



**Last Update August 27, 2009**

## **CONTACT**

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## **ADDITIONAL INFORMATION:**

Fish Window Cleaning '[August 27, 2009 – Conference Call presentation](#)' (Effective: August 27, 2009 / click on the link to view / download the slides)

Fish Window Cleaning Services '[Talking Points](#)' (Effective: August 2009)

## **DESCRIPTION**

**Fish Window Cleaning** is a unique business opportunity offering a tested and proven franchising program backed by over 31 years of experience. At **Fish Window Cleaning**, we are a customer service business that specializes in commercial (up to 3 stories) and residential window cleaning. Some distinctive characteristics include:

- Large Protected Territories to Ensure Growth
- A Simple, Straight Forward, and Uncomplicated Business Model
- High Frequency Repeat Business
- Low Start-up Cost
- High Profit Margin
- Monday - Friday / No nights, no weekends, or holidays
- Daytime Hours

**FISH Window Cleaning** is committed to franchisee success and we stand behind our business model by offering guaranteed training, marketing and ongoing support. We even jump-start the franchisees' business with our Grand Opening option by traveling to their territory, and with the franchisee, securing commercial accounts, assisting in business organization and conducting hiring interviews so the franchisee will be conducting business in their first weeks of operation.

**FISH Window Cleaning** is an award-winning franchise system as evidenced by its 2006 rankings:

- Entrepreneur Magazine:
- Best in Class – Top 109 franchises to own
- First in Category
- Among the Top 100 Fastest Growing

- Bond's Top 100 Franchises

## **BACKGROUND**

Year Established: 1978

Year First Franchised: 1998

Franchised Units: 160 Owners with 225 Units

Earnings Claims: Yes

Company Owned Units: 1

Projected New Units: (12 months): 35

Registered: All 50 States (Units in 40 States)

## **FINANCIAL/TERMS**

Four Market-Size Packages Offered:

**Micro Market\*** – 50,000+ people

**Small Market** – 100,000+ people

**Standard Market** – 200,000+ people

**Executive Market** – 400,000+ people

*\*Micro markets are reserved for rural areas only*

<b>Market</b>	<b>Franchise Fee</b>	<b>Total Investment</b>
Micro	\$21,900	\$60,000
Small	\$28,900	\$80,000
Standard	\$34,900	\$100,000
Executive	\$51,900	\$125,000

Minimum Net Worth: \$100K

Royalty: 8% - 6% for ALL packages

8% on yearly sales less than \$300,000

7% on yearly sales \$300,000 - \$500,000

6% on yearly sales of \$500,000+

Advertising Fee: 1% for ALL packages

Discounts: VetFran = 10% initial franchise fee discount to qualified military veterans

Passive Ownership Allowed: Not initially, but could become absentee owner after business is well-established

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Third Party Lending

SBA Franchise Registry: Yes

Site Selection Assistance: Yes, Light Industrial

Lease Negotiation Assistance: Yes

Co-operative Advertising: In some markets.

### **Training:**

Four weeks pre-HQ training

Two weeks at HQ in St. Louis, MO

Two weeks post-HQ training

Plus 2 days of On-site training; reviewing office procedures, setting up appointments, and getting corporate accounts in the franchisee's market.

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