



About Franchises & Our Reverse Franchise

Minimal Risk with Maximum Potential



Joining with other businesses to further a respected brand name is the greatest advantage a company can have to generate revenue.



Think of a franchise as a business that is “cloned” because it has proven to be successful. It’s a way of getting the business to new customers in different places. Since you can’t bring the customers to the business, you take the business to the customers by reproducing it. The cloned businesses each operate in different locations so they don’t compete with one another..

The owner of the original business is the *franchisor (or franchiser)* who grants a license to the person who owns and operates the cloned business, who is the *franchisee*. The license permits the franchisee to operate the business under the franchisor’s trade name while benefiting from the franchisor’s plan of operations and support, too.

With regular franchises, the franchisee pays a purchase cost—the franchisee fee—and then a small percentage of the money generated by the business—a royalty—is paid monthly. (This, however, is not true with White Glove’s Reverse Franchise as you will see.)

Popular Franchises

POSTNET
CREATE • DUPLICATE • DELIVER

SUBWAY



Sir Speedy
PRINTING • COPYING • DIGITAL NETWORK



FASTSIGNS
Sign & Graphic Solutions Made Simple.



QUIZOS SUB



You Still Own Your Business

As a franchisee, you still own 100% of your business. The franchisor does not own any part of your business, nor do you own any part of the franchisor's company. Both are separate and independent. Both just work together.

Because being part of the franchise and doing business under the franchisor's brand, a franchisee agrees to operate the business according to certain procedures specified by the franchisor. These procedures are found in what is called an *operations manual*. The operations manual covers all aspects of running your business profitably. In addition, a monthly payment is made to the franchisor as long as the two work in partnership.

Because the ability to make money and run a profitable business is much greater with franchises than working alone, business owners are very willing to follow the operations manual and work hard to maintain the good name of the franchisor's brand. As each franchisee helps to maintain the image and brand, the name and reputation of the company becomes widespread and respected by the public. Studies show that customers prefer names that are a franchise because (unlike so many other non-franchise businesses) they know that the business strives to make sure the work is good and customers are satisfied.

Consumers and Overall Brand Awareness

Consumers are more inclined to do business with a company that they are familiar with. Most franchises have a well-established corporate image in addition to customer brand awareness. Franchises have already created logos along with advertising that is linked to their name. Therefore, as franchisees join the organization it is easier for them to attract new customers and keep the customers they already have.

This is why franchised businesses are extremely popular and are found in almost every industry from fast food (McDonalds, Jack-In-The-Box, Subway, etc.) to service and retail businesses.

Other Benefits

The business that is franchised is based on a proven idea with operations that have been shown to work. Risk is reduced because the franchisee is sharing with the franchisor those operations that have been successful. Since the franchisee uses a recognized brand name and trademarks, the business owner benefits from an established

reputation as well as advertising and promotion conducted by the franchisor. Other advantages are:

- you don't need any experience or background in the industry because you are trained;
- you don't need any experience or background in business because you receive continuous support in how to run the business profitably, and other advice to be successful;
- you don't have to worry about competition from franchisees of the same business because you have exclusive rights to a specific market territory;
- if you want financing for any reason it is usually easier because lending institutions sometimes are more likely to lend you money since franchise businesses have a greater success rate than non-franchise businesses; and
- your operational costs can be considerably lower through bulk purchases arranged by the franchisor.

Established Businesses are More Successful

Starting a business is easy. Making it profitable is something much more difficult.

Most new businesses don't make it. The U.S. Small Business Administration has stated that roughly 50% of small businesses fail in the first year, and 95% fail within the first five years. While the numbers are hard to substantiate due to the different factors involved in the many different studies made, the fact remains that the chances for failure are much greater than success.

The reason is quite simply the fact that too many business owners don't have the knowledge and skills required for business success. Also, rarely do business owners have the passion to surpass the competition and stand out in the industry. Businesses with this passion to be "on top" are the ones that are significantly profitable.

For these reasons, new business owners tap into businesses that *already* have proven successful with leadership demonstrating technical knowledge and skillful operations. Franchisees focus their effort on interacting with customers—doing what they do best. They leave the operational procedures, service policies, marketing, and image-building to others with the experts—the franchisor.

Studies have shown that established, successful businesses—such as franchises—are more likely to stay in business than non-franchised businesses. In fact, over the course of one particular year, franchises reported a success rate of 95 percent in contrast to the more than 50 percent failure rate of new, independently owned businesses. Past performance shows that a branded name with tested systems help the franchise business stay in business longer than individually owned businesses.

What is White Glove's Reverse Franchise?

Usually a franchise is bought for what is called a franchise fee that is many thousands of dollars. The franchisee must also prove a lot of wealth, which is referred to as "net worth." White Glove redefined traditional franchising with what we call the "Reverse Franchise."

Basically, what we have done is to remove the high cost and risk involved so that ordinary, hard-working people can still have all the advantages of a franchise for their cleaning business. In fact, there is *no cost* for White Glove's franchise. However, to receive a White Glove franchise, a cleaning business owner must be qualified and undergo training which is done right here on our Web site. The cost is only \$85 per month because our purpose is not to make money, but to make sure that our franchisees are motivated to learn and comply. When the candidate completes the six-month training program, a White Glove franchise will be granted without cost. At that time the franchisee's business may initiate operations under the White Glove name, and use trade and service marks as specified in the franchise agreement. After training, a monthly minimum royalty of only \$125 is charged.

Differences between our Reverse Franchise and traditional franchises are explained below. Additional details can be found in our publication, Reverse Franchise Program Prospectus in PDF in the right column. We invite you to learn more about this exciting opportunity. If you feel that a White Glove franchise is right for you, please apply without any obligation. This is a unique opportunity that is sure to attract your competitors, so apply soon.

- **No exorbitant franchise fee**, which usually costs many thousands of dollars
- **No personal net worth requirements**, sometimes in the hundreds of thousands of dollars

Normally, wealthy people who buy a franchise hire managers and workers to operate the business. White Glove believes that the hardest working people in any business are the owners. Yes, hired managers and employees can be good workers, but no one works as hard to make a success of a business than the owners themselves!

With a recognized name, uniform operations, and high standards, White Glove business owners possess the professionalism and competitive advantages that result in a greater ability to generate revenue than if their businesses operated independently.

Now, compare White Glove's Reverse Franchise to other franchises in the home cleaning industry; see chart on the next page. (Remember, the "Royalty Fee" is the percentage of the monthly gross income that is paid to the franchisor. If you gross \$20,000 a month, you pay \$2000 monthly royalty; with White Glove, you pay only \$125 regardless of your business' income.

Compare White Glove Reverse Franchise to Purchasing Another House Cleaning Franchise

If you research residential cleaning franchises, you will find that the initial or starting purchase price is at least \$50,000 to \$100,000. White Glove's reverse franchise, however, offers all the advantages of a franchise and more at a much reasonable cost--free!

Here are franchise requirements for some house cleaning franchises. See their Web sites for franchise advantages, and the money to be made with a house cleaning franchise.

Examples of residential cleaning franchises for sale:

FROM FRANCHISEMALL.COM



Cottage Care

Total Investment: \$49,500-\$75,500
Initial Franchise Fee: \$9,500-\$17,000
Royalty Fee: 5.5%
Advertising Fee:
Term of Agreement: 10 years
Renewal Fee: \$3K

The Maids Home Service

Total Investment: \$117,000-\$170,000
Initial Franchise Fee: \$10,000
Royalty Fee: 3.9-6.9%
Advertising Fee: N/A
Term of Agreement: 20 years

Maid Brigade

Total Investment: \$57,500-\$183,000
Initial Franchise Fee: \$9,500-\$58,500
Royalty Fee: 3.5-6.9%
Advertising Fee: N/A
Term of Agreement: 10 years

Merry Maids

Total Investment: \$23,400-\$54,500
Initial Franchise Fee: \$19,000-\$27,000
Royalty Fee: 5-7%
Advertising Fee:
Term of Agreement: 5 years

Maid to Perfection

Total Investment: \$41,000-\$49,000
Initial Franchise Fee: \$11,990
Royalty Fee: 4-7%
Advertising Fee:
Term of Agreement: 5-10 years

Molly Maid

Total Investment: \$110,000-\$150,000
Initial Franchise Fee: \$9,900
Royalty Fee: 5-7%
Advertising Fee: N/A
Term of Agreement: 10 years

Maid Pro

Total Investment: \$50,000-\$75,900
Initial Franchise Fee: \$7,900
Royalty Fee: 3-6%
Advertising Fee: N/A
Term of Agreement: 10 years
Renewal Fee: \$500

Maids to Order

Total Investment: \$35,100-\$101,500
Initial Franchise Fee: \$12,500-\$57,500
Royalty Fee: 5%
Advertising Fee:
Term of Agreement: 15 years