surface with a coating that is available in a wide selection of designer colors. The tinted coating can be overlaid with a “clear coat” for additional durability and protection.



BEFORE

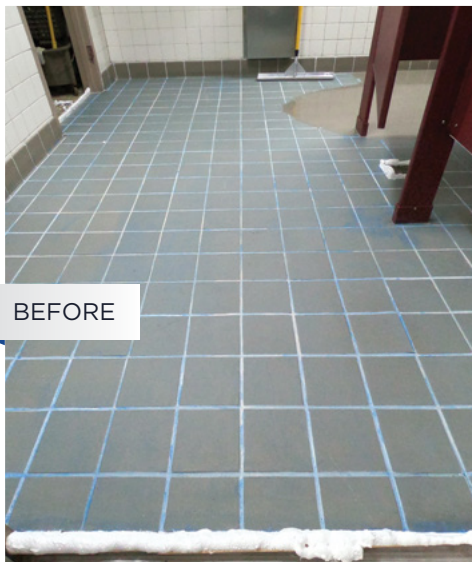


AFTER



Terrazzo-Like Appearance

For situations calling for a bright new look, the VariGLAZE™ process can be used to change the color of the surface and add a terrazzo-like look by applying various blends of color chips to the tinted base coat. The color chips are encapsulated with a clear top coat to seal them into place and to give the surface depth and additional protection.



Resurfacing and Leveling

With any of our color changing processes we can eliminate the appearance of grout lines and repair areas of broken or cracked tile with a “leveling” process. A thin coat of a high tensile strength material is bonded to the original surface to create a flat surface. The leveling material is then treated with either the ChromaGLAZE or the VariGLAZE process for aesthetic and protective purposes.

A Maintenance Annuity

SaniGLAZE International created the EverGLAZE Extended Protection Plan to preserve the life span of its various processes. Usually referred to as EverGLAZE® or E2P2, with this plan SaniGLAZE System service providers supplement their customers' routine maintenance with the specialized, periodic maintenance that is essential to keep a surface in great shape for years.

Why create a program like this? Can't the customers take care of their surfaces once they have been restored? Yes, but in-house custodial departments and outside janitorial contractors often do not have:

- The equipment and supplies required to perform these specialized procedures

- The training to perform these procedures correctly even when the equipment and supplies are available

- The time necessary to perform these procedures on a regular basis

- The motivation to perform these procedures as needed even when the equipment, supplies, training and time are available

A dental analogy best explains the interaction between the SaniGLAZE System's restorative processes and the EverGLAZE Extended Protection Plan. Let's start with Joe, a person who has neglected his teeth for years. Now Joe realizes that he has some serious dental issues and finally decides to address them. To remedy his dental problems:



Joe goes to the dentist to get the corrective procedures needed to restore a healthy mouth. The special treatments the dentist uses to fix Joe's bad set of teeth correlate to what happens when a SaniGLAZE System process is used to transform an unattractive, unsanitary surface to a like-new condition.



Once Joe's teeth have been restored it is up to him to brush and floss regularly in order to keep his newly restored teeth in good shape. This correlates to what happens when a facility's cleaning crew performs their routine maintenance.



Even though Joe is now brushing and flossing regularly, he still needs to make a visit to his friendly dentist a couple of times each year for a check-up and for specialized dental hygiene treatments. This follow-up care correlates to the EverGLAZE Extended Protection Plan where SaniGLAZE service providers perform inspections as well as any specialized procedures needed to maintain and preserve the surfaces they have restored for their customers.

SaniGLAZE offers a wide variety of restoration and maintenance options not only to make tile and other hard surfaces look like-new, but to keep them that way year after year.



SECTION 5

What Kind of Support Can You Expect?

An abundance of support and resources to ensure your success.

There's a lot to learn about achieving success with the SaniGLAZE System. While there is much ground to cover, we make it as easy as possible for you to get started by connecting you to the resources that will be instrumental in developing your SaniGLAZE business. Our assistance includes, but is not limited to:

Training

After you have completed the initial opening requirements, a training specialist will be sent to your business to instruct your technicians on the fundamentals of performing SaniGLAZE System processes. After your techs get a little experience, usually from 6 to 12 weeks, the training specialist will schedule a return visit to help them hone their skills and to improve their production rates. After these two tech training sessions, additional on-site training is available on a fee basis.



Upon completion of the first technical training session, a SaniGLAZE sales coach will work with your sales and business development team to get them up to speed on the science of selling the SaniGLAZE System and EverGLAZE Extended Protection Plan. This training covers a variety of sales and marketing functions: from calling on prospective accounts and surveying areas to be restored, to developing proposals and effectively using SaniGLAZE System sales collateral and more.

Technical assistance and sales advice are only a phone call, text or email away anytime you have questions or need assistance.

Though not included in the formal training, it is strongly recommended that key players on your team visit a "top ten" SaniGLAZE System franchise to observe and learn firsthand from the best. Our franchise members are willing to share their knowledge and are anxious to help you become successful. This is a small investment for success when you weigh the costs against the potential revenues that a top ten SaniGLAZE System franchise can produce.



[Sani.EDU](#)

In addition to on-site training, we host a 24/7 internet-based training resource that features segments on all aspects of SaniGLAZE technical procedures and SaniGLAZE products. Your technicians can grow at a pace you control or at their own pace, depending on their individual learning styles. This is particularly useful as new technicians join your team or when new products are introduced.

[sgUNIT.com](#)

SaniGLAZE International hosts a password protected members' website that is your quick reference resource for anything SaniGLAZE. You can order products online, determine product coverage rates, find product Safety Data Sheets, technical information and bulletins, download logos and SaniGLAZE graphics, reference color charts and access a wealth of useful information, such as our GSA Schedule* for doing business with the Federal Government and our national account pricing. **Our GSA Schedule is explained later in this section.*



SaniGLAZE System Online Manual

The complete SaniGLAZE Operations Manual is online and at your fingertips 24/7. This is a very comprehensive virtual manual that is a living document. It has been continuously evolving for over 20 years and is constantly updated as the SaniGLAZE System evolves. Content includes everything from setting up a SaniGLAZE business to performing demos and SaniGLAZE System processes. It is a searchable document and well indexed, so you can quickly and easily get to the information you are seeking.

Marketing

SaniGLAZE is constantly marketing behind the scenes for our franchise members. We know who the purchasing influencers are in our target accounts, specifically within our high value market verticals (healthcare, education, business, industry and government). We are constantly in touch with them via digital marketing to nurture and develop sales opportunities. We exhibit at a number of national tradeshow and provide loaner exhibits for franchises who wish to exhibit at local or regional tradeshow.



■ The SaniGLAZE GSA Federal Supply Schedule gets you access to many government facilities with pre-negotiated pricing.

General Services Administration – Federal Supply Schedule (GSA-FSS)

The Federal Supply Schedule, also known as a Multiple Award Schedule, is a listing of contractors who have been awarded contracts by the General Services Administration (GSA). The program is a simplified process that closely mirrors commercial buying practices by using the purchasing power of the Federal Government to obtain volume discounts on commonly used supplies and services. The Federal Supply Schedule is available to all federal agencies and provides them with a streamlined route to obtaining commercial supplies and services at a pre-negotiated rate.

SaniGLAZE International was awarded a GSA-FSS contract in 2003 and has maintained a respected status with the GSA ever since. This contract is one of our most valuable resources. Each year, hundreds of thousands of dollars of SaniGLAZE System work is performed by SaniGLAZE System service providers in federal buildings, federal courthouses, VA medical centers and military bases under our GSA-FSS contract. In some cases our contract can also be used for purchasing by state, county and municipal agencies.



Annual Conference

One of the most important investments of your time is required attendance at our annual conference. Regular conference attendance is the common denominator for our successful franchises. This event is all about networking and is structured to promote information delivery and exchange on subjects critical to everyone's growth, development and ultimate success. It is a jam-packed event that generates a wealth of information and promotes continued fellowship each year.

New Products

SaniGLAZE International is not a one and done company. We attribute our long-term success and longevity to continuous research and development that advance the introduction of new products and processes. We are constantly looking for new growth opportunities and new developments to keep the SaniGLAZE System on the leading edge of the tile and hard surface restoration industry.





SECTION 6

The SaniGLAZE System Network

In a league of its own!

In any endeavor, join up with the best. You will gain from the strengths of those around you.

“None of us is as smart as all of us.” This is one of our favorite quotes from a leading member of the SaniGLAZE System franchise network. It epitomizes the real power behind our whole program. When the SaniGLAZE System is on your team, you become a member of a nationwide network of SaniGLAZE service providers who work together to make each of us better. As the old expression goes: “All for one and one for all!” That’s the driving spirit behind the SaniGLAZE System.

There are two special groups that really help us gather information from around the SaniGLAZE System network. Through their “real world” SaniGLAZE System experience, they assist SaniGLAZE International by vetting new ideas, new products and new processes. Both groups meet monthly with SaniGLAZE International staff through virtual meetings and conference

calls. These groups help us convert information and ideas into constructive, actionable initiatives to improve the program for everyone involved. One group is known as the Franchise Unit Advocacy Group, which is primarily focused on the sales and marketing side of the SaniGLAZE System. The other group is the Technical Advisory Group, which is primarily focused on product development and operational matters.

The online SaniFORUM is our monthly e-newsletter that keeps everyone in the network up to speed on the latest developments, tips and techniques. When the SaniGLAZE System is on your team, you stay informed.

The SaniGLAZE System franchise community is a tightly connected group. When you make the investment to become active in the franchise community, you will find that most everyone knows each other and is eager to help one another with referrals, references, technical tips and in many other helpful ways.

SaniGLAZE is truly a family of franchisees. We all come together to help each other out. To have a group of people who you can come to for answers, and not just answers but good answers, is bar none. Nothing can replace that.

JIM MILLER
MIDATLANTIC SANIGLAZE
BALTIMORE, MD AND D.C.

The networking with successful franchise owners and the community and correspondence between them gives you ideas you never thought of. As a small business you don’t have the access to info that a large corporation does. With the SaniGLAZE network you can rely on your peers for that.

DAN DAVIS
STERLING SERVICES
CHICAGO, IL

SECTION 7

What Does It Cost to Put the SaniGLAZE System on My Team?

More importantly, what will it cost you if you don't?



Franchise Fee

Franchise fees range from a minimum of \$15,000 up to a maximum of \$50,000. The amount of the initial fee is based on the size of the market. There are three market sizes: Small, Mid-range and Large.

The franchise fee includes basic sales and technical training as well as access to all of the support resources that we make available to our franchise members. Examples of these resources include:

- A protected territory
- Operations manuals
- Training videos
- Your company's personalized page on saniglaze.com
- Lead referrals and appointment setting
- Access to sgUNIT.com for product ordering, tech data, sales collateral, SaniGLAZE System product Safety Data Sheets and a whole lot more
- Unlimited assistance from our corporate office

If your company is a Veteran Owned or Service Disabled Veteran Owned Small Business, you may be eligible for discounts on your franchise fee.

Royalty

7.25% of your Gross Receipts of SaniGLAZE System and EverGLAZE Extended Protection Plan sales, or \$500, whichever is higher, payable monthly.

Sales Incentives

We offer volume purchase discounts on certain products, paid bi-annually.

We also offer a Royalty Fee reduction, which starts as soon as certain sales volume levels are achieved.

Your startup costs will include the following:

- Initial franchise fee
- Initial inventory
- Equipment and vehicle
- Sales and technical personnel compensation
- Office space and storage



You will be required to purchase certain products needed to perform SaniGLAZE System processes from us. You will find these products reasonably priced and in line with costs for similar building restoration products and supplies. Initial inventory stock typically costs between \$6,000 and \$8,500.

Depending on your core business, you may already have most of the basic equipment needed to perform SaniGLAZE System work. The basic equipment includes a weighted floor machine, wet vacs, air blowers and other normal commercial janitorial cleaning implements. We will provide you with a complete list of equipment that you will need to outfit a crew. You will also need a work vehicle with SaniGLAZE graphics for each crew.

Your largest initial expense will be compensation for your salesperson and technicians during the ramp-up period. When you have a full pipeline of work, these costs will become part of cash

flow, but until you reach that point, you need to be prepared to carry these costs as part of your startup. In some cases the owner or an existing salesperson assumes the sales responsibility, which reduces the initial cash requirement. Regardless, at some point, permanent staff will need to be in place to reach full potential with the SaniGLAZE System.

If you are already in the service business, you will most likely be able to operate the SaniGLAZE enterprise out of your existing office.

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If you are already in the service business, you will most likely be able to operate the SaniGLAZE enterprise out of your existing office. You will need about 300 square feet to store SaniGLAZE products and equipment and a place to park and load your SaniGLAZE work vehicle.

Overall, we estimate that you should be prepared to have between \$100,000 and \$150,000 of available capital to launch your SaniGLAZE business and carry you until you develop a pipeline of business and begin recouping your costs.

Next Steps

SECTION 8

Want to Know More About Putting the SaniGLAZE System on Your Team?

Thank you for taking the time to look over our SaniGLAZE System brochure. **Please contact us if we can be of further assistance by calling (800) 874-5554** and asking to speak with SaniGLAZE International's Sr. Vice President, Joel Mitchell. Or better yet, try one of the following:

Talk to some of our SaniGLAZE System service providers...

You will find people in SaniGLAZE friendly and eager to help. They will be happy to talk to you and share their experiences. Ask the hard questions and kick the tires. The best way to size this up is to invest some time and talk to people who have been there and can speak from actual experience. Call us to connect with a SaniGLAZE System service provider near you.

Visit SaniGLAZE International...

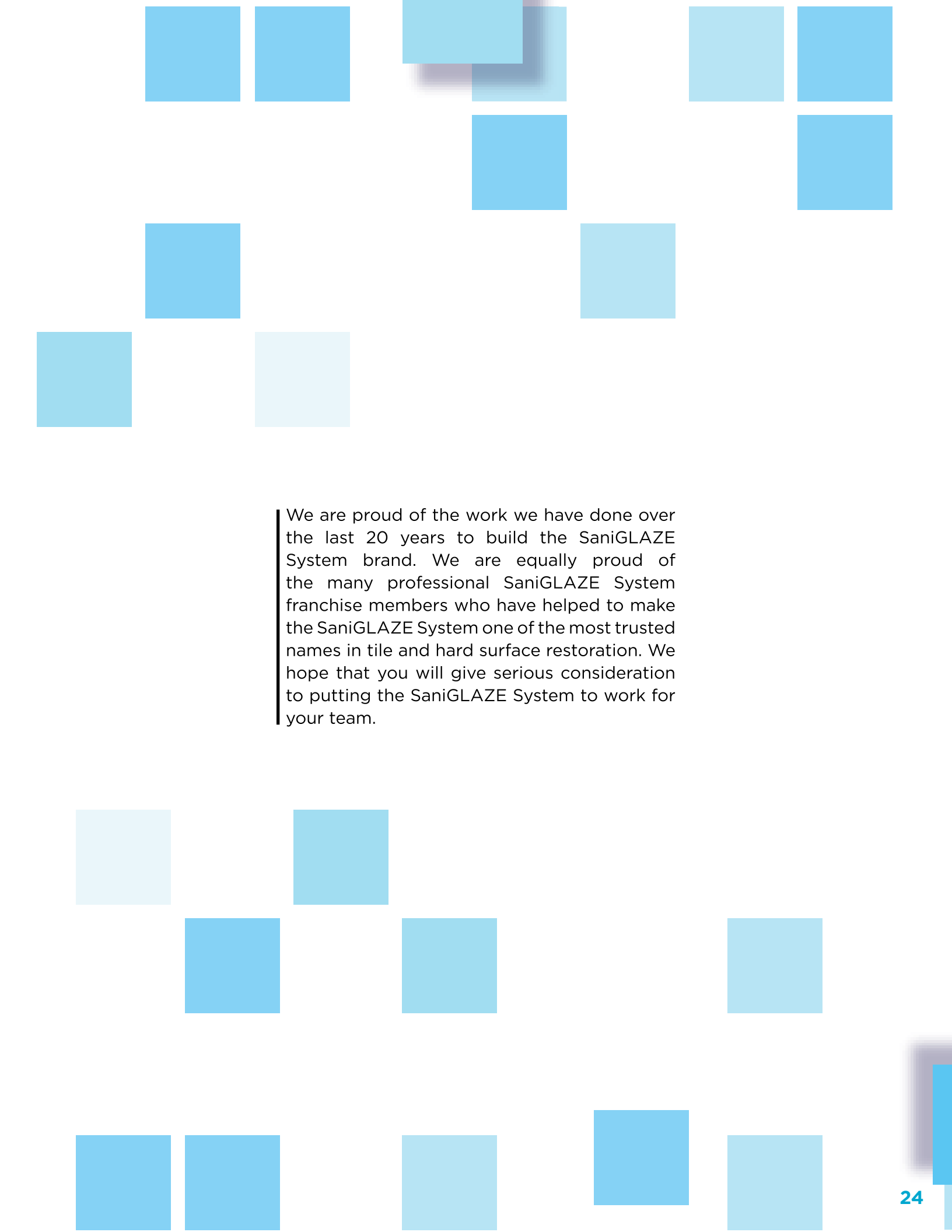
Get to know the people with whom you will be doing business. By spending a day with us, you will be gaining insight and adding to the information that you get from brochures or a phone call. It is one of the best ways to determine if we are a good fit for one another.

Visit a SaniGLAZE System service provider...

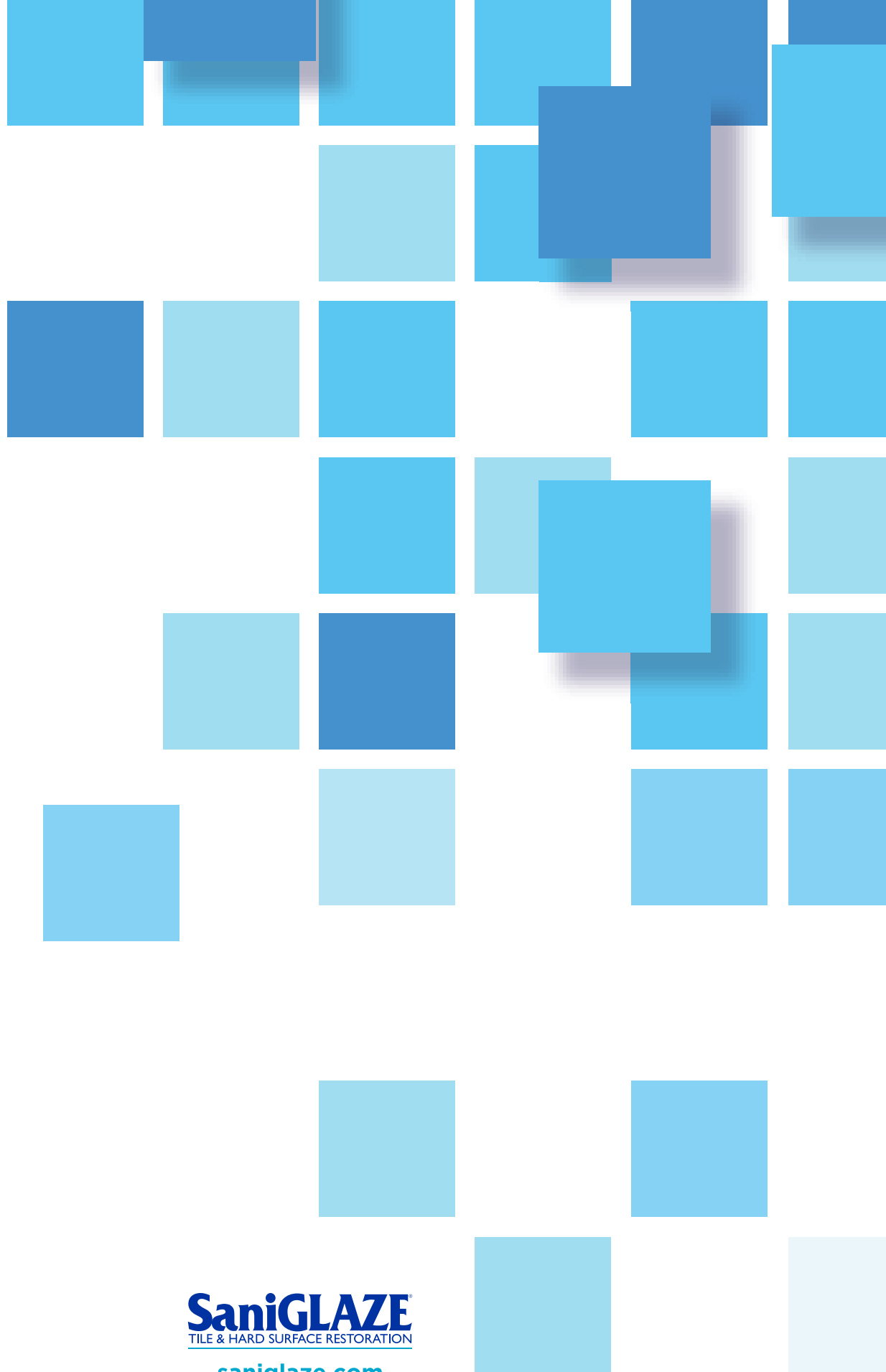
Investing in a trip or two to an operating SaniGLAZE System service provider will give you insights you will not get anywhere else. You will meet the managers, operators and salespeople to learn what makes them successful. Seeing their crews at work will give you a firsthand look at what goes into creating the WOW factor. This is your opportunity to see the entire SaniGLAZE operation in action and to know what will be required of you to become successful. If you decide to move forward, this exposure will be invaluable to your success. Call us to connect with a SaniGLAZE System service provider near you.

We are happy to help facilitate any of the options listed above so that you can decide if putting the SaniGLAZE System to work for your team is the right decision.





We are proud of the work we have done over the last 20 years to build the SaniGLAZE System brand. We are equally proud of the many professional SaniGLAZE System franchise members who have helped to make the SaniGLAZE System one of the most trusted names in tile and hard surface restoration. We hope that you will give serious consideration to putting the SaniGLAZE System to work for your team.



SaniGLAZE
TILE & HARD SURFACE RESTORATION

saniglaze.com

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