

All information in this two minute drill has been provided by the Franchisor. Although every effort has been made to provide complete and accurate information, FranNet makes no warranties, express or implied, or representations as to the accuracy of content.

Voda Cleaning & Restoration

Contact Information - Who Gets Lead Referrals

Date Last Updated: May 16, 2023
 Referral Agreement Date: December 04, 2023
 Name: Dan Claps
 Address: 118 Vera Lane South , West Salem , WI 54669
 Phone: 7324769273
 Fax: N/A
 Main Email: dan@franchiseplaybook.com
 Email to send leads to: dan@franchiseplaybook.com
 Territory check email: N/A
 Website: <https://myvodafranchise.com/>
 FranNet Referral Fee: **One Unit Commission: \$29,000**
Two Unit Commission: \$39,000
Three Unit Commission: \$53,000

4 or more units pays out 40% of total franchise fees.

Business Basics

Industry	Restoration	Year started franchising	2023
Year business started	2009	Franchise units open	0
Number of Company units open	1	Investment Range \$	\$146,000.00 - \$198,250.00
Franchise fee \$	One Unit: \$59,500 Two Units: \$99,500 Three Units: \$134,500 For any number of units beyond three, add \$30,000 per unit.	Required liquid capital \$	\$75,000
Required net worth \$	\$250,000	Royalty	7%
Industry size \$	\$200B+	Available in Canada/ Internationally	No/No
SBA Registry?	Yes	Discount Program Offers	None
Offer Group Health Insurance?	Yes	Buyer Motives	
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Yes		

State Registrations

Registration States

Currently not approved and not available in:

CA, HI, IL, IN, MD, MI, MN, NY, ND, RI, WA

Non-Registration States

Currently not available in:

CT, GA, LA, ME, SD

US Territories

Currently not available in:

GU, PR

Canadian Provinces

Currently not available in:

NB, NL, AB, NT, NS, PE, QC, SK, ON, YK, MB, BC, NU

Sold out: Washington DC, Loudoun County VA, Fairfax County VA, Arlington County VA, Alexandria County VA, Montgomery County MD, Prince Georges County MD.

CONFIDENTIAL

Business Features

Voda Cleaning & Restoration - A New Level of Clean. A New Level of Franchise.

At Voda Cleaning & Restoration, it's our mission to make life easier for those responsible for creating inviting, healthy spaces where people live, work and do business. We help our customers be the heroes of their homes and businesses by providing essential cleaning (carpet, upholstery, tile & grout) and restoration(water and mold mitigation) services when customers need us most.

Voda Cleaning & Restoration is an essential, recession-resistant business – the need for our services never goes away. With a vision to "elevate the standards of cleaning and restoration across the nation," Voda Cleaning & Restoration utilizes a differentiated brand in the marketplace and robust service offering that provides franchisees with multiple revenue streams from both residential and commercial customers. We have our franchisees back every step of the way. Leveraging a proven business model and unmatched franchise technology, support and marketing, we have built a strong yet simple franchise system that provides franchisees with everything they need to be successful in their local markets. All backed by an executive leadership team (ELT) with more than 50 years of franchising and related experience across 17 different franchise concepts.

Key Points:

-

Build your legacy and secure your future with Voda Cleaning & Restoration by bringing this great brand and service to a community near you. Key territories now available across the U.S.

Recession Resistant

Yes. The cleaning & restoration space is proven to be recession resistant. One of the most enduring industries in a tough economic climate.

Issues and Ambushes

I don't have any prior experience in cleaning & restoration, will this work for me?

If you have a strong passion for the space and desire to run a profitable business, we give you all the resources and knowledge you need to know. We are a sales organization that provides great service to homeowners and businesses. You bring your passion for running a business and we will support you with the rest.

How do you get the phone to ring?

At Voda, you have an experienced team of marketing and lead generation professionals behind you. We use a combination of B2C and B2B marketing tactics to help drive qualified leads and appointments to your business. Our lead generation programs drive qualified leads to our 24/7 callcenter that makes job appointments for your business. Additionally, we have a robust commercial outreach program that drives appointments for commercial jobs through relationship building and digital marketing outreach.

How long have you been franchising?

Voda Cleaning & Restoration franchised their business model in 2023 after running successfully since 2009. Voda is a new franchise, what benefit will I get as an early franchisee? Voda was founded in 2009 and franchised starting in 2023 by an expert franchising team with more than 50 years of experience across 17 franchise brands. Early Voda Cleaning & Restoration franchisees will have the opportunity to take advantage of the best available territories across the country and white-glove, VIP support from our corporate team.

What is the competition?

The cleaning and restoration market is ever-changing with a blend of franchise-based and mom-and-pop operations. Our model is not like any of our competitors since we offer both carpet cleaning and restoration services, so franchisees benefit from immediate revenue from homeowners and larger ticket jobs from commercial relationships. Voda Cleaning & Restoration sought out to build an elevated and differentiated brand unlike anything in the marketplace today and leveraging its unmatched customer service as reflected in its more than 1,300 5-star reviews.

How will seasonality affect my business?

In the cleaning & restoration space, the work is never done. We are an essential business that is both COVID-resistant and recession-resistant. Whether it's a scheduled carpet cleaning or response to the nearly 14,000 water damage events that occur every day, there is no down-season in this space.

What about licensing & permits?

All General Business licenses for your state or county. There are no federal or state licensing to do our work. We do require certain certifications from the IIRC to operate our business: WRT / AMRT or MRC (For Mold remediation) / ASCS

Failures

N/A

Hooks and Hangers

Our reasons to believe (RTBs):

- **A Booming Industry:** Grow your business within a \$200+ billion industry with 5% YoY growth.
- **Simple Business Model:** Home-based, quick to activate, minimal staff of 2-3 employees to launch.
- **Attractive Financials:** Low investment, low royalties and fees, high margins.
- **Differentiated Branding:** Elevated branding not seen in the industry, developed by nationally acclaimed branding agency.
- **Experienced Leadership Team:** Support from expert executive leadership team (ETL) with more than 50 years of experience across 17 franchise concepts and a COO who has both built and led successful home services franchises.
- **Multiple Revenue Streams:** Highly scalable with multiple revenue streams from both residential and commercial customers.
- **'Done For You' Marketing:** We manage all aspects of marketing for you including lead generation, SEO, social media and more.

- **24/7 National Call Center:** We set your job appointments so you can focus on running your business.
- **Tools for Success:** Dedicated franchise success coach and industry-leading training systems.
- **Commercial Relationship Building:** Support for commercial customer relationship building and B2B lead generation.
- **Industry-Leading Proprietary Technology Suite:** We have assembled a best-in-class suite of technology platforms, partners and proprietary software to support our franchisee's success.
- **World-Class Analytics & Reporting:** Unmatched analytics and insights dashboard Scoreboard™ (built and developed by a former Google data scientist).

We consider ourselves a lead generation company that happens to sell restoration and cleaning services. Our CEO built a very large and successful lead generation company before exiting to PE and our CMO lead marketing and lead generation with brands such as Anytime Fitness, Mayweather Boxing and Scenthound.

Discovery Day Process

Initial Training • The Voda Way: Foundational Business Training • Voda Marketing: Marketing The Voda Way • Technical Field Training and Mastering Best Practices in Cleaning and Restoration • Establishing Financial Best Practices • How to Manage and Create a Winning Team • Voda's Gold Standard for Customer Care • Job Shadowing On-Going Support • Hiring support • Field support • Supervision and/or assistance via on-site jobs, off-site, phone, or virtual • Strategic Growth Training • Managing Teams • New Milestone Preparation • Ongoing Marketing and Sales Training

Consultant Payment Terms

10 days after full franchise fee payment is received.

VetFran/Minority Discounts

We currently do not offer this but we do plan to offer VetFran discounts when we are able to apply (after 5 units).

E2 Visa/EB-5 Program Status

Yes

State Deferments

Not Available

Candidate Sales Process

Step 1 - Introduction Call: We get to know the candidate, introduce the candidate to the brand & what makes us unique.

Step 2 - Unit Economics Call: We'll discuss startup & operating expenses, reported earnings and send candidates our FDD for review.

Step 3 - FDD Review and Q&A Call: We will review key items in the FDD and answer any questions from the candidate. Candidate will also complete a personal finance survey.

Step 4 - Territory Mapping: We build out the candidates territory together with them, invite them to our next Confirmation Day and hold a C-Day prep call.

Step 5 - Confirmation Day: Meet the team in-person, deep dive into franchise and decision day call held after C-Day.

Step 6 - Franchise Agreement: Personalized franchise agreement delivered to candidate, candidate signs & fees are transferred.

Step 7 - Welcome Call: Celebrate with the entire team over zoom and discuss next steps as a Voda franchisee.

Owner Roles

What will be the role of the owner?

Sales, Managing Technicians, Scheduling Jobs, Some in-field work, customer management General Administration, networking and community events.

What will be the role of the multi-unit operators?

Managing your Managers, Strategic planning, networking with adjusters and insurance agents, community events, finding commercial accounts. Financial planning

What will be the role of the single unit operators?

Sales, Managing Technicians, Scheduling Jobs, Some in-field work, customer management General Administration, networking and community events.

FranNet Comments/Validation Summary

Not Available