

Your **Healthy** Home **Starts Here**®

Superior Carpet & Upholstery Cleaning



FRANCHISE INFORMATION REPORT



WHAT IS A CHEM-DRY CARPET CLEANING FRANCHISE?	3
HOW DID CHEM-DRY FRANCHISE GET STARTED?.....	4
WHAT ARE MY STARTUP COSTS?.....	6
HOW MUCH CAN I EARN?	8
WHAT SERVICES DO WE PROVIDE?	8
HOW ARE WE DIFFERENT?	10
ADVERTISING, MARKETING & TRAINING SUPPORT	13
NEXT STEPS	16

"This activity is for informational purposes only. No offer to sell or solicitation of an offer to buy a franchise is made or intended. Any such offer would be made only by our Franchise Disclosure Document after delivery becomes lawful in this state. Any offer before such time is void."



WHAT IS A CHEM-DRY CARPET CLEANING FRANCHISE?

WE'VE BUILT THE BRAND, PRODUCTS, SUPPORT AND TRAINING YOU NEED

Chem-Dry cleans more spaces than any other floor-care company. What's more, our patented products and extensive experience in the industry also enable us to make people's homes and workplaces healthier. Our brand has the lead in market share in home carpet cleaning, and our distinguished franchise owners are dedicated to providing top-notch service.

The U.S. carpet cleaning industry is substantial and is growing along with the population. Consider these points:

- Carpet cleaning is experiencing a historic growth of approximately **5%** annually and was expected to gross **\$5 billion** in 2018.

- Every year, more than **10 billion square feet** of new carpet is installed in the United States, and all of it requires regular cleaning — building a great deal of untapped market potential into the industry.
- Chem-Dry is the **nation's largest** carpet cleaning franchise.
- We have over **3,000 franchises** using the company's patented products in **over 55 countries** around the world.
- Chem-Dry is a well-known, legacy brand with **more than 40 years of experience**.

Chem-Dry's global footprint also is impressive. For instance, Canada's 13.3 million households add up to an additional market of about 10 percent of the size of that in the United States.

Our unique Hot Carbonating Extraction cleaning process involves the use of water to eliminate dust, dirt, oils and allergens in carpet fibers, as well as other types of surfaces. This process allows carpets to dry more quickly and remain cleaner and healthier for longer than any other

method. This gives us an edge in the industry, and we are proud to carry the seal of approval for our process from the Carpet and Rug Institute.

START A CARPET CLEANING FRANCHISE WITH A LOW INVESTMENT

This is an ideal franchise for an entrepreneurial-minded individual with ambition, determination and an aptitude for business. However, it does not require a large amount of money or experience to begin. We provide the necessary training during a week-long session in either Logan, Utah, or Nashville, Tennessee, and you can start your Chem-Dry business by financing much of the business for a down payment of **\$10,000** for the initial licensing fee plus, typically, 10-20% down of initial equipment purchases, with total startup costs as low as **\$67,645**.

Chem-Dry has built the largest and most trusted carpet cleaning brand in the country, and we are working to expand our number of locations and market share. This all translates to a considerable business opportunity for our franchise owners.



We safeguard our competitive advantage and intellectual property to guarantee the security of our franchisees' investments. Chem-Dry's chief goal is to support the growth and profitability of our franchisees, and our products, services and professionalism all are designed to achieve this.

Chem-Dry doesn't offer franchises to just anyone. We carefully screen and evaluate franchise candidates to make sure each one is a good fit for our system. When you combine the broad range of investment amounts available to a franchise owner with the tools Chem-Dry offers its franchisees — including financing for much of the franchise fee and equipment costs — you end up with an excellent opportunity at a reasonable price point.

HOW DID CHEM-DRY FRANCHISE GET STARTED?

INNOVATIVE THINKING LED TO A NEW BREED OF CARPET-CLEANING FRANCHISE

The Chem-Dry story started in the early 1970s with Robert Harris, a young man from California who worked for a small carpet cleaning company while he attended law school at Brigham Young University in Utah.



Harris wasn't impressed with the cleaning products the company and its competitors were using. They took a long time to dry and left chemical residue that attracted more dirt. Harris began looking for a better way to clean carpets and found his inspiration in an unexpected place: the air.



While on a flight home during a break in classes, he dripped some salad dressing on his silk tie. A flight attendant removed the stain with a surprising "cleaner:" club soda. The flight attendant knew that carbonation in the soda would help break down the stain and allow her to remove the stain without damaging the silk, and Harris realized then that this small trick had big potential.

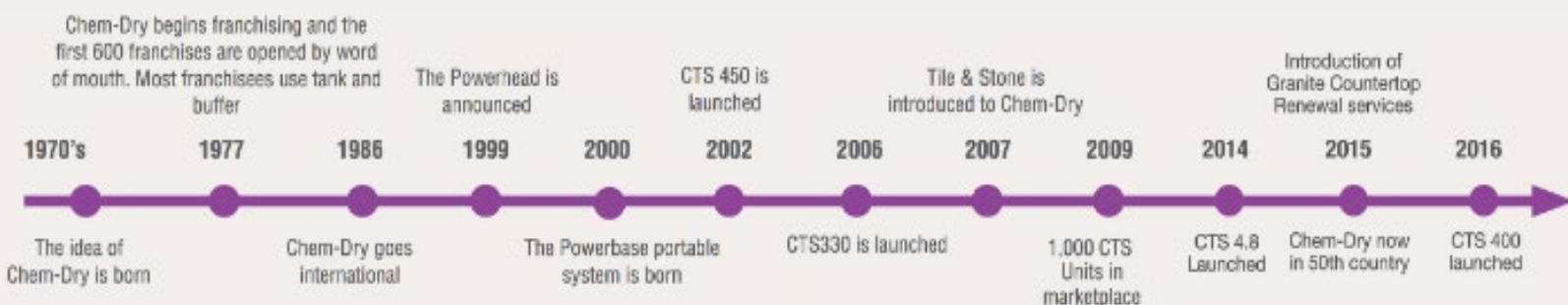
So often, great things come from small moments. This one transformed Robert Harris's life. Over 40 years, countless homes and offices have been made drier, cleaner and healthier because of what happened on that plane that day in the 1970s. It all started with a simple "*What if...?*" in Harris's mind: If carbonated water could work on a tie, he thought, why not on carpet?

The concept was simple enough. At the molecular level, carbonation has powerful properties that separate dirt and other particles

from carpet fibers. Our carbonating method is powerful enough to work with only a small amount of water, resulting in a deeper, faster drying and healthier clean than the most common method of steam cleaning.

When Harris made his discovery, steam cleaning was the industry standard, even though it presents several real problems. Typical steam cleaners force large amounts of soapy water into the backing of a carpet, then rely on high-pressure extraction to lift the water and dirt out. The more water you put into carpet, the longer it takes to dry and the more likely the carpet is to become a breeding ground for mold and mildew.

Harris's discovery was a breakthrough: Now cleaners could clean carpets more effectively while using a fraction of the water used in traditional steam cleaning, practically eliminating the risk of mold and mildew. Harris



realized he could start a revolution in the carpet cleaning industry. The revolution continues almost 40 years later. Chem-Dry is the largest carpet cleaning brand, with over **3,000 franchises worldwide** and a market share of more than 7%, the largest for any single brand.

We still operate with a strong entrepreneurial spirit and a deep commitment to maximizing our franchisees' investment in our brand through research and development, innovation, product development and marketing. We protect our intellectual property through patents and trademarks and target our innovation for revenue-generating opportunities for our franchisees. The innovation that gave birth to the Chem-Dry brand continues to create value for our customers and franchisees through the services Harris' discovery made possible: the industry standard for carpet or upholstery cleaning; an additional service like our proprietary Pet Urine Removal Treatments; an area rug service; protecting and sanitizing floor coverings; and cleaning tile, granite and other stone surfaces.



ROBERT HARRIS

WHAT ARE MY STARTUP COSTS?

LOW-RISK, HIGH-ROI, SERVICE-BASED FRANCHISE OPPORTUNITIES ARE IN HIGH DEMAND

We believe Chem-Dry is one of the best investments out there. Smart entrepreneurs are locking down available Chem-Dry territories to secure their careers and financial futures.

A Chem-Dry franchise owner's initial investment ranges from **\$67,645 to \$178,907**, depending on the equipment package and van the owner chooses. A franchise owner also will have to think about covering living expenses as they are starting the business, which are not reflected in the above figures. And regardless of the size of the investment or equipment package you choose, your monthly franchise fee is flat and affordable — just **\$408.60 per month**.

The Chem-Dry investment model results in a franchise with tremendous scalability and earning potential. Entrepreneurs with more capital can secure multiple licenses and lock down more territories. It all depends on each individual's financial situation, level of ambition and commitment to growing their business.

Chem-Dry offers low-cost, in-house financing for the cost of the license fee, and the loan is interest- and payment-free until the fourth month of operation. Cash is crucial in the first few months of any new business, and we want our new franchisees to have the first few months to reinvest in their business. This type of financing is unmatched in the franchise industry, and it is just another way that we invest in the success of our franchisees.

CHEM-DRY FRANCHISE COST

Four components make up the investment and startup costs of a Chem-Dry franchise business: initial license fee, turn-key New Business Set, equipment package and working capital. Chem-Dry helps finance three of these, which are considered hard costs of the franchise investment and vary based on the equipment a new owner chooses.

INITIAL HARD COSTS

(1) Initial License Fee	\$23,500	The right to use certain trademark, service marks and other commercial symbols, as well as the right to offer the authorized services, proprietary equipment and cleaning processes in your Chem-Dry business
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(2) New Equipment Package - Choose one

\$32,995	Executive Portable Package
\$52,995	Executive Truck Mount Package
\$58,995	Executive Direct Drive Truck Mount Package

Total Hard Cost Investment (Includes License Fee and Equipment Package)

\$56,495	Executive Portable Package
\$76,495	Executive Truck Mount Package
\$82,495	Executive Direct Drive Truck Mount Package

CLEANING FRANCHISE COST: THE VARIABLES

As shown above, hard cost of the Chem-Dry investment ranges from **\$67,645** to **\$178,907**. The initial license fee is fixed at **\$23,500**. The cost of the New Business Set varies depending on which package a new franchisee starts the business with and ranges from **\$32,995** to **\$58,995**.

The fourth component-working capital-covers other hard and soft costs related to the startup that aren't financed by Chem-Dry or a third party. These costs are variable and depend on the setup of each individual business. The general range for these costs is between **\$16,500** and **\$75,000**, plus owner living expenses.



HOW MUCH CAN I EARN?

SHORT ANSWER? IT'S UP TO YOU.

With the size of the carpet cleaning industry and Chem-Dry's growing market share, we're always looking for ways to expand revenue sources and increase franchisee revenues. If you want to run a top-performing business that hits or exceeds your financial goals, we have the experience to help you succeed.

Each year, we conduct an internal survey of franchisees to gauge how they are doing. In 2018, 239 franchisees representing 782 franchise units participated in our survey.

Here's a summary of the results:

- Average annual revenue per franchise owner: **\$311,949**
(89 of 239 franchise owners, or 29%, met or exceeded this average)
- Average job size: **\$289**
- Average annual revenue per franchise: **\$95,340**
(105 of 239 franchises, or 44%, met or exceeded this average)

Results for each franchisee differ, and, for a number of reasons, these results should not be considered as the actual or probable results that your Chem-Dry business will realize.

\$311,949 *Average annual revenue per franchisee

\$95,340 *Average annual revenue per franchise

\$25,995 *Average monthly revenue per franchisee

Source: Chem-Dry FDD 2019

*Represents the 2018 average revenue per franchise of 239 franchisees who collectively own 782 Chem-Dry franchises and who responded to an internal survey requesting financial results for the 2018 calendar year. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for informational purposes only.

WHAT SERVICES DO WE PROVIDE?

CHEM-DRY CLEANS AND PROTECTS EVERY SURFACE IN THE HOME AND WORKPLACE

As part of our commitment to franchise owners to offer a service that's as flexible and scalable as possible, Chem-Dry aims to adapt to the changing landscape by offering a variety of cleaning methods for different surfaces.

Carpet Cleaning: This is our core service, available for the home or office. We use a natural, nontoxic carbonating solution to deep-clean carpet by attacking dirt particles at the molecular level on the carpet fibers themselves. Our cleaning solution, The Natural, requires one-fifth the water of steam cleaners. The process results in a carpet that's cleaner, dries more quickly, doesn't harbor sticky or dirt-attracting residue and doesn't hold excess water that can breed mold and mildew within four or five hours after cleaning.

Upholstery Cleaning: The same process that cleans carpet so effectively works just as well on upholstery. The bubbles in carbonation penetrate natural and synthetic fibers to lift dirt to the surface of couches and chairs, where they're gently whisked away. Our Fabric Protector provides a water- and oil-repellent barrier to protect your upholstered furniture.

Tile, Stone, Granite and Grout Cleaning: Chem-Dry uses specialized cleaning solutions and powerful suction equipment to remove dirt and grime from stone, tile, granite and grout, ensuring they shine like new and last longer. During service, our technicians apply a durable sealant to protect surfaces between appointments.

Premium Area Rug Cleaning: Chem-Dry ensures area rugs are carefully handled and cleaned only by our certified, trained specialists. They are experts in area rug cleaning and perform a thorough evaluation to determine the safest, most effective method of cleaning your valuable rug, whether it needs to be cleaned in your home or at our facility to achieve optimum results.

Pet urine and odor removal: Standard cleaning won't touch pet urine stains, which leave behind concentrated urine crystals that emit pungent odors even after the liquid dries. Chem-Dry has developed a patented formula, P.U.R.T.® (Pet Urine Removal Treatment) that reacts with the urine crystals at the molecular level and breaks down their odor-causing compounds.

Dryer Vent Cleaning: Blocked or poorly maintained dryer vents can become significant fire hazards, as well as negatively affect dryer performance and even home health by promoting mold growth or, in the case of gas dryers, carbon monoxide poisoning. Chem-Dry's vent-cleaning service extends dryer life and efficiency while also reducing fire and other risks.

Air Duct Cleaning: Allergens, pollen, dirt and dust accumulate in air ducts, and are distributed throughout the house year-round if left in place.

Chem-Dry's air duct cleaning uses specialized solutions, air whips and brushes to quickly and safely clean and clear air-duct networks. An attached video camera also allows for before-and-after photography that can be printed or emailed to the client.

Wood Floor Cleaning: Homeowners make a major investment in wood floors because they are durable and long-lasting — but they still need regular cleaning to look their best. Chem-Dry's wood floor cleaning uses green-certified solutions and industry-leading machinery to provide a deeper clean with minimal water usage, prevent bacterial buildup and finish with a protective barrier and beautiful shine.

Vinyl Composition Tile (VCT) Cleaning: Chem-Dry has created the equipment and solutions necessary for franchise owners to clean these very common commercial floors, adding a valuable service that franchises and their commercial clients have long requested.

Specialty Stain Removal: It's hard to count all the substances that can stain upholstered items: grape juice, makeup, markers. No matter what the source, Chem-Dry technicians use the power of carbonation and the industry's finest products and tools to minimize or remove any kind of stain from any kind of surface.

WHAT DOES ALL THIS MEAN FOR A PROSPECTIVE CHEM-DRY FRANCHISEE?

It means that Chem-Dry is a company that's always moving forward, with an aggressive research and development team that's constantly looking for ways to improve our products and equipment. The team's primary goal is the same as our company's: to develop products and services that allow our franchise owners to maximize their franchise's earning potential and return on investment.

HOW ARE WE DIFFERENT?

CHEM-DRY'S PROCESSES ARE FASTER, MORE EFFICIENT AND HEALTHIER

Carpet cleaners generally use steam cleaning, or other similar methods. Chem-Dry is the only brand that uses Hot Carbonating Extraction, the more effective and healthier option.

The most common alternative to Hot Carbonating Extraction is traditional steam cleaning, which dumps gallons of hot, soapy water onto carpet — only to then try to suck up this high volume of dirty water with a high-pressure vacuum. This high-pressure suction

can damage the carpet, and excessive water can soak into the backing of the carpet, creating a moist breeding ground for mold and mildew.

And steam cleaning isn't even that effective. If you've ever run your washing machine without soap, you know that hot water alone won't remove stains. So most steam cleaners use additives, chemicals and soaps that can help get stains out but leave behind sticky residue that can actually trap more dirt. That's why steam-cleaned carpets often form fresh stains in the same spots as the old ones.

Some other carpet cleaning franchises use "dry" spray-on additive methods that coat carpet with a chemical cleaner, and then rely on several rounds of vacuuming to extract the loose dirt. This method leaves chemical residue on the carpet and tends to push dirt deeper into the carpet rather than removing dirt altogether. Carpet may look cleaner afterward, but often, the dirt is just moved around and remains in the carpet.

CHEM-DRY PROCESSES: A BETTER WAY TO CLEAN CARPET

The explosive power of Hot Carbonating Extraction — millions of microscopic bubbles blasting the dirt from carpet fibers and other surfaces — requires one-fifth of the water used in steam cleaning, reduces the risk of mold and mildew and ensures your carpet will dry in an hour or two instead of a day or two. Carbonation works at the molecular level to lift dirt particles to the carpet surface, which means Chem-Dry technicians require less suction to whisk the dirt away, reducing the risk of damage to your carpet.

There's a reason our patented cleaning solution is called The Natural®. We've used it in homes for more than 20 years, earning the Carpet and Rug Institute's Seal of Approval. It's a simple carbon





dioxide-and-water solution that's safe enough to drink — and we do drink it, tossing some back in a toast at our annual franchise conference!

The simplicity and effectiveness of The Natural® come from an understanding of chemistry and how it applies to getting stains out of carpet and other surfaces in your home and workplace.

Certain elements just aren't water-soluble or have limited solubility. Water alone is a decent solvent, but there are certain soils, fats and dyes that don't come out with just water. The trick is to break the chemical bond that certain elements form with carpet fibers and other surfaces. If you don't break that bond, you don't fully remove the stain.

That means you have to add something to the water. You could add chemical cleaners or detergents to the water, which help clean the surface more thoroughly but come with penalties: They can leave behind sticky and dirt-attracting residue that can attract more dirt, defeating the purpose of having your carpet cleaned to begin with, and they can irritate the eyes and mucous membranes of children, pets and you. Imagine frolicking with your young child and dog on a carpet crusted with chemical residue. Not terribly inviting, is it?

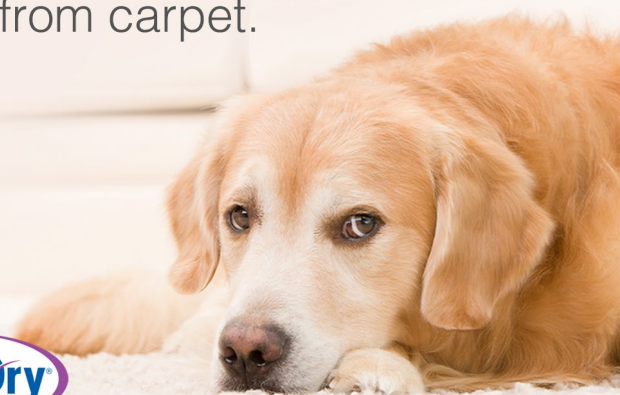
Now consider the effects of carbonation. No harmful chemicals here. There's no need. Carbonation, which looks like a pleasant

"fizzing" effect, is actually pretty violent at the molecular level, where soils and fats cling to carpet and other surfaces. The "explosions" literally shake the dirt loose from the surface and lift the soil particles upward, where they're easily removed.

Because the Chem-Dry process of Hot Carbonating Extraction is so effective, it requires only a fifth of the water used in steam cleaning. That not only conserves precious water, but it also allows the carpet to dry within an hour or two as opposed to a day or two with normal steam cleaning. That greatly reduces the risk of mold and mildew.

53%

More than half of all floor covering sales come from carpet.



Source: IBISWorld

Chem-Dry's Hot Carbonating Extraction process doesn't leave behind any sticky or soapy residue and dries much more quickly than competitors' chemical solutions. Our process is followed with an application of our proprietary protectant solution, which gives carpets a protective barrier to resist dirt.

And one other thing about carpet: For a long time, people had the idea that bare floors were somehow healthier than carpet because, the thinking went, carpet attracted dirt, dust, pet dander and other allergens. In recent years, we've discovered that this just may not be true.

Carpet really acts as a filter to trap most of those airborne particulates, whereas in a home with just bare floors, the dirt and dust swirl around and get kicked up for you to breathe every time there's activity on the floor. As long as you get the carpet cleaned regularly, it will continue to act as a filter to keep allergens out of the air in your home and workplace. As a matter of fact, Chem-dry removes 98% of allergens from carpet and upholstery, and 89% of airborne bacteria.

It all adds up to an outstanding business opportunity. Green cleaning induces customers to pay extra for healthy products and services, which means it makes money for franchisees. Chem-Dry, which constantly searches for ways to make its processes safer and better, has positioned itself to tap into this growing and profitable market.

CHEM-DRY LISTED AMONG THE TOP CLEANING FRANCHISES FOR DECADES

Of the nearly 40,000 carpet cleaning businesses in the United States, 84 percent are independent, mom-and-pop or sole proprietor operations. Most of these consist of a single owner who uses portable or rented equipment to steam-clean carpets.



Individual vendors, often called "Chuck on the truck," pose problems for customers looking for carpet cleaners they can trust. Trust may be the single biggest issue in carpet and surface cleaning; it's a business in which clients have to be able to trust the people they hire, since they're working in both offices and homes, sometimes in the presence of children and pets. If a carpet cleaning company doesn't inspire trust or — worse yet — violates it, they won't be earning that business again.

Chem-Dry selects only the best franchisees to represent its brand to the world. Our highly selective recruitment process emphasizes the personal interview, an analysis of financial resources and a measurement of the work history and accomplishments of a candidate, among many other success indicators. We want the best, and we go to great lengths to protect our brand. By selecting only the best franchisees to deliver trusted quality service to our customers, we are fulfilling our brand promise and building trust that others in the industry simply can't match.



Included in your New Business Set is a 4-month "Kick-Start" Marketing Program. You will have an SEO-Optimized website, and be trained on the dashboard for how to monitor it. You will get a "Chatleads" live web chat service, in order to engage website visitors 24/7. We will also set up and optimize your Google AdWords (Pay Per Click) advertising campaigns, including a starter budget to help seed those clicks. You will get Directory Optimization on over 50 local directories, a business phone number, an online review management account, and of course Digital Marketing training.

Chem-Dry further provides its franchisees with all the tools they need to aggressively market their businesses locally to get the phones ringing. We provide you with templates for postcards, magnets, business cards, stickers, brochures, door hangers, invoices, envelopes, calendars and email blasts.

ADVERTISING, MARKETING & TRAINING SUPPORT

STARTING A CARPET CLEANING BUSINESS IS EASY WITH THESE RESOURCES

Our main goal is to help our franchise owners grow the most profitable businesses possible, and marketing is one of the best means of quickly accomplishing that goal.

Gone are the days when you could run an ad in the Yellow Pages, make calls to a few important people, then sit back and wait for the jobs to pour in. Today, marketing a business like a Chem-Dry franchise requires an understanding of how to leverage the Internet and social media as a marketing tool. We help you increase your visibility on Internet searches, where consumers go today to find and choose vendors.



Our Senior Vice President of Marketing, Bill Zinke, has more than 25 years of experience in building brands and expanding the networks of several franchise concepts, and he and his team teach franchisees how to acquire new customers and generate repeat business.

CHEM-DRY'S NUMEROUS OTHER MARKETING RESOURCES

Marketing Toolbox: A convenient online center packed with images, photos and other graphics you can use to create your own local advertisements, plus templates that your local graphic artists can customize, as well as additional resources.

Franchise Website: Chem-Dry provides each franchise with a customized website local owners can use to attract online traffic and convert visitors into jobs.

Marketing Diagnostic: This tool represents an innovation in online resources for franchise systems. Franchise owners can access the toolbox and evaluate their businesses' success compared to standardized benchmarks and diagnose areas where improvements are needed.

Franchise Marketing Packet: A handy packet with announcement cards, door hangers, brochures and other basic materials you need to spread the word about your new business.

CRM Tool: Our Customer Relationship Management tool, OnTrack, is a web-based program used for billing and scheduling

customers, managing invoices and accounting software, gauging customer satisfaction, and marketing to your past customer database.

Our goal in marketing is to help each franchise build a strong, deep, loyal customer base that cleans multiple times a year. Repeat customers cost far less money and time to reach than new customers. Five years in, we want to see 70 percent of a franchise owner's business coming from an existing database of repeat customers; by then, a fully developed, robust customer database should have 2,500 names. Then, 2 to 10 customers should come from new customer acquisition marketing like pay per click advertising, and 1 in 10 should come from customer referrals. Franchise owners who follow our marketing strategy, and overall growth model, usually reach their goals.

RECEIVE INDUSTRY-LEADING TRAINING AT CHEM-DRY UNIVERSITY

With **3,000 franchise locations** worldwide, we've perfected the training and support techniques franchisees require to become successful, thriving Chem-Dry owners. New franchise owners become carpet-cleaning and healthy home experts during a weeklong residency at either our Logan, Utah, or Nashville, Tennessee, campus.

After completing the comprehensive training program, you'll have hands-on experience with each of the Chem-Dry business systems, will understand the best practices in carpet cleaning, and most importantly, have hands-on experience from the best trainers using the most cutting-edge equipment in the industry.



KEEP ON TOP OF THINGS WITH ONGOING SUPPORT

Some franchise opportunities throw new owners in the classroom, show them the “on” switch and send them on their way. At Chem-Dry, our training and support extend well beyond the classroom, with ongoing learning, support provided throughout the first year of operation and continuing thereafter.

During the first year of operation, your QuickStart coach leads you to adopting the Chem-Dry best practices you learned in training. These lessons reinforce training, and help calm nerves while simultaneously helping new franchisees set and achieve benchmarks, which promotes success.

From one-on-one pre-training sessions to frequent phone calls with “QuickStart” coaches and franchise colleagues, Chem-Dry franchise owners become part of a network of knowledgeable and caring business owners. All the while, Chem-Dry carpet cleaning franchises continue to receive the support and backing of our operations staff.

When new employees join your operation, our advanced Chem-Dry University online training program allows them to sharpen their skills and develop the knowledge necessary to achieve peak performance — all before they ever set foot in the field. Chem-Dry V.P. of Training and Development, Jotham Hatch, developed these programs with an eye to longevity, and he should know. He has been with Chem-Dry since 2003, holds a master's degree in instructional design and stays on top of emerging trends and technology in the field.

Throughout the year, we provide multiple in-person training events at regional mini-conventions, at our annual franchise conference and at venues around the world. Locations have included Cancun, Las Vegas and Orlando. These events are not only educational, but they're also designed to reinforce the sense of community within the Chem-Dry franchise system. After all, one of the best sources of information and best practices is our network of nearly 1,000 franchisees. With an average of 17 years in the system, our franchisees are the experts when it comes to what puts Chem-Dry at the top.





Next Steps

READY TO BECOME A PART OF THE NATION'S LARGEST, TOP-RANKED CARPET CLEANING FRANCHISE?

A member of our franchising staff will reach out to you by phone. The first call usually lasts just a few minutes and gives us a chance to introduce ourselves to one another and address initial questions.

We are looking forward to speaking with you and are excited that you're interested in getting in on the ground floor of Chem-Dry brand as we rapidly expand across the nation.

Thank you for your interest in becoming a Chem-Dry franchise owner!

