



SCJS Franchising, LLC  
1508 J F Kennedy Drive, Suite 107  
Bellevue, NE 68005  
p 402.431.2890  
support@izsam.com  
www.izsam.com



FRANCHISE OPPORTUNITY



This brochure and the franchise sales information in this brochure do not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. The communications in this brochure are not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.



Our goal is to provide reliable,  
high quality, and affordable construction  
clean up and related cleaning services  
for every construction site, business,  
and institution we serve ...  
and to help franchise owners  
do the same in their local territories.

## A Stand-Out Business Model in a Growing Industry

The Izsam franchise program is a professional, green-focused, full service commercial cleaning services opportunity. The founding concept behind Izsam was launched in 1998, specializing in construction and remodeling site cleaning. Our concept proved to be incredibly in-demand, and we ultimately expanded our range of cleaning services and service areas: we now serve an extensive array of clients in the construction, industrial, and commercial markets — and we do it all at competitive prices.

Having built a reputation for trustworthiness, reliability, and high quality services, we now work with clients in multiple areas, and we're planning for more. In fact, because of the demand for our services and our company's growth, we have decided to expand our operations nationwide by offering a select group of individuals the opportunity to join our franchise network.

With our expertise in construction site cleaning and final cleanings, as well as other cleaning services, we occupy a unique niche within the enormous, growing cleaning services industry. As a franchise owner, you'll enjoy multiple revenue possibilities from a variety of services and a broad potential customer base, making your potential for growth almost limitless.

As you'll see in the pages ahead, the Izsam franchise program features a fully developed, time-tested business model. After nearly 20 years in operation, we have a highly efficient business system in place, carefully planned and refined down to the last detail — and all ready for you to leverage: hiring, training, operations, sales, dynamic marketing, the latest technologies, highly experienced support teams, and more.

While we are a family-run business, we're no small-time operation. We're a robust, growing company, serving a long and impressive list of clients, large and small — and even outperforming some of the bigger national chains' locations in our area! If you're an honest person who understands the value of hard work, we'd love to share our experience, business knowledge, and expertise with you as a franchise owner. Quite simply, this is a chance to build a great future. We hope you'll join us.

*Dan Bennett Jr.*



*Dan Bennett Sr.*

Founders





## Did You Know?

- *Janitorial Services is a \$51 billion industry in the U.S. and is forecast to rise over the next five years. Declining office vacancy rates and increasing nonresidential construction activity have helped fuel demand.*<sup>1</sup>
- *Commercial building construction is expected to increase, especially institutional and manufacturing construction.*<sup>2</sup>
- *Green Cleaning is a huge trend in janitorial services.*<sup>3</sup> *And according to a Nielsen online survey, 55% of global responders not only want products and services from companies committed to positive social and environmental impact, but are willing to pay more for them!*<sup>4</sup>

## An Exceptional Opportunity within a Compelling Market Sector

The Izsam franchise is a full service cleaning services concept built on a reputation for excellence and trust. We stand out from the crowd not only with our highly trained, insured, bonded and certified staff, attention to detail, and focus on Green Cleaning — but with our expertise in construction and remodeling site cleaning.

What makes us truly different is our unique focus on a market niche within the enormous, dynamic janitorial services industry. And what makes that truly beneficial to you, as a franchise owner, is the help and guidance we can provide on how to identify current and future local construction and remodeling projects, how to follow appropriate procedures in the bidding process, and how to access and utilize specialized technology tools to help streamline the entire system.

And, even though you'll play a specialized role in your local market, we're confident you'll see that as a franchise owner, you'll benefit from a myriad of possible revenue streams that stem from the variety of services you can provide to a surprisingly broad potential client base — many of which, after an initial job site cleaning project, have the potential to become long-term, repeat cleaning customers.

<sup>1</sup> ibisworld.com. "Janitorial Services Market Report," August 2015.

<sup>2</sup> cleanlink.com. "2015 Trends For Cleaning Contractors Look Promising,"/ Dodge Construction Outlook, 1-29-15.

<sup>3</sup> Ibid.

<sup>4</sup> nielsen.com. "Global consumers are willing to put their money...", 6-17-14.



## The wide variety of clients you can serve include:

- Construction and Remodeling Sites
- Office Buildings and Suites
- Schools and Daycare Facilities
- Gyms and Recreational Facilities
- Healthcare Facilities and Medical Offices
- Shopping Centers
- Big Box Stores
- Major Retail Chains
- Grocery Stores
- Global Food Service Chains
- Car Dealerships
- Banks and Credit Unions
- Industrial Complexes and Warehouses
- Apartment and Condo Properties

...even some residential cleaning services can be offered, beyond the core focus on commercial and construction sites!





# Your Izsam Business: Trusted From Start to Finish

## Reliability

We'll provide you with guidance on how best to screen, recruit, and train your own staff; after all, your ability to provide unparalleled, highly reliable service starts with your staff, who receive intensive training including instruction in environmentally preferred products, cutting-edge equipment, effective cleaning procedures, and more. Unlike many janitorial services franchises, your staff members will be employees, not contractors (with a few exceptions, such as window cleaning at over two stories, for insurance reasons). We provide advice so you can obtain the proper materials and equipment to do a variety of jobs professionally. It all translates into consistent, quality service for your clients — and ample growth potential for your business.



*All Izsam staff are bonded, insured, OSHA-certified, and supervised to maintain the highest standards. We'll show you how it's done!*

## Quality

No matter how big or small the job, or how simple or complex, your Izsam business can become the company your local clients trust to deliver a wide variety of high quality, detailed, personalized cleaning services — on time and within budget. And, you can also proudly focus on Green Cleaning, by using eco-friendly products whenever possible, and sharing our dedication to recycling, utilizing reusable materials such as microfiber cloths for dusting instead of wasteful products such as paper towels. All of this has another benefit — helping to lower your overhead!



## And Flexibility...for Clients and Franchise Owners

As an Izsam franchise owner, you can offer your customer base the flexibility to choose from a wide variety of cleaning service options to meet their needs, which is great for them, and also for you. Clients also have the flexibility to custom-tailor their cleaning schedule — whether it's a one-time cleaning or regularly scheduled on a daily, weekly, bi-weekly, or monthly basis.

Plus, our founders started out working out of a home office, and we give you, as a franchise owner, the flexibility to do the same, as long as your home office meets our requirements. Franchisees also are required to have a storage space for cleaning materials and equipment, which should be about the size of a single car garage.

*"...The best workers we've ever used...  
Performance, wow! We will use  
on all of our buildings."*

~ RJR, client



## Backed by Highly Experienced Leadership

Father and son team Dan Bennett Sr. and Dan Bennett Jr. are the innovative founders behind the Izsam franchise program. Together, they have over 50 years of experience in the commercial cleaning services industry. In 1998, they launched a company in Omaha, Nebraska, specializing in cleaning construction sites. Quickly developing a reputation for excellence, they expanded their range of cleaning services and began serving a broad assortment of construction, industrial, commercial, and even residential clients; this is the model for the Izsam franchise program that exists today. Want to build and grow your own B2B service business? Let the Bennetts share their "trade secrets" — their business knowledge, insight, and expertise with you, as an Izsam franchise owner!



## The Izsam Advantage

Becoming an Izsam franchise owner has countless advantages, including getting unparalleled, hands-on support, at nearly every step of the way. Some of the benefits include:

### Comprehensive Training

You'll receive thorough training in critical areas, including management, accounting, operations, customer service, ordering inventory, and other specific functions, such as how to operate scrubbing and buffing machines or scissor lifts for elevated cleaning projects. As experts in construction cleaning, we'll provide training designed to help you identify construction opportunities, land projects, and turn one-time cleaning jobs into ongoing cleaning contracts! You'll also get refresher training as needed, too.

### On-Site Visits

You'll get assistance when you launch your business as well as periodic field visits from a corporate representative. These meetings will focus on an array of topics such as operations, sales, staff performance, and business development.

### Valuable Vendor Contacts

You'll have direct access to our approved vendors for Green Cleaning supplies, specialized equipment, and more.

### Confidential Operations Manual

You'll get a copy of our highly detailed, proprietary guide with daily operating procedures, including process descriptions, forms, operational tasks, and other important business functions to help you operate your commercial cleaning business smoothly and efficiently.

### Dynamic Marketing

We'll provide guidance and materials for local advertising and marketing efforts and will approve your targeted marketing materials — to help drive business to your local franchise!

### An Established Business Model

Our concept is time-tested with established standards and procedures already in place. Our model is relatively easy to operate and was developed specifically to attract a wide variety of one-time and repeat clients. Plus, we'll grant you protected territory to operate your local business.

### The Latest Technologies

You'll gain access to our approved technology tools, including cloud-based bidding software, which will help you put in bids properly on construction and remodeling projects. You'll also have access to approved bookkeeping and customer management programs to help keep your business operating in top form.

### Ongoing Support

You'll be backed by highly skilled, experienced corporate leaders who are ready to share their wealth of knowledge. We're not only readily available by phone, text or email — we are committed to continually developing and improving our business model, to help franchise owners not just grow, but thrive.



*"We are committed to providing support for our franchise owners, with the same focus on highest quality service as we have for our clients."*



~ Dan Bennett Sr., Co-Founder





## The Chance to Really Clean Up

Are you looking for an exceptional career opportunity? Have you always dreamed of being your own boss? Becoming an Izsam franchise owner is not only an opportunity to tap into a unique niche within an enormous, growing industry, but a chance to build and grow a high-demand, eco-friendly business you can really take pride in — all without many of the challenges and worries of going it alone.

We're presently screening for a select group of honest, hard-working individuals with the passion and drive to learn, and grow their own businesses. To qualify, you must have excellent managerial, sales and customer service skills, as well as basic office and computer skills.

### Take the next step toward a great future!

To find out more about this extraordinary opportunity, please fill out the confidential request form. Upon review, we'll set up a meeting where we can answer your questions and discuss the specifics of owning and operating your own Izsam franchise.



Thank you for your interest in the Izsam franchise program. We look forward to hearing from you.



**Izsam**<sup>™</sup>