

Who We Are

Our Vision

*To be the demonstrated leader in providing premier professional rubbish removal solutions for women and families in a way that enhances their lives and is kind to the environment.*

Our Mission

*At Rubbish Works of Portland, we strive to be the best in the eyes of our customers, employees and stakeholders. This is our mission. Everything we do reflects this mission and the values that make it possible.*

Our Maxims

As a company, and as individuals, we value:  
Passion for Patrons, Partners, and the Planet  
Openness and Respectfulness  
Personal Excellence  
Giving First  
Adding Value  
Acting with Purpose  
Innovation and Boldness  
Doing the Right Thing  
Keeping It Simple  
Accountability for Commitments, Results, and Quality

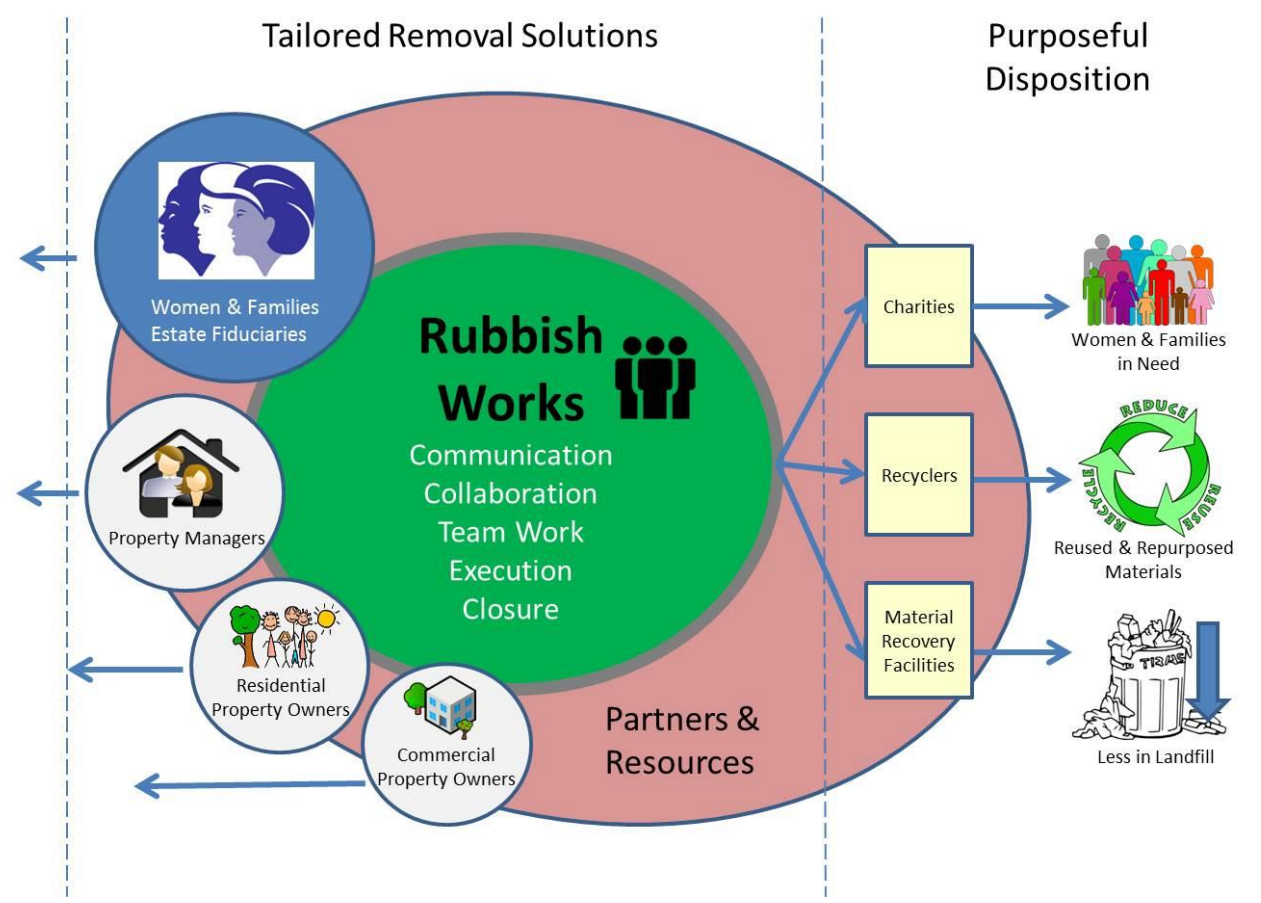
Our Tagline

*"Our Business is Picking Up!"*

Our Client Experience

In Control yet Hands-off  
with  
Convenient Scheduling  
and  
Timely Service  
plus  
Access to vetted Resources  
Fair Pricing  
and  
Flexible Payment Options  
getting  
Space Reclaimed  
while  
Supporting Community & Environment  
gives  
Sense of Achievement  
Peace of Mind  
Relief

Our Business Model



Our Objectives

- Fill a void in the marketplace that empowers busy women and families
- Inject a human touch into the hauling industry
- Be a conduit for redistributing goods from contributors to families in need
- Lead through example with sustainable practices and education
- Provide rewarding employment opportunities for existing and new staff
- Implement a replicable model nationwide

What They Say...

*"Thanks for your wonderful service! I do not know how we could have cleaned out our home for sale without you, especially since we had already moved to a senior community. It was such a relief to have had your good advice and help to empty our home. Your rates were very reasonable and I would highly recommend your company." - Joyce M.*

The Time is Now

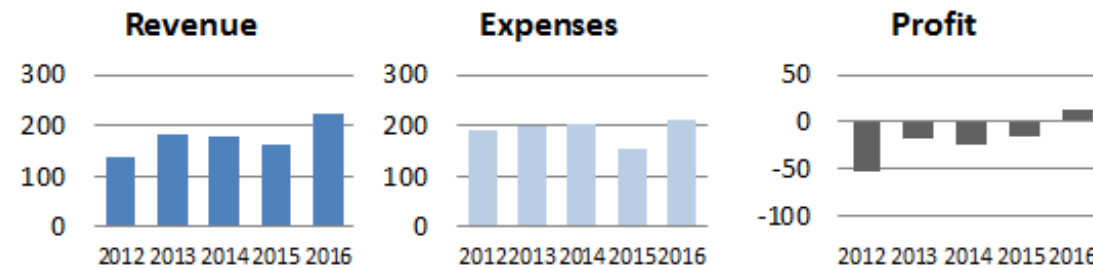
Funding Need ➔ \$40K

Everyday more women are taking on caregiver roles. Rubbish Works is adding a sense of urgency in our plans for 2016 to find and support this growing population in our community. Additional funding would assist this effort by allowing us to accelerate the outreach. With increased clients and revenue we look forward to further supporting the community by creating additional jobs internally as well as for our professional partners.

Our Partners and Resources



## Financial Projections



The refinement and documentation of the full property clean out process and procedures have been in development since 2012. In that time 19 women and families have been served resulting in revenue totaling \$48.2K, 9.7% of total revenue for that period. We are ready to accelerate this segment of our business and grow it to be 50% of revenue over the next three years.

Based on US Census statistics, the size of our potential market and our defined market area, the sales projection for 2016 is \$225,000 (40% increase over 2015 with the Estates segment comprising 50%.)

## Sales and Marketing

Rubbish Works' marketing strategy is to emphasize the extensiveness of our cleanup services and the stress relief they provide. For instance, fiduciaries for a loved one's estate are often exhausted and overwhelmed by the time they get to the stage in the process of clearing the remaining unwanted belongings. Our Estate Cleanup Service keeps them in control and within their timelines, yet hands-free, by managing and completing the entire project for them.

### Sales Channels

- Website
- National Call Center
- Direct Calls from Referrals
- In Person Presentations
- Tradeshows & Vendor Fairs

### Marketing Activities

- Online: Google Ad campaigns, Social Media (FB, TW, LI), Angies List, Househappy & online business listing sites
- Card & Email Nurture Campaigns
- Senior Industry networking events
- Referral marketing through organization membership: Chambers of Commerce, Retirement Connection, Senior Resource Alliance NW, NAPO, NARPM
- Educational Writing: SRANW Newsletter & All Things Real Estate Newspaper, Online Blog
- Community outreach & sustainability workshops

## Team Rubbish Works



Betty Benson  
Owner/Marketing



Larry Benson  
Operations



Gavin, Chris, Greg,  
Dean, Jeff, Todd  
Crew Members



TBH  
Marketing  
Assistant

All services are provided by trained Rubbish Works team members. Owner Betty Benson and Operations Manager Larry Benson schedule appointments coordinate services and manage the team. There are currently six part-time crew members who perform the cleanups. We expect to hire a marketing assistant once financing is secured. The Rubbish Works national call center service is also utilized for job scheduling.

The management of Rubbish Works of Portland consists of owner Betty Benson and husband Larry Benson. Betty is a Certified Master Recycler and has extensive experience in project management, team building and networking while Larry has honed his skills in operations and logistics for over 15 years. Both have hands-on management roles in the company. In addition, we have assembled a virtual team of professionals to provide business management expertise. Included are a SBA advisor, legal, tax, accounting and HR professionals, a marketing consultant and a copy writer.

Rubbish Works of Portland opened in June 2010 and is a sole member LLC. In March 2015 the Rubbish Works brand was purchased and successfully transitioned from a franchise model to a licensing model with Betty Benson as 51% owner. This change in ownership, while temporarily impacting the local Portland business during the transition, offers long term stability and the opportunity for significant growth.

Rubbish Works of Portland is a 100% woman-owned hauling and recycling company. Our team of rubbish removal professionals specialize in end-to-end project collaboration and complete management of cleaning up and clearing out property. Our clients can have peace of mind knowing we place high priority on charitable donations and keeping recyclables out of the landfill.

## Our Clients

Our clients are primarily women and families of the "Baby Boomer" and "Traditionalist" generations who own or have fiduciary responsibilities for property in the Portland, Oregon metropolitan area and have a need for accumulated "stuff" to be removed. They have the financial means but do not possess the time, resources or desire to perform the cleanup themselves.

## Target Market

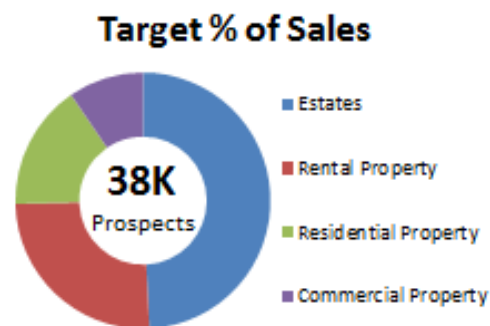
- Estate Fiduciaries
- Property Managers
- Residential Home Owners
- Commercial Property Owners

## Competition

- Local hauling companies
- In-house vehicles & labor
- Drop boxes & DIY labor
- Private vehicles & labor
- Lack of awareness of service
- Neglect

## Our Offering

Rubbish Works' tailored "Do For You" service ranges from the pickup of a single item to full property cleanouts. Our up-front rates include the crew, truck, labor and disposal. We provide free, no-obligation on-site quotes.



## Why Rubbish Works?

Our service adds a high-touch human element ...we bring a structured, refined process and apply it in much earlier stages of the cleanup process. We manage stressful situations with respect, compassion and no emotional charge. We provide guidance, certainty and rapid results.

It is our philosophy to provide the highest value while charging the lowest amount feasible.

## 2016 Milestones

