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Window Cleaning Business

1.0 Marketing Vision

Business Goals

- Increase revenue by 50%
- Hire admin staff
- Launch franchise program

Purpose - We want to be known as the company that takes the work out of and puts the fun and passion into a chore most everyone hates.

Visual - We have 10 trucks out in the neighborhoods working at full capacity and our 10th franchisee just signed up. Our window cleaning products can be found online and in every grocery and hardware chain in America.

Table: Gap Dashboard

Gap Dashboard	Year 1	Year 2	Year 3
Business			
Revenue Increase	\$1,230,390	\$1,312,000	\$1,353,000
Cleaning Crew Truck Purchases	2	2	3
Tactical			
New Admin Staff hours/week	215	2,000	2,400
Strategic			
Franchises Launched	0	0	1

2.0 Ideal Customer

Our ideal customer is a homeowner in one of about 15 ZIP codes with the home value and income to afford to have their windows cleaned at least twice a year. In most cases these are professionals who are either too busy to do home maintenance or prefer to use their free time to entertain or travel.

Caring about cleanliness is a must. While there is a status feeling attached to our service, the primary driving force is a need to have things clean. One look inside a prospect's car can offer clues about this force.

3.0 Remarkable Difference

Our difference is rooted in a passion for doing this work. We make our own cleaning solution, sell it in grocery markets and our technicians are the friendliest, most trustworthy folks we can attract.

We really take professionalism to new heights for our industry and make clean-up after the work as important as the work itself.

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Our core message speaks volumes - "Your Pane is Our Passion."

4.0 Product/Service Innovation

Our biggest innovation is that we do sell our cleaning products in stores - leading to a brand name for our services - and directly to our customers when we clean their windows. This leads to significant loyalty and referral as well as acting as a nice profit center.

5.0 Lead Generation Plan

Advertising

Trucks, job site signs, neighborhood flyers

Public Relations

Church cleaning, non-profit cleaning - clean church windows to let the holy spirit shine through - and get referrals from congregation.

Product placement - give away product to influencer - real estate agents

Referrals

Top remodeling and new home contractors - we clean homeowners' windows at a deep discount first time to acquire them as a customer.

Neighboring home coupons - When we clean a home we pass out coupons to neighbors.

Gift certificate mailing to existing customers - they pass the gift cleaning certificates on and earn gift cleaning bucks.

6.0 Lead Conversion Plan

Our lead conversion plan is that all calls are funneled to one appointment maker who is also a sales associate. Our incoming calls are scheduled and educated on what to expect - we know current customers from our CRM database and can schedule and network based on notes (our techs get the kids and pet names in conversation and we mention them). We always offer product.

All customers are put on a 3-month call back schedule to remind them that it is time to re-clean.

We send out quarterly newsletters that offer gift coupons to give away or use on their own homes.

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7.0 Service Experience

Our service experience is:

1. Lead technician greets the homeowner and goes over the plan for the home
2. Lead discusses our process briefly and assigns teams to work - all team members are dressed in branded work attire
3. Work is started by first setting up and staging any interior areas to protect work areas
4. Lead offers progress update if all-day job
5. Lead offers to tour completed work to assure satisfaction
6. Lead offers invoice with special referral offer
7. Follow-up call from home office two days after completion

7.1 Loyalty Product/Service Offerings

Our primary loyalty and WOW tools are our:

1. Professionalism compared to the industry
2. Cleaning and education process
3. Clean-up after the job process
4. Follow-up before and after the cleaning

8.0 Critical Numbers

All leads, sales and referral come through our central sales office. Our marketing department will track PR mentions and each customer will be offered the option to create a testimonial during their follow-up calls.

8.1 Sales Forecast

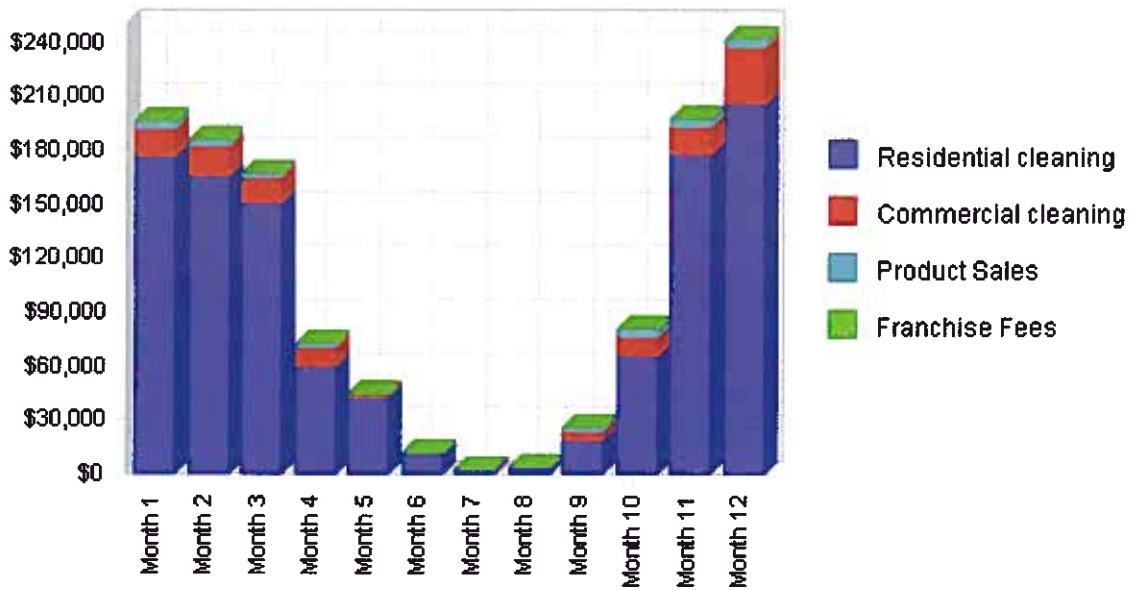
We have projected sales growth which reflects the seasonal nature of our business.

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Table: Sales Forecast

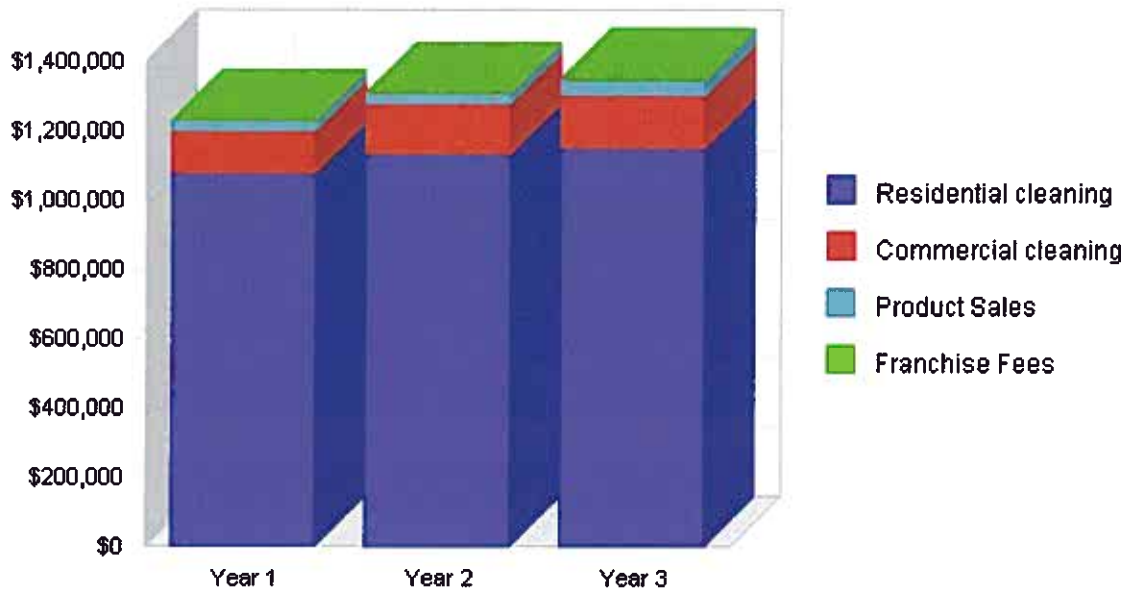
Sales Forecast			
	Year 1	Year 2	Year 3
Sales			
Residential cleaning	\$1,080,320	\$1,135,000	\$1,152,000
Commercial cleaning	\$120,345	\$142,000	\$151,000
Product Sales	\$29,725	\$35,000	\$40,000
Franchise Fees	\$0	\$0	\$10,000
Total Sales	\$1,230,390	\$1,312,000	\$1,353,000
Direct Cost of Sales			
	Year 1	Year 2	Year 3
Labor	\$600,336	\$638,500	\$651,500
Product used in cleaning	\$24,015	\$25,540	\$26,060
Direct costs for Product Sales	\$14,268	\$16,800	\$19,200
Subtotal Direct Cost of Sales	\$638,619	\$680,840	\$696,760

Sales Monthly



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Sales by Year



8.2 Marketing Expense Budget

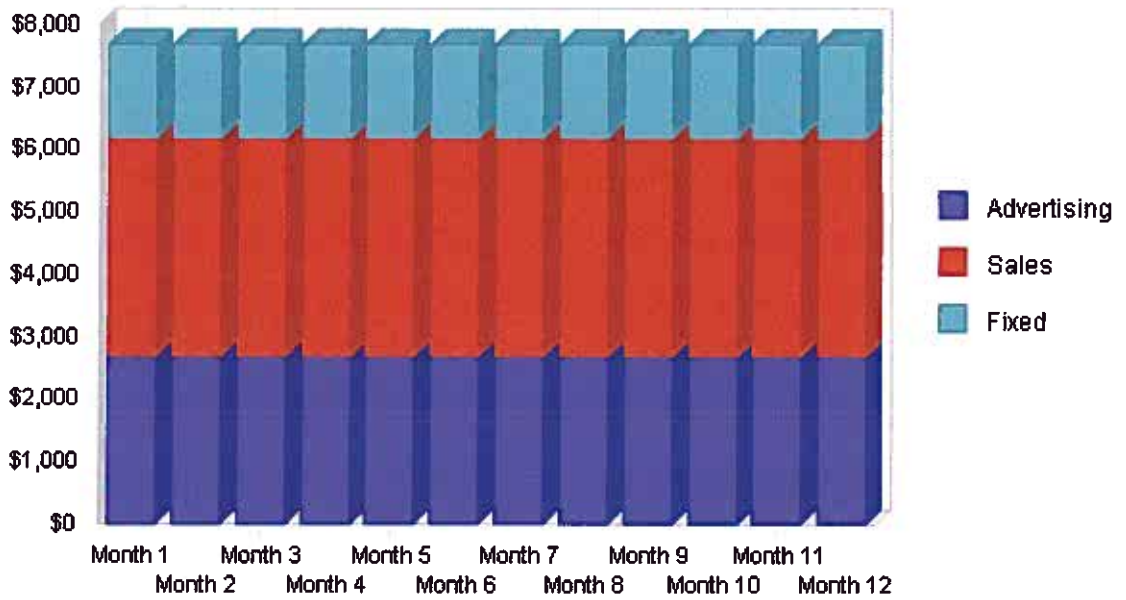
Expenses are up a bit due to increased labor costs.

Table: Marketing Expense Budget

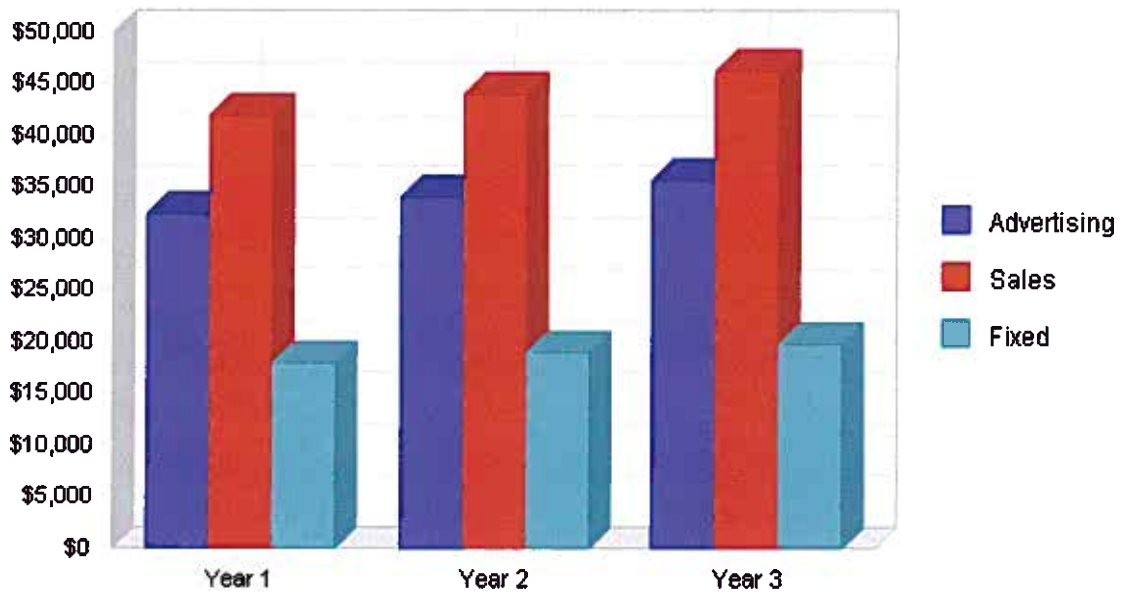
Marketing Expense Budget	Year 1	Year 2	Year 3
Advertising	\$32,400	\$34,020	\$35,721
Sales	\$42,000	\$44,100	\$46,305
Fixed	\$18,000	\$18,900	\$19,845
Total Sales and Marketing Expenses	\$92,400	\$97,020	\$101,871
Percent of Sales	7.51%	7.39%	7.53%

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Monthly Expense Budget



Annual Expense Budget



8.3 Key Marketing Metrics

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Table: Key Marketing Metrics

Key Marketing Metrics			
	Year 1	Year 2	Year 3
Revenue	\$1,230,390	\$1,312,000	\$1,353,000
Leads	1,500	0	0
Leads Converted	30.00%	0.00%	0.00%
Avg. Transactions/Customer	2	0	0
Avg. \$/Customer	\$1,500	\$0	\$0
Referrals	120	0	0
PR Mentions	24	0	0
Testimonials	12	0	0
Other	0	0	0

Appendix

Table: Sales Forecast

Sales Forecast												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales												
Residential cleaning	0%	\$176,780	\$165,440	\$151,085	\$60,755	\$42,435	\$11,800	\$2,385	\$2,955	\$19,100	\$65,900	\$205,285
Commercial cleaning	0%	\$14,600	\$16,500	\$14,200	\$10,500	\$1,900	\$300	\$300	\$300	\$3,885	\$10,600	\$32,000
Product Sales	0%	\$4,600	\$4,000	\$1,900	\$1,200	\$600	\$100	\$125	\$3,300	\$4,200	\$4,600	\$5,000
Franchise Fees	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales		\$195,980	\$185,940	\$167,185	\$71,855	\$44,935	\$12,200	\$2,645	\$3,380	\$26,285	\$80,700	\$242,285
Direct Cost of Sales												
Labor		\$95,690	\$90,970	\$82,643	\$35,328	\$22,168	\$6,050	\$1,273	\$1,628	\$11,493	\$38,250	\$118,643
Product used in cleaning		\$3,828	\$3,639	\$3,306	\$1,413	\$887	\$242	\$51	\$65	\$460	\$1,530	\$4,746
Direct costs for Product Sales		\$2,208	\$1,920	\$912	\$576	\$288	\$48	\$48	\$60	\$1,584	\$2,016	\$2,400
Subtotal Direct Cost of Sales		\$101,726	\$96,529	\$86,861	\$37,317	\$23,343	\$6,340	\$1,372	\$1,753	\$13,537	\$41,796	\$125,789

Appendix

Table: Marketing Expense Budget

Marketing Expense Budget	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Advertising	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700
Sales	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Fixed	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Total Sales and Marketing Expenses	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700
Percent of Sales	3.93%	4.14%	4.61%	10.72%	17.14%	63.11%	291.12%	227.81%	29.29%	9.54%	3.91%	3.18%