



CLEANER.



SAFER.



BETTER.

Own a Franchise with an
Innovative Frame of Mind



IT'S TIME TO RAISE YOUR EXPECTATIONS

Own a franchise with an innovative frame of mind. Elite has revolutionized the window cleaning industry in North America. **And it's about time!**

OUR ELITE TECHNOLOGY

Elite is a leader in window and exterior home cleaning services. We specialize in exterior and interior window cleaning, soft washing, pressure washing, and gutter cleaning. All done safely with your feet on the ground.

Elite is a mobile, home-based business with a low cost of entry. Our simple and robust business model appeals to people who dream of owning their own business and taking control of their future.

Our franchise partners quickly learn you don't need to invest in "brick and mortar" locations or high capital machinery to have a real, profitable business. Through technology and innovation, we deliver Elite results in record time, without harsh chemicals, and all with our feet safely on the ground.

That's why our motto is **Cleaner. Safer. Better.**



IT ALL STARTED WITH A BUCKET & A DREAM

Chris Stoness is the Founder and CEO of Elite Window Cleaning. It was while he was working at a major studio (recording Grammy-winning records with artists like Shakira, Michael Buble, and ACDC) when he realized something was missing.

Clearing his mind during a stroll in downtown Vancouver, Chris' entrepreneurial streak as well as his attentions rose higher – literally. Spotting a high-rise window cleaner in action, his new love was born, and he spent the next six years cleaning windows around the globe.

Equipped with a bucket and a dream – Chris soon launched Elite Window Cleaning in Kingston, Ontario. Within a few years, he would go on to build a passionate team, delight his customers with his new approach, and further innovate a desperately outdated industry.



A VIEW INTO A BRIGHTER FUTURE

HEALTHY MARGINS

Low costs, low overhead, and low initial investment.

THE SKY'S THE LIMIT

Incredible scalability and profitability of a growing and in-demand service.

PREDICTABLE REPEAT REVENUE

Repeat revenue and multiple revenue streams.

CLEANER. SAFER. BETTER.

Technology that brings safety and efficiency to the window cleaning industry.

When we compare the current state of the window cleaning industry to the Elite business model, our franchise owners are driving a Formula 1 car on a go-cart track."

Chris Stoness,
CEO & Founder

A CLEAR PERSPECTIVE WITH POWERFUL PARTNERSHIPS

Our dedication to top-tier customer service doesn't stop with us. We've partnered with Happinest Brands – a family of award-winning home services brands that brings the power of a 55-year track record of success, and over 100 years of combined franchising leadership experience, and approaching 1,000 franchise units.

Happinest provides franchise partners with systems and tools that are typically only available in mature franchise systems. This includes impressive lead generation, a centralized marketing program, and an in-house sales centre.



Happinest is proud to have our brands recognized as **Entrepreneur Top 500 Franchises**



Happinest is laser focused on driving significant growth by providing a best-in-class customer experience through highly efficient service franchise models that are scalable and fun to operate. The opportunity we have with Elite fully aligns with our long-term vision to partner with passionate entrepreneurs and teams to build iconic brands”

Scott Frith,
Chairman of Happinest Brands

ELITE FAMILY VALUES



Elite is a family. Everyone at Elite works together, trusts each other, and has true and genuine intentions. We are all focused and willing to help each other to reach our goals! I could not ask to be part of a better team. A team that inspires me, excites me and truly has all intentions for me to WIN!"

Jaquelyn Giles
Pickering, Ontario Owner



BIG BUSINESS WITH CLEAR BENEFITS

Here's what you can expect:



A NICHE SPACE

The window cleaning industry is highly fragmented and mostly consists of mom & pop shops. It's time to own a leading franchise where you can be a bigger, better player in less time.



A BALANCED LIFE

Build your business without sacrificing your personal life. Enjoy an 8-5 schedule, M-F. Our business can be mobile or home-based and can be run semi-absent.



HEALTHY DEMAND

The exterior cleaning industry is valued at \$10Bn+ annually, with 5% year-over-year growth for the past five years. Demand is strong as people care for their largest investment.



LOW INITIAL INVESTMENT

Start your franchise with an initial investment of anywhere between \$113,261 and \$143,161. We'll have you operational quickly, with no prior industry experience required.



PREDICTABLE REPEAT REVENUE

Our business generates repeat customers that can be serviced multiple times per year, season after season; windows never stay clean and our services are needed on a continuous basis.



HEALTHY MARGINS

There is limited overhead in our business, lower numbers of employees needed, and no office or location required. This translates to more potential profit.



SCALABLE GROWTH

Scale your business as your franchise grows. During the off-season, expand your business by securing commercial accounts like restaurants, hospitals, apartments, and more.



MULTIPLE REVENUE STREAMS

Offer your customers and your portfolio much more beyond window cleaning. We offer screen cleaning, track steaming, gutter cleaning, house washing, and power washing.

EXTRA TOOLS OF THE TRADE

ONLINE QUOTE & BOOKING ENGINE

Life is busy, but our tools allow customers to book at any time of day. With our online booking engine, we make it easy for customers to purchase the services they need, 24/7.

SCHEDULING & CUSTOMER MANAGEMENT SOFTWARE (CRM)

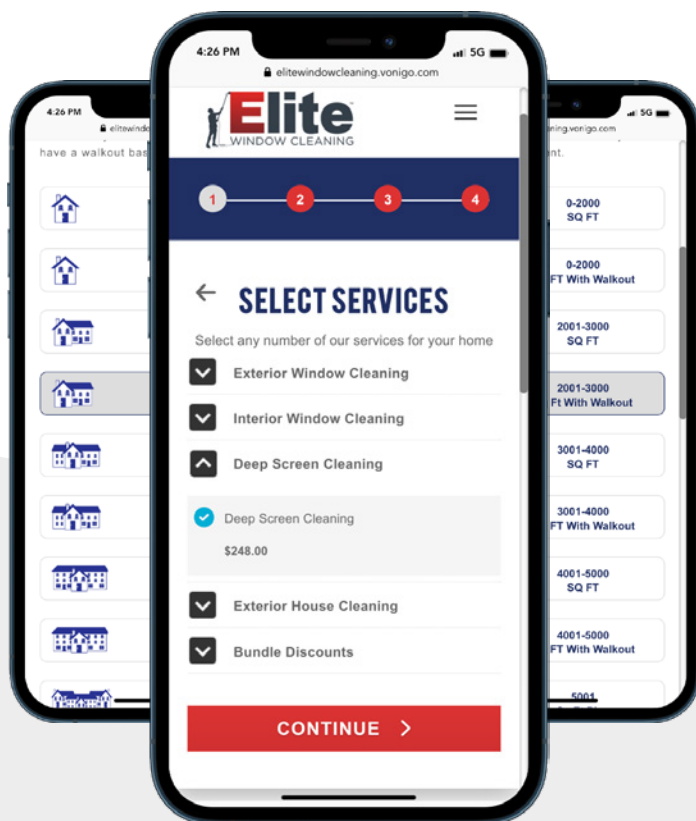
You can book jobs from anywhere and access the full power of our CRM right from your smart device.

IN-HOUSE MARKETING & SALES CENTRE

Say goodbye to cold calling! Enjoy the benefits of corporate-managed lead generation. We help you bring customers in the door so you can focus on what you do best.

ONLINE TRAINING PLATFORM

Train new technicians on tried-and-true methods with written and video content.



**WE CONVERT
NEW CUSTOMER
SALES FOR YOU!**

A NEW FRAME OF MIND IN AN OLD INDUSTRY

Did you know that the “old school” method of cleaning exterior windows with a squeegee and ladder is still the predominant method used today? Talk about an industry that needs innovation!

That's where Elite Window Cleaning comes in. We've taken the dangerous, antiquated method of a bucket and a ladder out of the equation. Elite has elevated the industry with our innovative approach to perfect spot-free windows, every single time.

**ZERO MINERALS.
ZERO SEDIMENTS.
ONE ULTRA-PURE RESULT.**

Elite's technology includes demineralized water that dries naturally without the need for manual drying and harsh chemicals. Our cutting-edge 3-stage filtration system works up to six stories high and allows our trained technicians to deliver a cleaner, safer, better experience - all without our feet leaving the ground.

\$10 Billion*

Market Size of the Exterior Building
Cleaning Industry in the U.S.

*IBISWorld, Window Washing Industry in the US - Market Research Report
[ibisworld.com/united-states/market-research-reports/window-washing-industry/](https://www.ibisworld.com/united-states/market-research-reports/window-washing-industry/)



ALL THE TOOLS YOU NEED ON FOUR WHEELS

Our push for innovation doesn't stop at windows. We were on a mission to develop a superior cleaning process that would also reduce the risk of liability and injury to techs.

With the help of an aerospace engineer, we turned that vision into reality – and built it to last. One decade and ten models later, Elite Window Cleaning has the Job Pod, the most technologically advanced and efficient window-cleaning tool available on the planet!

Because the entire system is housed inside the vehicle, it allows for a quick and easy turnaround time with minimal gear and allows Elite to push the envelope when it comes to efficiency and price.

It's just another way we're bringing white glove service to a blue-collar industry.



OUR SECRET FORMULA IS SIMPLE AND OUR RESULTS ARE CLEAR.



**Perfect
Windows**



**Happy
Technicians**



**Delighted
Customers**



**Satisfaction
Guaranteed**



IS AN ELITE WINDOW CLEANING FRANCHISE **RIGHT** **FOR YOU?**

Getting started with your new business is easier than you think. With our support, you'll be up and running in no time.

“There are so many things that appeal to me about the business model, it really felt like a perfect fit for the type of person I am. I want to work hard, make money, travel, give back to my community. I wanted to do this in an Elite way, working for myself.”

Adam Stroud,
Franchisee of Ottawa Ontario



\$30,000 - \$40,000

Initial Franchise Fee

\$102,057 - \$120,332

Total Investment Range

\$60,000

Minimum Liquid Capital

\$150,000

Minimum Net Worth

\$10,000 off

Initial Franchise Fee

for Veterans, First Responders,
and Ethnic Minorities

ELITE SUPPORT

From the moment you are officially a franchise partner, you begin your 5-week process of training and coaching to help launch your business successfully.

ELITE TOOLS & TECHNOLOGY

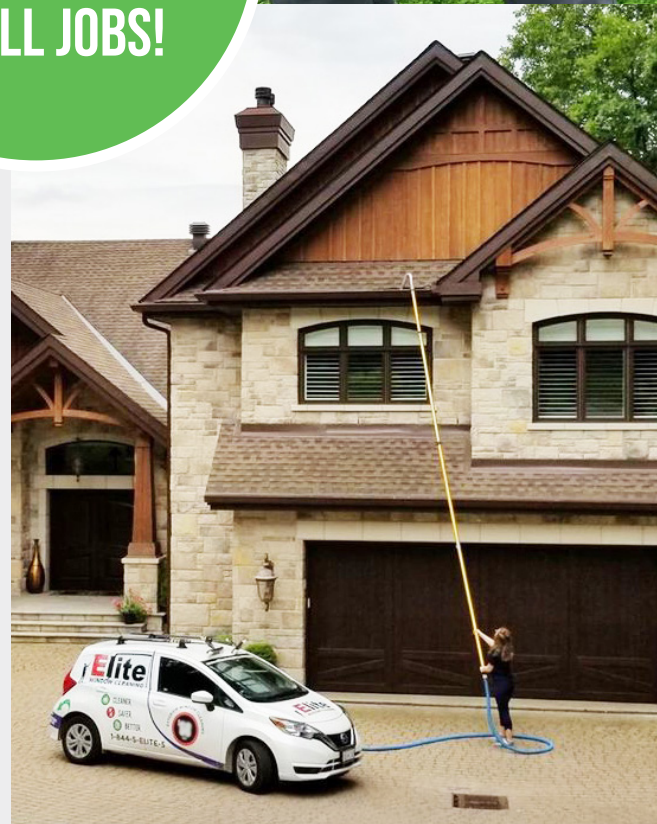
Residential sales are converted by both Elite's call centre, and through our state-of-the-art online booking engine. By providing quotes instantaneously and eliminating the need for initial site visits, customers can purchase services efficiently and around the clock!

Our clients and techs are connected instantly and in real-time with our CRM. Our clients can pay directly and instantly. Our customer service is as innovative, clear, and transparent as our windows.

THE ELITE CALL
CENTRE BOOKS
MORE THAN 90%
OF ALL JOBS!

It is reassuring to have a team that has your back—this not only applies to the franchisor, but also to the team of franchise owners who have been very generous with their knowledge and expertise. The support has been amazing and there hasn't been a time where I felt underwhelmed by the franchise's response or felt like I was on my own."

Paul Hounghmany,
Franchisee of Calgary



ELITE COMMUNITY OUTREACH

We've proudly put smiles on children's faces for half a decade. Each year, on Superhero Day, our technicians dress as superheroes and clean the pediatric ward of Kingston General Hospital. We offer the children the opportunity to meet their favourite heroes and donate a portion of the total proceeds to the hospital.

FEATURED IN

Global
NEWS

B | B | C

BUSINESS
INSIDER



STEPS TO OWNERSHIP



INITIAL CALL

This first step gives us an opportunity to get to know each other better. We cover everything from personal interests to business goals.

1

INTERACTIVE PROGRAM REVIEW

Here, we'll talk about a day in the life as an Elite franchisee. We'll cover expectations, business operations, training, support, and much more.

2

FDD REVIEW WITH Q&A

We send you our complete Franchise Disclosure Document to review. This gives you a chance to prepare questions, so we can give you answers.

3

SPEAK WITH FRANCHISEES

Our owners are fantastic people, and you'll get to chat with them about all things Elite.

4

FOUNDER CALL & DISCOVERY DAY INVITATION

Speak directly with our Founder Chris Stoness. He will want to learn more about you, as well as share candid information about what to expect.

5

SECURE TERRITORIES & DISCOVERY DAY PREP

We will get the house in order, lock up your areas of interest, and get you ready for a full day with our team.

6

DISCOVERY DAY & APPROVAL

The last part of the mutual evaluation. You'll spend the day with us and meet our leadership and key support team members.

And if we agree that it's a good fit...

7

AGREEMENT SIGNING & ONBOARDING

You've seen what you like and you know what you want so you're on your way to an exciting business! Once agreements are signed, we will begin onboarding with our RAMP process.

8

TRAINING / PREPARE FOR BUSINESS LAUNCH

Your Elite journey officially begins with a five-week process of training and coaching to launch your franchise toward success.

9



YOUR WINDOW OF OPPORTUNITY IS NOW

**CONTACT US NOW TO START
YOUR FRANCHISE JOURNEY**

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