



# CLEANER.



# SAFER.



# BETTER.

**Own a Franchise with an  
Innovative Frame of Mind**





# IT'S TIME TO RAISE YOUR EXPECTATIONS

Sparkle Squad has revolutionized the window cleaning industry in North America. **And it's about time!**



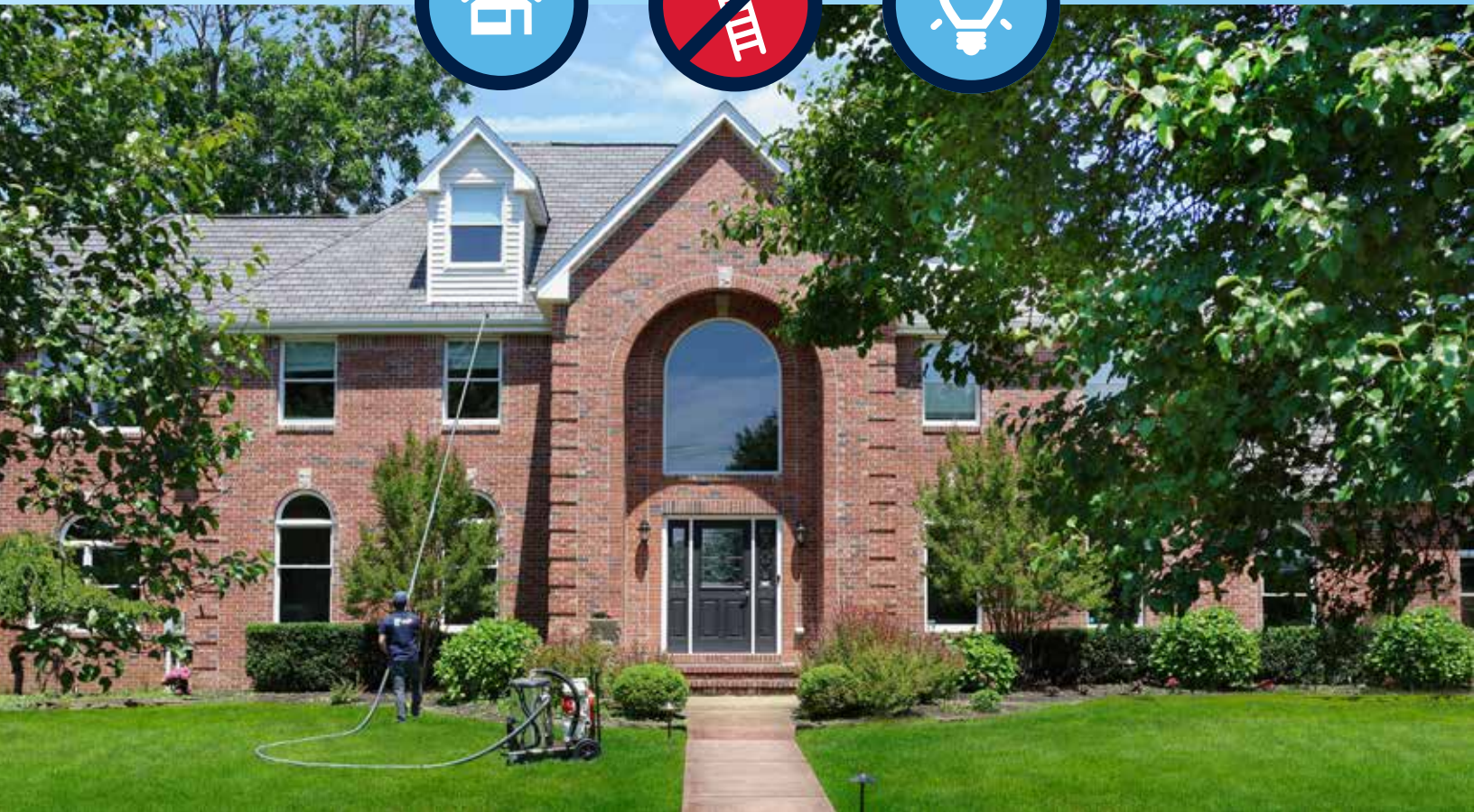
## WINDOWS THAT SPARKLE, A BUSINESS THAT SHINES

Sparkle Squad 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 our feet on the ground.

Sparkle Squad 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 powerful 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, the Founder and CEO of Elite Window Cleaning, embarked on a remarkable journey that led to the birth of Sparkle Squad. 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 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would go on to build a passionate team, delight his customers with his new approach, and further innovate a desperately outdated industry. The success and immense potential of Elite Window Cleaning caught the attention of Happinest Brands, who joined forces with Chris to expand its footprint across the states with the newest Happinest Brand Sparkle Squad.

Sparkle Squad is poised to shine brightly as a leader in the window cleaning industry, offering a franchise opportunity that combines passion, innovation, and the power to transform lives and communities one sparkling window at a time.

*When we compare the current state of the window cleaning, gutter cleaning, and house washing industry to the Sparkle Squad business model, our franchise owners are driving a Formula 1 car on a go-cart track."*

**Chris Stoness,**  
CEO & Founder



## EXPERIENCE THE SPARKLE SQUAD DIFFERENCE



### 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.



# 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 a nearly 60-year track record of success, over 100 years of combined franchising leadership experience, and a system approaching 1,000 franchise

units across its brands.. 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 center.



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 Sparkle Squad fully aligns with our long-term vision to partner with passionate entrepreneurs and teams to build iconic brands."*

**Scott Frith,**  
Chairman of Happinest Brands

# PLUG INTO SPARKLE SQUAD'S THRIVING FRANCHISE NETWORK



*The joy that comes every day being a part of our franchise owners learning and growth is immeasurable. We love celebrating the wins, and overcoming the challenges, together. Our centralized marketing systems, along with our sales and support network, were built to free up our owners to focus on ground game activities and local relationships. Sparkle Squad is innovating within an industry that has been begging for a change ever since the squeegee was invented nearly a century ago."*

**Greg Przada**

Sparkle Squad Franchise Business Advisor





# SPARKLE SQUAD POWERS YOUR WINDOW CLEANING BUSINESS



## 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 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.



## 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.



## 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 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.



## SCALABLE GROWTH

Scale your business as your franchise grows. You can expand your business by securing commercial accounts like restaurants, hospitals, apartments, and more.



## LOW INITIAL INVESTMENT

Start your franchise with an initial investment of anywhere between \$161,392 - \$185,167. We'll have you operational quickly, with no prior industry experience required.



## MULTIPLE REVENUE STREAMS

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

# 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)

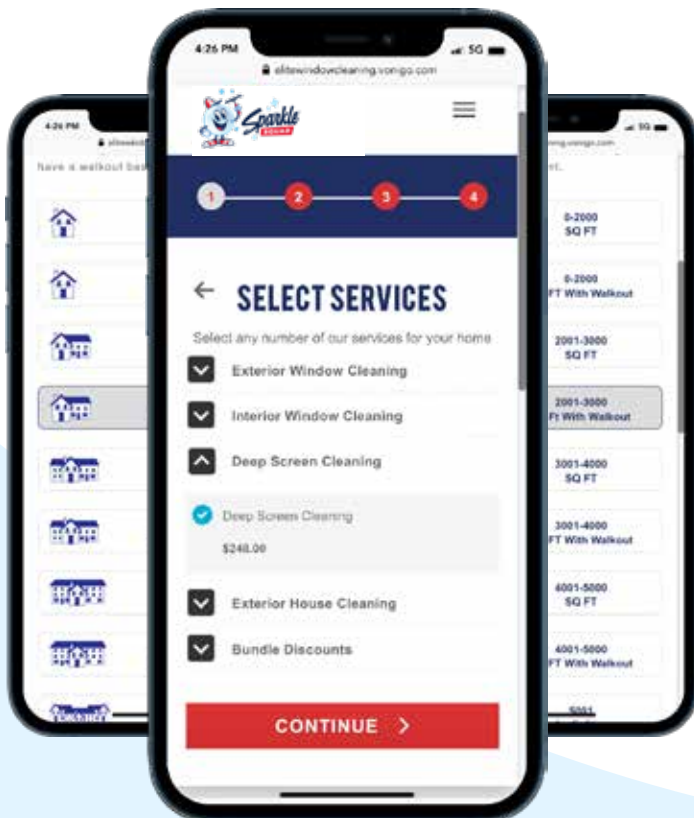
You can book jobs from anywhere and access the full power of our CRM right from your smart device.

## IN-HOUSE MARKETING & SALES CENTER

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 SPARK OF INNOVATION 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 Sparkle Squad shines. We've taken the dangerous, antiquated method of a bucket and a ladder out of the equation. Sparkle Squad has elevated the industry with our innovative approach to perfect spot-free windows, every single time.



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

Sparkle Squad'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://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, Sparkle Squad 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 Sparkle Squad 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**





# HOLIDAY LIGHTING MEANS ALL-YEAR REVENUE



It's easy to love your home when it's beautifully lit and decorated during the holiday season. What's not easy, however, is all of the work that comes with installing lights, climbing up and down ladders configuring and routing electrical cords, buying the right lights that will look good and last, troubleshooting strands that won't work, uninstalling your lights, and managing storage during the off-season.



That's where Holiday Lighting comes in! We transform a customer's home for the holidays, without them lifting a finger! By taking care of the following, we help make the holidays magical for both residential and commercial customers, while our franchise owners enjoy year consistent revenue and better employee retention.



## Design

Hassle free no cost quote.



## Installation

We got the ladders, so you don't have to!



## Maintain

We keep your lights shining throughout the season!



## Takedown

We got the ladders again, so you don't have to!



## Storage

We haul away lights & décor until next year!





# IS A SPARKLE SQUAD 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.

**\$50,000**

*Initial Franchise Fee*

**\$161,392 - \$185,167**

*Total Investment Range*

**\$60,000**

*Minimum Liquid Capital*

**\$150,000**

*Minimum Net Worth*

Through years of experience, we have refined an incredibly efficient and simple business model, one that is vastly different from anyone else in the industry. The learnings amassed put our team in a unique position to provide valuable guidance, insight, and coaching to our franchise partners. This market is still extremely fragmented, with no industry giant. Having the support and growth mechanisms that come with a Sparkle Squad franchise provides an unfair advantage for our franchise owners."

**Todd Harris,**

*Sparkle Squad General Manager*



**Take  
10% Off**

**The Initial Franchise Fee**

for Veterans, First  
Responders, and Ethnic  
Minorities



# SPARKLE SQUAD'S UNMATCHED SUPPORT

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

*The  
Sparkle Squad  
Call Center  
Books Jobs  
For You!*

## SEIZE OPPORTUNITIES ANYTIME, ANYWHERE

Residential sales are converted by both Sparkle Squad's call center, 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.



*One of my favorite sounds in the world is when all of our agents are on the phone. There is nothing better than hearing the calming chatter of friendly voices, asking questions, using words to create a visual, followed by the onboarding of new customers. Although the process can be complex, you wouldn't know it by listening to the room. It is a rhythmic 'dance of the sale'. It's like the hum of a beehive but instead of producing honey, it's dollars."*

**Maeghan Callaghan,**  
Sparkle Squad Sales Center Manager





# 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 a Sparkle Squad 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 Sparkle Squad.

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 Sparkle Squad journey officially begins with a five-step 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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