



Discover Coverall®

Commercial Cleaning Franchised Business Opportunities.
Find out if Coverall is a good fit for you.

Take a Look Inside. ▶

This is About You.

People start a business for many reasons. What's yours?

I want to...



REACH A GOAL.

Business owners are driven to achieve a financial, personal or professional goal. They make a plan and work toward their goal.

WORK FOR MYSELF.

When you're the boss, you're in charge. It's up to you to be the motivator and push yourself to get things done.



INVEST IN SOMETHING I OWN.

Starting a business takes money for a down-payment and start-up expenses and time to get your business running, but you own the business.

DO SOMETHING DIFFERENT.

You can run a business without prior experience. Franchisees get a roadmap and support instead of starting from scratch.



HAVE MORE FLEXIBILITY.

Keeping your customers happy with your services is the priority of a business owner. Beyond that your time is yours.

But, I've never run a business before!

Most people who start a Coverall franchised business have no experience in commercial cleaning. **Most have not run a business before.** They have experience in other things. They have ambition. They are willing to learn. They aren't afraid to get their hands dirty. Education doesn't matter. Ambition, integrity and being the type of person who sets and reaches goals matter most.

Ask yourself...

1. Are you ready to be the boss instead of working for someone else?
2. Can you motivate yourself to work hard on your business?
3. Does healthy cleaning interest you?
4. Do you want a brand, roadmap and support instead of starting a business from scratch?
5. Are you financially planning to invest in a business?

If you answered "yes" to these 5 questions than let's talk details.

5 Steps to Business Ownership

STEP 1: Learn about Coverall

Take time to review our website and blog to understand more about the company. When you are ready, complete our Franchise Information Request Form on www.coverall.com and we will contact you as soon as we receive your information. Or, if you like, visit the locations page at www.coverall.com for the phone number to the local support center.

STEP 2: Meet the Franchise Representative

The Franchise Representative in a local Coverall Support Center will call you to discuss opportunities in your area and schedule a meeting with you to review the details in person.

STEP 3: Receive the Franchise Disclosure Document (FDD) and Application

The Franchise Representative will give you a copy of the Franchise Disclosure Document. This document has detailed information about the Coverall® System, and the franchised business opportunity presented to you. You will also get a copy of the Janitorial Franchise Agreement (JFA) and a Franchised Business Ownership Application.

STEP 4: Prepare for your closing

By law, you must wait the required waiting period (10 to 14 days, depending on your state) before you can purchase a franchised business. During the waiting period you should review the FDD in detail and seek your own legal and/or financial advice. Also, take this time to gather the documents required to finalize the purchase of your Coverall Franchised Business.

STEP 5: Sign the Agreement and Welcome to the Coverall® System

Once you have signed the Franchise Agreement and have met all the requirements of owning a Coverall Franchised Business, you are ready to start Coverall's Initial Training Program as a Franchised Business Owner.





CELEBRATING
30 YEARS OF CLEAN

Coverall Celebrates Over 30 Years of Clean

Started as a three-person company headquartered in San Diego, CA in 1985, the company is now a leading franchisor in the commercial cleaning industry. Over the years, Coverall's passion and mission remained consistent: To promote economic growth and independence for a diverse group of business owners by providing franchised business ownership opportunities.

In 1989, the company launched the trade name Coverall Cleaning Concepts® and in 1999 relocated its headquarters to South Florida. Coverall introduced its proprietary cleaning program and rebranded in 2008 as Coverall Health-Based Cleaning System® with an emphasis on helping reduce the spread of illness-causing germs in commercial and healthcare environments.

Today, the Coverall® System supports more than 8,000 Franchised Businesses in 90 markets through local Coverall Support Centers in the United States and worldwide.

“Coverall’s passion is helping people start their own businesses using the Coverall brand and system. That’s why we’re here – for them.”



Rick Ascolese
Chief Executive Officer
Coverall North America, Inc.

Meet Our CEO

Rick joined Coverall North America, Inc. in 2012 as President and CEO. Before Coverall he was with the ServiceMaster Company and oversaw multiple business models at TruGreen® LandCare, American Home Shield and AmeriSpec Home Inspection Services. At Coverall, Rick re-energized the franchise system after the recession by making franchised businesses the top priority for every decision the company makes and instilling a value system built on integrity, mutual respect, honesty, trust and teamwork.

“Our franchisees are the reason we exist. Their success is our success. In every key market we have a Coverall Support Center consisting of people who support the local franchisees and their employees. Our franchised system is about a strong brand, great communication and business support.”



Now is a Good Time to Talk.

Coverall Franchised Businesses are independently owned and operated. You run the business. You decide your schedule. You hire employees. You make the decisions for your business.

- ❖ **Strong brand** – one of the top 3 franchised commercial cleaning brands
- ❖ **Built on value system** that puts Franchised Businesses at the top
- ❖ **Dedicated trainer** in each Support Center – great training program
- ❖ Support to help you **find new customers**
- ❖ **Customer Service Support** in the local Support Center
- ❖ Excellent **business support systems** such as billing and collections services
- ❖ Detailed **monthly statement** for your business records
- ❖ Local, **fully staffed Support Centers** exist solely to help your business
- ❖ **Opportunity to sell** and deliver additional services to customers
- ❖ **No-hassle financing**, fast qualification



16 Years

Top Low Cost Franchise

Entrepreneur Magazine



Best for Vets

US Veterans Magazine



#1 Franchise under 50K

in 2014

Black Enterprise Magazine



17 Years

Top 200 Franchise Systems

Franchise Times



Top 50

Franchises for Minorities

World Franchising Network



Top 100

World Franchising Network



3 Ways to Learn More About Coverall

1 Attend a Discovery Day

A no-pressure open house to see the local Support Center, learn about the Coverall Franchised Business opportunity, enjoy snacks and meet people.

2 Meet Casually for Coffee

A Coverall Franchise Representative can meet you at a location that is convenient to you to discuss the franchised business opportunity and get to know you.

3 Attend a Business Presentation

A one-on-one discussion between a Coverall Franchise Representative and you to discuss your goals, answer your questions, and focus on your personal journey to business ownership.

How many businesses did you drive by today?



THEATERS

TENANT
BUILDINGS

FITNESS
CENTERS /
SPAS

RELIGIOUS
FACILITIES

Why Commercial Cleaning?

Most customers need professional commercial office cleaning and could be your customer someday. Every day, offices get dirty. And every day, Coverall Franchised Business Owners clean about **two million square feet** of office space. No matter what's happening with the economy, commercial cleaning is a service that is always needed.

As a Coverall Franchised Business Owner you would:

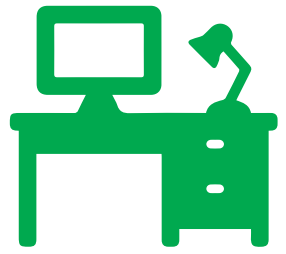
- ✓ Follow the Coverall® Program to meet customers' expectations of the brand
- ✓ Be responsible for your customers' satisfaction with your service
- ✓ Manage your employees and the quality of service to your customers



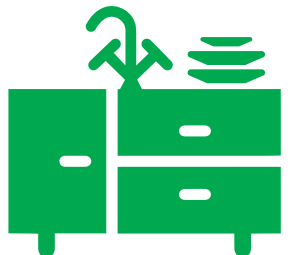
Over
2 Million
 square feet
 is cleaned by
**Coverall Franchised
 Businesses**
 each day.



1,000,000
 TOILET SEATS



160,000
 OFFICE DESKS



480,000
 KITCHEN SINKS

HOSPITAL-GRADE DISINFECTANTS



COLOR-CODED MICROFIBER



NO-DIP FLAT MOP



HEPA BACKPACK VACUUM



The Coverall® Program

Today's commercial cleaning professionals offer more than a feather duster and push broom. Gone are the days of smelly cloth rags, dirty string mops and buckets, and upright vacuums. As a Coverall Franchised Business Owner you make a commitment to become a certified commercial cleaning industry professional.

The technology behind cleaning has changed dramatically over the last decade. It's not enough to just make things look nice. The Coverall® Program goes much deeper to create a healthy work environment that helps reduce the risk of infection and illness.

All Coverall Franchised Businesses Owners, and their employees, are trained and certified on the Coverall Core 4® Process. The Core 4® Process creates a cleaner, healthier work environment with advanced equipment and cleaning protocols.

When put together and used consistently, the Core 4® Process delivers a unique level of cleanliness that will:

- ✓ KILL GERMS
- ✓ REMOVE GERMS
- ✓ IMPROVE AIR QUALITY
- ✓ AVOID CROSS-CONTAMINATION

Professional Commercial Cleaning Services

Coverall Franchised Businesses offer the Coverall® Program to their customers using the Coverall Core 4® Process. Customers may need Regular Service one or more times per week. Some service tasks, such as dusting and restroom cleaning, are usually done at each visit, while other tasks might be done less often. The Service Plan depends on the customer's needs, expectations and budget.

Regular commercial cleaning services include:

- ❖ Dusting and disinfecting
- ❖ Mopping and vacuuming
- ❖ Restroom cleaning
- ❖ Trash removal

Regular commercial cleaning services include:



DUSTING/
DISINFECTING



MOPPING/
VACUUMING



RESTROOM
CLEANING



TRASH
REMOVAL

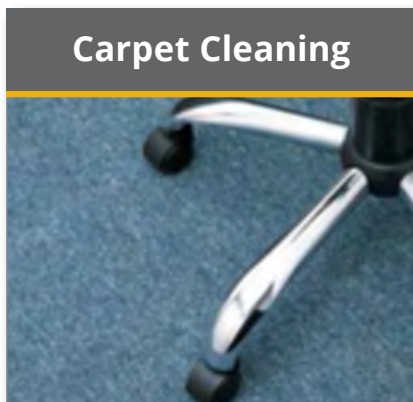




Special Services

Many Coverall Franchisees offer special services to their customers to complement their regular cleaning schedule. Adding service lines can give a franchised business more ways to add value to its customers, offer a “one-stop shop” for commercial cleaning services, and build stronger customer relationships.

3 most popular special services are:



Training and Support

Coverall approaches training knowing most new Coverall Franchisees have not run a business before – which is why business and technical training are an important part of our Franchise System. In four to eight weeks (on average), you learn how to operate a Coverall Franchised Business and can earn a Coverall Core 4® Certification as a commercial cleaning professional using the Coverall brand and processes.

Your local Support Center offers:

- ❖ Training and certifications for Franchisees and their employees
- ❖ Billing and collections services
- ❖ Core 4® supplies and equipment
- ❖ Vendor demonstrations and training
- ❖ Commercial cleaning expert coaching
- ❖ Customer service support
- ❖ Support to help you find new customers
- ❖ Special training classes for carpet cleaning, floor care and window cleaning



BUSINESS TRAINING

How to run a
Franchised Business

TECHNICAL TRAINING

Learn professional
commercial cleaning

CERTIFICATION

Coverall
Core 4® Process

OPERATION

Provide services
to your customers

BUSINESS REVIEWS

Add Special Service lines





Military Veterans Program

People with military background have several transferrable and desirable skills, such as attention to detail and team mentality that help in becoming good business owners.

Veterans may find they can apply many of the skills acquired in the military towards becoming a franchised business owner. Skills such as:

- ❖ **Training in leadership and teamwork.**

Just like the military, a good business needs strong leadership that can motivate their team, keep them focused and work together towards a goal.

- ❖ **Process-oriented way of thinking.**

Comprehensive training programs are part of the franchise ownership process. Specific training for specific tasks is something former military men and women have experience.

- ❖ **Familiarity with structured environments.**

Franchised businesses are based on a proven model. Procedures are set by each franchise that must be followed precisely to a certain standard to maintain consistent brand excellence.

To honor our U.S. Military Veterans and help them transition to civilian life, Coverall offers U.S. Military Veterans a discount* on the purchase of a Coverall Franchised Business.



6 Years
Hot Franchises
for Vets
GI Jobs Magazine



Top 50
Franchises for
Military Veterans
World Franchising
Network



Best for Vets
US Veterans
Magazine

*Discount offered may not be available in all locations and may vary depending on where you purchase your Coverall Franchised Business. See the Franchise Disclosure Document for details.

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Costs and Financing

Coverall offers a range of investment options to help you get started in a franchised business at a level and pace that match your goals and timeline. Here are some of the costs associated with purchasing a Coverall Franchised Business.

	From	To
Initial Franchise Fee	\$13,500.00	\$40,320.00
Down Payment	\$4,000.00	\$22,256.64
Additional Estimated Expenses	\$3,008.00	\$11,145.00
Estimated Initial Investment	\$16,508.00	\$51,465.00
Royalty Fee: 5%		Support Fee: 10%

For more information, see the Franchise Disclosure Document

What about financing?

Coverall offers immediate, hassle-free financing on a portion of the Initial Franchise Fee – rather than you going through a bank or lending institution.

Ask yourself these questions? Will you...

- ❖ Operate the business on your own or with a partner?
- ❖ Do the cleaning and/or hire employees?
- ❖ Start your business with a few customers and expand over time?
- ❖ Start with the standard Core 4® Program and add services as you grow?
- ❖ Run your business as your sole source of income and/or will you keep your job?

Invest in Your Future.

Investing in a Coverall Franchised Business is different than starting a business from scratch. You gain the advantage of using a recognized brand, commercial cleaning processes proven to deliver a healthier clean, many programs such as financing and training, and a local team of Coverall people available to offer support to your business long term.



START-UP PHASE

A dedicated, experienced trainer in the local Coverall Support Center guides new Franchised Business Owners through business and technical training. Franchisees and their employees earn a Core 4[®] Certification and become a professional commercial cleaning services professionals.

OPERATING THE BUSINESS

Coverall Franchisees professionally clean over 2 million square feet of commercial office space every day. Most services are provided to their customers in the evening or night. Franchised Business Owners manage all aspects of their business including service delivery, quality control and customer satisfaction.

GROWING THE BUSINESS

Coverall Franchised Business Owners may choose to add Special Service lines to their business offering, such as carpet cleaning, hard floor buffing and refinishing, window cleaning and upholstery care. Coverall training also includes classes in marketing, selling and bidding janitorial services.

Service Lines

Coverall Franchised Businesses offer the Coverall Core 4® Program to their customers. Regular services include dusting and wiping, vacuuming, mopping, restrooms and trash removal. You may choose to add Coverall Special Service lines to your offering, such as carpet and upholstery cleaning, hard floor care and window cleaning. Adding Special Services to a customer contract can increase customer retention.

Equipment

Coverall negotiates national pricing for equipment and supplies, on behalf of its Franchised Businesses, which is available if you choose to purchase from us. As you add customers and Special Service offerings, you will need to invest in additional equipment, such as floor machines, vacuums, no-dip flat mopping systems, Coverall® branded apparel and general commercial cleaning supplies for your employees. Maintaining working capital is important to the operation of your business.

Employees

Finding, hiring, training, managing and supporting employees are critically important to a service business where people make the difference in the quality of service delivery and customer satisfaction. Cleaning staff, carpet and floor care specialists, and an operations manager are common positions in a professional commercial cleaning business. Workers compensation, payroll and benefits can be managed by you, or outsourced through paid services. Coverall offers on-going training support and the Coverall Core 4® Certification Program to all Coverall Franchised Businesses, at no additional cost.

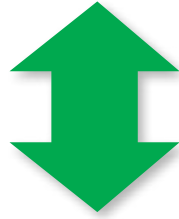
Sales and Marketing

Coverall offers an initial customer base with each franchised business package investment, and strongly encourages Franchised Businesses to sell customers on their own. Additional Business may be offered to Franchisees. The Coverall Customer Next Door program supports your business with training, marketing and sales literature, bidding tools and sample customer Service Agreements to enable you and your sales team to find and secure new customers.



BRAND PROMISE:

The customer's expectation



BRAND DELIVERY:

The customer's experience

Building a Franchised Business with the Coverall Core 4[®] Process

What does the Core 4[®] Process have to do with building a Coverall Franchised Business? **Everything!**

A customer's satisfaction with the Coverall[®] Program can be boiled down to 2 things: Brand Promise and Brand Delivery.

Brand Promise is what customers expect to get when they choose the Coverall[®] Program – a cleaner, healthier workplace. Brand Delivery is what they actually experience – the Coverall[®] Program delivered consistently and professionally.

The closer the Promise is to the Delivery, the happier the customer will be.



Commercial cleaning customers want 3 things:

1. Consistent, high quality service
2. Good communication and response time
3. Dependability and trust



START YOUR BUSINESS TODAY!



5 Reasons

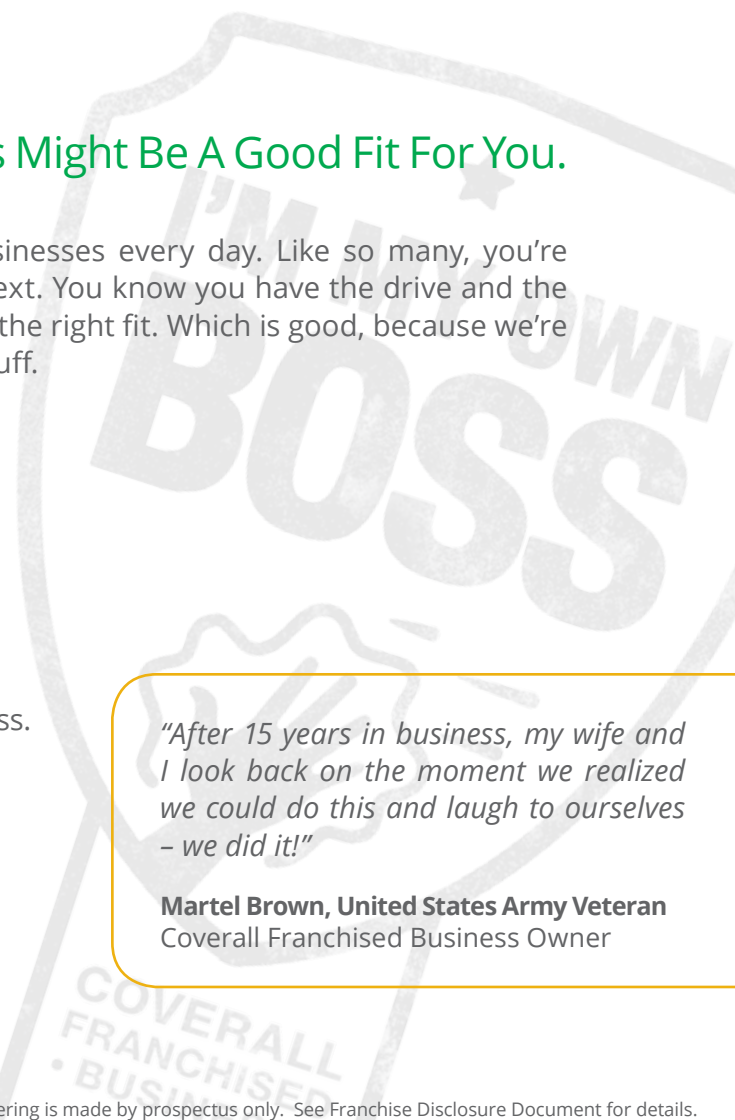
Why a Coverall Franchised Business Might Be A Good Fit For You.

Life is full of opportunities and people start businesses every day. Like so many, you're probably trying to figure out which step to take next. You know you have the drive and the passion to make it happen. But, you're looking for the right fit. Which is good, because we're looking for men and women who have the right stuff.

1. An in-demand service
2. It doesn't take much to start
3. No experience needed
4. Start quick
5. We're here for you

With Coverall, it can be easy to become your own boss. Let's start the discussion today.

[Learn more at www.coverall.com](http://www.coverall.com)



"After 15 years in business, my wife and I look back on the moment we realized we could do this and laugh to ourselves - we did it!"

Martel Brown, United States Army Veteran
Coverall Franchised Business Owner

This offering is made by prospectus only. See Franchise Disclosure Document for details.



COVERALL

CELEBRATING
30 YEARS OF CLEAN

This year marks the 30th anniversary for Coverall North America, Inc., a leading franchised brand in the commercial cleaning industry. Today, more than 40,000 customers system-wide are serviced by Coverall Franchised Businesses using the Coverall® Program and Core 4® Process.

A Trusted Franchised Brand

Coverall began in 1985 as a three-person company headquartered in San Diego, California and now supports more than 8,000 Franchised Businesses in 90 markets across the United States and Internationally. Those independently owned and operated Franchisees and their employees professionally clean over two million square feet of commercial office space every day.

Even if you haven't heard of us yet, we are a leading franchised brand in the commercial cleaning industry and one of the most respected franchisors of professional office cleaning franchised businesses focused on killing germs, removing soil and creating cleaner, healthier work environments.



Global Support Center
350 SW 12th Avenue
Deerfield Beach, FL 33442
800.537.3371
www.coverall.com
info@coverall.com