



**Last Update May 26, 2009**

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## **ADDITIONAL INFORMATION:**

[City Wide 'What If'](#) (Effective: May 2009 / click on the link to view / download the document)

[City Wide 'Value Proposition is a WIN /WIN'](#) (Effective: May 2009 / click on the link to view / download the document)

[City Wide 'Elevator Speech'](#) (Effective: May 2009 / click on the link to view / download the document)

[City Wide 'Fran Survey on ALL City Wide Franchisees'](#) ((Effective: May 2009 / click on the link to view / download the document)

[City Wide Video Link](#) (Effective: November 2008 / click on link to watch video)

[City Wide 'Denver Business Journal' Article](#) (Effective: November 2008)

## **DESCRIPTION:**

City Wide Maintenance is a high-growth B-2-B service company that's operated successfully for nearly 50 years here in Kansas City. City Wide started our franchise operations here in the Midwest in 2002 and we've expanded outward toward each coast ever since. We now have 23 franchise locations.

City Wide is a sales and management company in the building maintenance industry offering 20+ quality building maintenance services to all types of commercial properties. Ours is a nearly recession-proof industry and every business is a prospect. This unique franchise opportunity is a proven, structured business model where the franchise owner is primarily responsible for selling accounts, managing relationships and building their organization while utilizing certified, independent contractors to perform the actual services for their clients. Customers "get" the value proposition City Wide has to offer. Before a client starts to do business with City Wide, they're typically using as many as 15 different vendors to perform the services City Wide offers – services that every building needs. But once a customer begins to do business with us, clients quickly realize how City Wide is different from our competition. City Wide saves our clients time. Soon City Wide is their "Total Solution Provider" - their "go-to guy" – City Wide is the first one clients call for all their building maintenance issues.

Sales, marketing, and management professionals leaving Corporate America are good prospects for this franchise opportunity. Only one of our franchisees had prior industry experience before buying a City Wide franchise. Your clients already know a great deal about being successful in this business – sales, sales management, business development, building relationships to grow a business, managing sales people, customer service, etc.

## **BACKGROUND**

Established: 1961

1st Franchised: July 2001

Franchised Units: 23

Company Owned Units: 1

Projected New Units (12 Months): 5

Registered: All states except HI, ND, SD

## **FINANCIAL/TERMS**

Cash Investment: \$125-150K (Over 12 months)

Total Investment: \$250K (Including Franchise Fee)

Minimum Net Worth: \$500K

Franchise Fee: \$60K - \$125K based on the population

Royalty: 5%

Ad: N/A

Average Number of Employees: 4 FT – initially (includes active Franchise Owner); Grow your business and then add staff as needed

Passive Ownership: Not Allowed

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Up to 50% of the Franchise Fee can be financed by qualified buyers.

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Co-Operative Advertising: No

### **Training:**

2 weeks at corporate office and 2 weeks on-site in your territory with you and the sales staff. Support: Frequent support visits during first two years of operation at no additional cost. Ongoing support and assistance always available. We still do everyday here in Kansas City what we teach and train our franchisees.

[Back to Franchisor Listings](#)