

LICENSE PROGRAM

The Power of DRY[®]

1-800 DRYCARPET DEVELOPED TO DRY CLEAN YOUR CARPET

1-800 DRYCARPET[™]
Authentic DRY ORGANIC Carpet Cleaning

Finally, a carpet cleaning service answers for all your carpet concerns.

- Leave the carpet DRY and READY to walk on.
- Uses ORGANIC products and is HEALTHY for the whole family.
- Carpet stays CLEANER LONGER and has no detergent residue.

✓ Deep Clean even pet stains
✓ NO SATURATED damage
✓ NO HIGH PHEWICODUR

Unleash the **POWER OF DRY[®]**
Call Now! 1-800-379-2277
or schedule online at drycarpet.com

1-800 DRYCARPET is a Franchise Company.

Carpet Cleaning that's DRY!

Unleash the **POWER OF DRY[®]** today!

It's Raining Outside...
But it's DRY inside



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THE POWER OF DRY®



Greg Cantrell
Founder/President/CEO
(888) 379-2277 x102

Message from our President

The Heart of 1-800 DRYCARPET®

Thank you for your interest in 1-800 DRYCARPET®.

For many people, owning and operating their own business is a lifelong dream. It was this ambition that led to the creation of 1-800 DRYCARPET® more than 10 years ago.

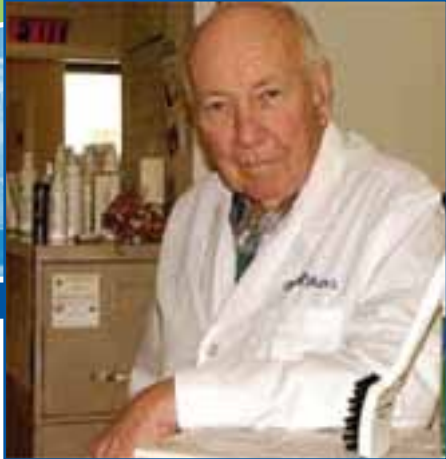
When you invest in the 1-800 DRYCARPET® License, you're not just joining an industry... you're joining a family. 1-800 DRYCARPET® family is large enough to offer an unparalleled brand, exceptional training, technical expertise and continuous support, yet small enough to provide a level of personal care and attention necessary to help you in every way possible to build a solid, lucrative business you can be proud of.

I invite you to learn about our unique concept, cutting edge business system, explosive service sector, revolutionary concept, great License Program and an opportunity to take control of your own financial future – this is 1-800 DRYCARPET®.

There has never been a better time to join our family. After reviewing this brochure, simply complete and submit our online, no-obligation "[Request for Consideration form.](#)" You'll be taking the first step in being awarded a 1-800 DRYCARPET® License and discovering the joy of seeing your own personal dream come true.



What Makes Us Unique



Dr. Don C. Atkins
DRYCARPET™ Chief Chemist

DRY ORGANIC™ Carpet Cleaning

With Swedry® our proprietary organic cleaning product, there is no inconvenient time or better way to clean carpet. Our genuine DRY ORGANIC™ carpet cleaning process can be done at any time, day or night, even while people are walking on the carpet. Areas that most often need cleaning do not need to be closed to traffic, making our product/technology perfect for use in busy homes or in commercial and retail facilities.

Customer Health and Safety!

Our DRY ORGANIC™ Carpet Cleaning product has eliminated potential health hazards associated with outdated wet methods. Steam cleaning especially, can force water to gain access to carpet padding creating high levels of humidity which stimulates growth of mold, mildew and allergens. Even more alarming, water left to dry in carpet for prolonged periods of time will allow living organisms to continue their growth cycles at an accelerated rate.

The Power of DRY®



Our proprietary professional products are only available to those in our system

Unlike our competition, our DRY ORGANIC™ system does not flush water, detergents and/or chemical based solvents through carpet, better yet, carpet is not wet for hours/days. Out dated, old fashioned processes such as Steam Cleaning, Shampooing (today sometimes referred to as “Dry Encapsulation” and/or “dry Foam”) typically lead to re-soiling, matting, crunchy and uglified-out carpet over a relatively short period of time. Conventional wet and/or pseudo “dry” carpet cleaning (when the core product is a liquid) can also dilute and remove valuable stain-resistant materials and crush resistant properties from carpets.

Utilizing Swedry® DRY ORGANIC™ Carpet Cleaner as an integral part of our cleaning system we have eliminated the need for detergents and chemicals. Because there is no soap and water left in the carpet to dry we've eliminated health hazards associated with wet chemical based cleaning while preserving and protecting the quality and integrity of the carpet. This is **“The Power of DRY®”** and this is bad news for our competitors – even those that claim a shorter drying time or that have re-defined shampooing as “Dry Encapsulation”.



What Makes Us Great Technology

Our EGR (Enhanced Geographical Routing) of 1-800 DRYCARPET® Telephone System rings to you

Our exclusive EGR (Enhanced Geographical Routing) technology enables our phone number, 1-800 DRYCARPET®, to ring directly to your business line and/or cell phone via zip code recognition. Homogenizing tried-and-true 1970's telephone switching technology with our EGR Telephone System and our Internet Software is yet another example of the Live and Real-Time value of our systems-rich program.

Internet Based Software

Our company has been internet based since 1999. Our state-of-the-art Internet Based Software will give you the most advanced, comprehensive routing, scheduling, dispatching, vehicle optimization and service planning systems available today. It will optimize your efficiency and your productivity in virtually every area, including work force deployment, operational management, accounting business reporting and EGR Telephone in-bound caller reports.

drycarpet.com

drycarpet.com gives you an invaluable resource for reaching customers and building your business. drycarpet.com attracts thousands of visitors daily! That's because drycarpet.com is ranked #1 on all major search engines. drycarpet.com educates the public on the benefits of using our Genuine DRY ORGANIC™ product and service through videos, TV and radio commercials and through over 2,500 customer blogs/ feedback/reports and stories. drycarpet.com allows its visitors to connect live to your data base and schedule an appointment online, all LIVE and in real time.

Credit Card Processing

You can process customer credit cards through our software. No bad credit cards and reduced processing costs are just a few of the advantages provided by our state-of-the art system.

THE POWER OF DRY®

from an owner

"You probably didn't wake up this morning thinking about going into the carpet cleaning business. Well, there was a time when I didn't either. But now I wake up every morning thanking my lucky stars I got into this incredible business."

Gabriel Grozav
1-800 DRYCARPET's 1st Franchise Owner



The Growing Strength of 1-800 DRYCARPET®

Since 1995 we have transformed our core business model from being a manufacturer of an exclusive DRY ORGANIC™ Carpet Cleaning formula and operating a regional 1-800 DRYCARPET® Carpet Cleaning service in Southern California, to that of an International Franchising and License Corporation with an unforgettable brand name- 1-800 DRYCARPET®.

We're a pioneer in the carpet cleaning industry and well known for bringing our customers safe, immediately dry, long lasting results. Our memorable brand serves as a powerful marketing tool – a constant reminder of who to call when only genuine dry carpet cleaning will do.

We are the only company that manufactures and utilizes their own proprietary DRY ORGANIC™ product in a genuinely dry carpet cleaning system. Backed by a 10-year reputation of exceeding our customers' expectations by utilizing our state-of-the-art dry cleaning technologies we have staked out a strong position as the industry's quality leader.

Extensive research has shown us exactly what the customer wants – the safest, most efficient, most thorough long-lasting carpet cleaning possible with zero downtime (no wet carpet) and no soap and water residue, backed by an accurate, honest quote and excellent service from a company they can trust. And that's exactly what we deliver.

**We're the industry's quality leader,
and our customers know it.**





the customer

Our Number One Goal is to exceed Expectations

Our Customers Say It Best:

"I prefer DRYCARPET over other cleaning companies because... it's non-toxic, dry, does the job, and it smells great!!!!!! I have a messy dog and baby and it does the job. Thank you DRYCARPET." Kathy W., Orange CA – Customer ID 6135

http://www.drycarpet.com/cgi-bin/ultimatebb.cgi?ubb=get_topic:f=7;t=000474

I used DRYCARPET for the first time yesterday. I have not been pleased with the result from many years of steam carpet cleaning and ran across DRYCARPET while surfing the subject on the internet. I tried it and like it! The result was simply fantastic. My carpets have not been this clean since they were new. I certainly plan to "stay dry" and will recommend DRYCARPET to my friends, relatives, and associates. Earl J., Los Angeles, CA – Customer ID 4816

http://www.drycarpet.com/cgi-bin/ultimatebb.cgi?ubb=get_topic:f=7;t=000273

"We had our carpets cleaned this weekend and they did a wonderful job. They were on time, did a great job and cleaned up after themselves. I would highly recommend this company. I have used them for years and continue to be pleased with their service." Mary C., Rancho Santa Margarita, CA – Customer ID 1310

http://www.drycarpet.com/cgi-bin/ultimatebb.cgi?ubb=get_topic:f=7;t=000483

"This is the third time we have had our carpets cleaned by DRYCARPET. It's the only way we'll do it now. The first time Greg personally called to thank us and secure our feedback on the product. Each time we have had the same crew leader. He is professional, personable and thorough. With three small children, a dog and two cats, our carpet takes the brunt of their activity. Juice and "other" matter collects in trails. I book our appointment online, and they show up, and our carpet looks like new. With the process, the carpet stays clean longer as old spills are not drawn back up and reappear as they do with steam cleaning. This is the only way we will get our carpets cleaned. Thanks DRYCARPET"

Robert P., Irvine, CA – Customer ID 5595

http://www.drycarpet.com/cgi-bin/ultimatebb.cgi?ubb=get_topic:f=7;t=000477

"I had our carpets cleaned by this company and am very pleased that they were courteous, on time, and most important they were able to remove various stains we thought were permanent! And by they way, these guys are different... I was able to walk on my carpet almost immediately after they left my home." Todd B., Orange, CA – Customer ID 5256

http://www.drycarpet.com/cgi-bin/ultimatebb.cgi?ubb=get_topic:f=7;t=000478

the market

THE POWER OF DRY®



1-800-DRYCARPET® TV Ad - 0:30

Reinvent the New You

REBRANDING OPPORTUNITIES

Convert your existing carpet cleaning business into a 1-800-DRYCARPET® Licensed Business. Call (888) 379-2277 for details.

So you're in the business, you have customers, you're making money and if experience has taught you any thing it's that "stand out" is everything,

Perhaps you're tired of looking and sounding exactly like your competition. You know you're different but it seems impossible to get your customers and/or your potential customers to believe this about you. You have integrity, a love for the business and you'd do anything for your customers but **your customers perception** of you, your equipment and company is an impossible up-hill climb. Rebrand your company and serve your community in a fresh new way - with a truly dry, green sustainable convenient DRY ORGANIC™ solution.

Oh, and our Rebranding Program will blow your competition out of the water. All that's required is your great winning attitude, your marketing efforts using our trademarks (see page 11), a desire to succeed and great customers service. Go green and enjoy all the systems-rich assets of 1-800-DRYCARPET®.

The way we see it, if you put customers first and believe that "a customer is always right" (even when they are wrong) you should know right now that we are 1-800-DRYCARPET® and we want you!



Advertising & Business Tools - DRYGuide.pdf



1-800 DRYCARPET® and Your Life

Over the years, 1-800 DRYCARPET® has fueled its growth and success by continuing its tradition of quality, excellent customer service and commitment to providing the best carpet cleaning service in the industry. With a 1-800 DRYCARPET® License, you can own a business that capitalizes on this solid tradition and excellent reputation for giving customers what they want – exceptional results, great service and real value.

Customers in Success

Our License program is designed to facilitate your success, but the relationship with our Licensees is based on much more than that. We view our Licensees and Franchisees as partners, customers and friends in the truest sense and we are vested in each others success. There are no corporate owned 1-800 DRYCARPET® units so we only make money when you make money. We grow when you grow. We can't be happy unless you are happy.

Our number one priority in everything we do is centered around maximizing your return on investment. We offer to you our proven program based on years of experience and continue to increase the value of our brand and the ultimate success of your License by making smart strategic decisions in the areas of selecting new Licensees and Franchisees, enhancing our marketing programs, developing new markets and evolving our systems.



Greg Cantrell, Founder/President/CEO
Give me a call. I'd enjoy speaking with you.
(888) 379-2277 x102

1-800 DRYCARPET® and You

Our Typical Licensee

Our typical License owners work in and on their 1-800 DRYCARPET® business. They hire, train and manage one assistant (we refer to our help as technicians), and oversee all aspects of growing their business.

Here's a profile of the group you would be joining by becoming a 1-800 DRYCARPET License owner:

- 98% have some college background
- 20% hold advanced degrees
- 95% are former middle or upper management professionals

In fact, many of our Franchisees and Licensees who hold advanced degrees come from high-level managerial positions. They just got tired of working for someone else, decided to go through the same process you are going through, discovered 1-800 DRYCARPET, and realized we were exactly what they had been looking for.



*Michael Price, Director of Development
Give me a call. I'd enjoy speaking with you.
(888) 379-2277 x1*



1-800 DRYCARPET® a "Green" Company

Since 1995 I have worked full-time as an independent franchise development and sales consultant specializing in recruiting qualified franchise owners for new and emerging franchise concepts. I have an intimate understanding of franchising and small business operational challenges from the unique perspective being a franchisee (SML - Success Motivation, Institute - Waco, Texas 1988 to 1995), as a franchisor equity partner (Advantage Golf, Inc.) and as a franchise development and marketing consultant currently representing over 250 franchise companies.

Since 1988 I have played an instrumental role in the development and marketing of a number of very successful franchise systems including CruiseOne, Curves, Advantage Golf, Images 4 Kids, PortraitEFX and many others that are continuing to grow and prosper.

1-800 DRYCARPET is a company that has captured my attention for 3 reasons. First, the company has invested heavily in the development of technology based systems that put them years ahead of the competition while giving their franchises and licensed operators a real competitive edge. Second, as the original organic based dry carpet cleaning system, 1-800 DRYCARPET® is a "green" company. In today's environment especially with the public so aware and concerned about the environment, this is huge. And, third is the brand advantage. 1-800 DRYCARPET® is a truly unforgettable brand and there's no question that 1-800 DRYCARPET® will be a household word in a very short time. What this all adds up to is a distinct advantage and a very strong competitive point of difference for the company's licensed operators and franchise owners.

our program

THE POWER OF DRY®



Support You Can Count On

We have a great program to help you build your business, and when you join us, you will be given all the training and support you need to achieve your goals. "After your classroom training, 1-800 DRYCARPET® brings on-the-job technical and operational assistance to YOU."

In-Depth Training

To get your 1-800 DRYCARPET® License up to our high standards takes hands-on training, not just in a classroom, but also on actual job sites. Six days of comprehensive training includes two days where you'll become familiar with administration, operations, products, systems and technologies followed by four days of on the job training for you and your technicians. During your training you will be involved with every department in the company to make sure you have a thorough understanding of our systems and to emphasize that consistency is vital to the continued strengths of our brand.

Support and More

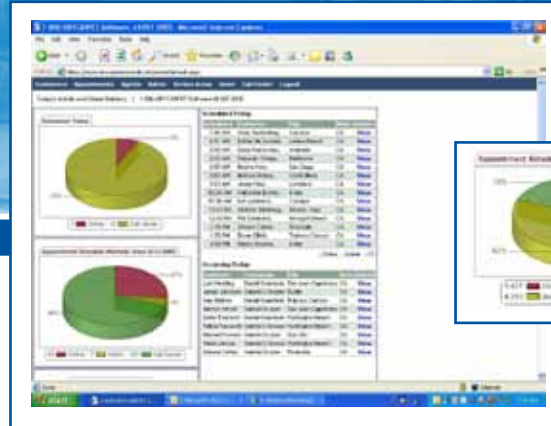
Our commitment to training does not end when you graduate from our training program. One of our seasoned Franchise/License Consultants will help you with the entire process of preparing to open your business, as well as help hire and train your employees. Afterwards, your Consultant will be available by phone to provide assistance and work with you as you expand your business. To continue your ongoing education, we also offer regular training workshops, conference calls and an annual convention where you'll meet and network with other successful 1-800 DRYCARPET® License owners.

Real People... Real Help

When you call our offices, you get real people committed to your success, and not the voice-mail runaround. That says a lot about how we do business. We do everything possible to make building your business easier, more profitable and better for you. To own a 1-800 DRYCARPET® License is to own peace of mind.

THE POWER OF DRY®

true turnkey



The Days Activity & Global Statistics screen

Hit The Ground Running... A True Turnkey Business

Marketing, Advertising Assets & Media-Mix

Your first question is probably "How will I find customers?"

At 1-800 DRYCARPET®, our marketing programs are designed to find, schedule and retain customers for you. You can accomplish this through leveraging our strong brand utilizing an aggressive "media-mix" of direct mail, newspaper insert and Internet advertising campaigns (<http://www.drycarpet.com/pdfs/DRYGuide.pdf>). Your efforts are supported

by our unique and very special EGR (Enhanced Geographical Routing) telephone technology – All 1-800 DRYCARPET® calls within your protected area(s) terminate (ring) directly

to your business and/or cell phone line(s). If you choose, your advertising campaign can begin while you're in training so when you return home, appointments will already be set for you with customers waiting to experience our incredible brand of service.

Everything You Need and More

We provide a true turnkey operational system including all the know-how, systems, products, equipment, training, marketing, accounting and support you will need to build a solid 1-800 DRYCARPET® business.

You provide the enthusiasm, great customer service, business management skills and a strong desire to succeed. Even if you've never operated or managed a business before, our program and step-by-step instruction will help you establish a business that is challenging and rewarding.

All we ask is that you are motivated to be successful, have the right attitude, work hard and have a vision for growth.



Advertising & Business Tools - DRYGuide.pdf



Your Investment

Your 1-800 DRYCARPET® License comes with a comprehensive package that includes everything you need to successfully do business. Our offering is all about value: value for customers, as well as value for you. By including complete training, advertising assets, EGR telephone system, equipment, products and supplies, one is left with few additional requirements.

The estimated initial investment range for a single area is as follows:

	Estimated Costs
License Fee	19,500
Vehicle (Leasing)	5,500
Equipment & Supply Pkg.	8,500
Promotional Materials	800
Handling/Shipping	754.00-Range

*These estimates are effective as of September 1, 2005 and may vary based on your individual circumstances. This is an estimate, and there is no assurance that additional capital will not be necessary during the start-up phase. Please see the 1-800 DRYCARPET® License Program Details for additional information.



Jeanette Olofsson,
Director of Franchise & License Development
Give me a call. I'd enjoy speaking with you
(888) 379-2277 x104

Build Equity in Your business Quicker

This "is" 1-800 DRYCARPET®

Some of the Benefits You Will Enjoy as a 1-800 DRYCARPET® License Owner

- ▶ An exclusive License territory that you own and you control.
- ▶ EGR Routing of 1-800 DRYCARPET® Telephone System to your business line or cell phone via zip code recognition.
- ▶ The power of our dominant brand, unforgettable name and trademarks.
- ▶ Access to our commercial products & equipment.
- ▶ A true competitive advantage. Access to our DRY ORGANIC™ products - **The Power of DRY®**.
- ▶ Access to our internet based software that helps "run" your business.
- ▶ Very low overhead. You can operate from your home.
- ▶ Immediate cash flow and no receivables.
- ▶ The pleasure of being your own boss and the flexibility to operate at your own pace, full or part time, with total control of your schedule.
- ▶ The ability to grow your business at the rate you choose.
- ▶ The assurance and confidence that comes from knowing that we're with you and behind you every step of the way.



Frequently Asked Questions

How is a License territory determined?

One License territory is defined by zip codes and include a minimum of the following demographic criteria: Population base of at least 100,000 and that has a minimum of 40,000 households with an average annual household income of at least \$50k.

Will my territory be protected?

Absolutely. No other 1-800 DRYCARPET® License or Franchise will be granted a Franchise or License within your defined territory.

Are multi-territory development opportunities available?

We encourage multiple-area ownership subject to availability and eligibility criteria. Ask one of our development consultants about our unique area development/director program.

Do you offer financing?

Yes. And we have established programs with several preferred lenders that can also advise and assist you in obtaining SBA financing.

What is the charge for continuing service, royalty and advertising fees?

There is no royalties structure with our License Program. We strongly suggest that you dedicate and spend a minimum of at least 6% of your gross sales to ongoing monthly local advertising.

What other fees and expenses should I expect?

We charge \$150 per month for your drycarpet.com page, \$150 per month for access to our internet Software and \$150 per month for EGR (Enhanced Geographical Routing) of 1-800 DRYCARPET® Telephone System to your business line and/or cell phone. Other fees you could expect to incur are minimal and would include items such as merchant account fees, bank service charges, telephone, vehicle, fuel and other costs normally incurred in the normal course of operating a business.

Do I purchase all my equipment, products and supplies from you?

Except for products and supplies available exclusively through us, equipment and supplies necessary for the operation of your business may be purchased from any approved manufacturer, supplier or vendor.

Who decides what prices I will charge?

You do; however we will provide you with a detailed guide based on local demographics which will help you in this area.



What about advertising and marketing?

We produce, develop and manage all print and electronic media, including the guidance and approval of radio ads and cable TV used in marketing and advertising campaigns. The amount you will invest in the initial start-up campaign as well as ongoing advertising, is determined by the media rates in your area. After your initial campaign, we work with you to develop a continuing advertising program (which you manage) designed around your strategic business plan.

Will I need to hire employees?

Depending on how you choose to operate and develop your business, you will need to hire at least one technician to work with you. Running multiple vehicles and crews would require hiring and managing 2 technicians per crew.

What types of insurance do I need and where do I get it?

You must obtain appropriate insurance coverage including liability, vehicle, and worker's compensation insurance (subject to statutory requirements). We have established a preferred provider relationship with a national carrier to make obtaining necessary coverage easy and affordable.

How will you help me after the initial training?

In many ways. First of all, you will receive a 1-800 DRYCARPET® Confidential Operation Manual which covers the many important aspects of your business operation. As manuals are updated, revisions will be sent to you. We'll continue to coach and assist you as you become a proficient operator. On an ongoing basis, we'll be working for you behind the scenes administering drycarpet.com, the back-end operating systems (internet based software), assisting your advertising and marketing campaign questions and "buys", managing EGR (Enhanced Geographical Routing) Telephone System, manufacturing our exclusive products including Swedry® DRY ORGANIC™ Carpet Cleaner, Swedry® Accelerator, Bad Dog® Stain & Odor remover, and developing new products and programs designed to help you progressively grow your business. In addition, we host an annual convention where you'll be introduced to new product developments, techniques and marketing programs while learning from and sharing ideas with other 1-800 DRYCARPET® Franchise and License owners.

How soon can I begin operations after I've been granted a license?

You'll be able to start operations immediately after you have attended and successfully completed the initial training program.

I would like to review the license agreement. Will you send me one?

Our License Agreement was developed by attorneys and specialists in Franchising and Licensing and are valued documents which we do not distribute indiscriminately. By following the steps outlined on the next page, we will be happy to provide you with a copy of our License Agreement.

If you are seriously considering a 1-800 DRYCARPET® License, we're certain you'll have additional questions. Please feel free to call us toll free at 888-379-2277. We'll be happy to provide the answers you'll need to properly evaluate our program.



Interested? Here's what to do next...

We realize that choosing a business of your own is an important decision that will affect you and your family for years to come. We encourage you to weigh all your options carefully.

Are you ready to join a leading company offering the highest quality product in a rapidly expanding growth industry? Are you ready to run your own business, begin building a solid foundation for your family's future, and yet take complete control of your time? Do you believe that there's no substitute for quality and excellent customer service? Are you willing to follow a proven system for starting and building a business? If you are, then we believe this may be the perfect opportunity for you.

Your Next Step

Step 1

Complete and submit our online "[Request For Consideration form](#)". If you are reading this brochure in an electronic form, [click here](#) to retrieve. Keep in mind, completing and submitting this form does not obligate you or us in any way. It will help us learn a little more about you and in turn, we'd like for you to learn a lot more about us.

Step 2

Upon receipt of your "[Request For Consideration](#)" form, we will call to give you a general overview of the business, discuss territory availability, learn more about your business goals, and answer any other questions you may have at that time.

Step 3

We'll provide a copy of our License agreement. This will allow you to properly evaluate and investigate our License program and agreement.

Step 4

Come see us in beautiful Southern California. This will give you the opportunity to meet our management team and observe 1-800 DRYCARPET® DRY ORGANIC™ Carpet Cleaning in action. We promise to amaze and impress you. You'll return with full knowledge of our system and all the details involved in owning and operating a 1-800 DRYCARPET® Licensed Business.

Step 5

Assuming you are right for us and we are right for you, we'll enthusiastically grant your territory and provide final executable documents for your review and signature. Upon receipt of your signed License agreement and License fee, we'll immediately confirm your training date and put all the wheels in motion to get your business started. You'll then be on your way to becoming a member of the 1-800 DRYCARPET® family!

Other Questions?

If you would like to get additional information prior to taking any of these steps, please call our Development Team toll-free at 888-379-2277. We'll be happy to answer any of your preliminary questions and help you determine if 1-800 DRYCARPET® is the right business for you.