

Franchisee Information

Thank you for your interest in a Dryclean Depot Franchise. Please read the following information to learn about the benefits of being a Franchisee. We would be happy to answer any questions you may have. Please fax your questions to us at 619-216-1871, or email them to our Founder, Randy Lievan at Founder@drycleandepot.com.

What specifically is a Dryclean Depot Franchise?

For starters, a well designed efficient dry cleaning plant. The plant is not only environmentally friendly, it is designed to accommodate growth and promote profits. We leave nothing to chance at Dryclean Depot. The machinery in the store is the highest of quality. Our point of sale computer system is one of a kind, designed for speed and efficiency. Our stores are clean, and spacious, as we want the dry cleaning experience to be a positive one for our customers.

As important and the location of our store, and the plant itself, that is only the beginning of what makes up a Dryclean Depot. We combine thorough training, and high level marketing to promote our stores. No matter what business you are presently in, or what job you hold, the experience of owning a Dryclean Depot Franchise will change your life.

What kind of training will I receive?

The training is extensive and very time consuming. You will train a minimum of 60-90 days at your expense in either one of our Franchises, or at a corporate store. We try to train you in a store that mirrors the store you are buying. Training is hard work, long hours and very challenging. You want to see what it is to own a Dryclean Depot, and we want to see if you are up to the challenge.

We teach you the following:

1. Dry cleaning and Dry cleaning production.
2. Laundry, and Laundry production.
3. Business procedures.
4. Customer service.
5. Maintenance of machinery.
6. Personnel management.

We leave no stone unturned in the training process. No franchisee is eligible for a store that does not complete the training process. Our goal in this process is to prepare you for the growth you will experience in owning a franchise. The more comfortable you are in our system, the better chances you will have to succeed in this venture. This takes effort and time, not only for the candidate, but from the Franchise as well. It is an investment on both sides.

What kind of Marketing and Advertising does Dryclean Depot use?

First and foremost, Dryclean Depot's message of \$1.75 for any garment is a good one, and well received by the public. We spread that good message by using radio and television ads as our mainstay advertising. The more people that hear our message the more growth we experience. The ads are produced professionally and efficiently. Marketing is a cornerstone of what Dryclean Depot is and will be.

Will I receive an exclusive territory?

Yes, you will receive a territory with a population of at least 100,000 people.

How much does it cost to start up a Dryclean Depot Franchise?

Depending on your location, size, and cost of real estate, stores range from 1.2 to 2.5 million dollars. The price of the store is calculated on the second years total gross sales in some cases, other cases stores are sold outright at the discretion of the Franchise.

In addition, Franchisees pay ongoing royalties, and advertising fees totaling 6% of their gross sales during the first 4 years of operation, and 7% for the remainder of their franchise agreement.

Will Dryclean Depot finance my franchise?

No, Dryclean Depot does not provide financing. There are many SBA and other loans available at Banks and other institutions.

Will I be required to personally operate my Dryclean Depot Franchise?

Yes, we require Franchisees to be very hands on their stores for at least 5 years of operations. After that time they may employ a manager who has been approved and completed the training program.

How much Money will I make?

Profitability will vary depending on such factors as sales, location operating costs and your ability to manage and control your business. Everyone's ability varies. We do not predict sales or profits for any location.

What is Dryclean Depot looking for in it's Franchisees?

Our Franchisees come from every walk of life. We have no "cookie cutter" image or slot. We desire hard working, goal orientated people who want to control their destinies using our tried and true system.

Dry cleaning is a retail business, and a positive attitude and good communication are important. Being able to communicate with employees and customers is the foundation that our Franchisees must have.

With the dynamics of our business and the rapid growth many times it takes two strong, committed people to purchase and operate a Dryclean Depot Franchise.

Owning a Dryclean Depot is not for everyone. The hours are long, and the challenges are many. With success in any venture, the effort put forth by our Franchisees is tremendous. This is a fast track, high volume business, hardly a "Mom and Pop" venture.

You must be in excellent health to own and operate Dryclean Depot.

Franchise Notes

This information is not intended as an offer to sell, or the solicitation of an offer to buy a Dryclean Depot Franchise. It is for information purposes only. Fifteen States in the USA regulate the offer and sale of Franchises. Those states are California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of those states or plan to operate a franchise in those states, we will not offer you a franchise unless and until we have complied with the applicable registration and disclosure requirements of that state.

Prospective Franchisee Questionnaire

If at this point you are still interested in a Franchise, please take the time to fill out the questionnaire. There is no right or wrong answers, and it is not a test. It is simply to let us know who you are and what you do. Also if possible send a picture via email to Founder@drycleandepot.com. No worries, it is not a beauty contest. You may also attach further information if you wish.

If we determine that you are a qualified prospect, we will give you access to our Uniform Franchise Offering Circular (UFOC). The UFOC is a disclosure document that will provide you with much more detailed information on this opportunity. Federal law and the laws of some states require that a prospective franchises have minimum of 10 business days which to review the UFOC before proceeding further.