



Last Update March 13, 2008

Contact:

To register leads and have marketing materials sent to your leads, please email or fax:

Name: **Debbie Desgrange / Franchise & Administration Assistant**

Phone: (800) 827-0345 or direct line (513) 699-4243

FAX: (513) 731-0818

Email: cleanup@martinizing.com

Website: www.martinizingfranchise.com

Referrals:

[Martinizing 'Business Alliance Affiliates – Tips for referring Candidates'](#) (Effective: March 2009)

Name: Frank Knowles, Director of Development

Address: 12909 SE 24th Street, Vancouver, WA 98683

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Additional Information:

[Martinizing 'Talking Points'](#) (Effective: March 2009)

[Martinizing Dry Cleaning 'Rebroadcast instructions for listening to September 8, 2008 Conference Call'](#) (Effective: September 8, 2008)

[Martinizing 'Fact Sheet'](#) (Effective: October 2008)

[Martinizing 'Franchise Opportunity Overview'](#) (Effective: October 2008)

[Martinizing 'E-Brochure'](#) (Effective: October 2008)

DESCRIPTION:

Martinizing® is the most recognized name in dry cleaning with approximately 500 units worldwide. In 1949, Martinizing® pioneered the concept of fast, efficient, on-premises dry cleaning and, to this day, is a cut above the competition in service, quality and reputation. Martinizing® offers single or exclusive multi-unit territories. Approximately 30% of franchisees own 70% of the system units. No previous dry cleaning experience is needed; franchisee training program is provided. A state-of-the art equipment package and environmentally friendly cleaning processes are offered. Assistance is available for third-party financing, site selection and marketing.

BACKGROUND

Established: 1949

1st Franchised: 1949

Franchised Units: Approximately 500 worldwide
Company Owned Units: 0
Projected New Units (12 Months): 30
Registered: All States

FINANCIAL/TERMS

Cash Investment: \$125K liquid
Total Investment: \$363K to \$550,500
Minimum Net Worth: For multi-units \$500K (\$250,000 in liquid assets)
For single-units \$250K (\$125,000 in liquid assets)
Franchise Fee: \$35K
Royalty: 4%
Adv: 0.5%
Average Number of Employees: 2 FT, 4 PT
Passive Ownership: Discouraged

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Assistance available for third-party financing
Site Selection Assistance: Yes
Lease Negotiation Assistance: Yes
Co-Operative Advertising: Yes

Training:

One week in classroom /two (2) weeks on-site prior to store opening

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