

**MIGHTY
FINE** GROUP



A Mighty Fine idea

Benefits of running a Mighty Fine franchise

Franchise Kit



Aside from the joys of possibly spending a large part of your day working outdoors on your terms- A Mighty Fine franchise offers some appealing business advantages over other franchise opportunities.

Primarily, it's about choice.



On Your Own or Build a team

You have the choice to scale the business the way you want. If you want something just for you without the worry and complexity of managing a team, this business is perfect for an individual but if you have grander plans the business is highly scalable.

A man in a blue polo shirt is using a long-handled brush to clean a window on a house. The brush is extended high up, reaching the top of the window frame. The man is looking up at the window. The house has a beige exterior and a red roof. There are trees and a fence in the background.

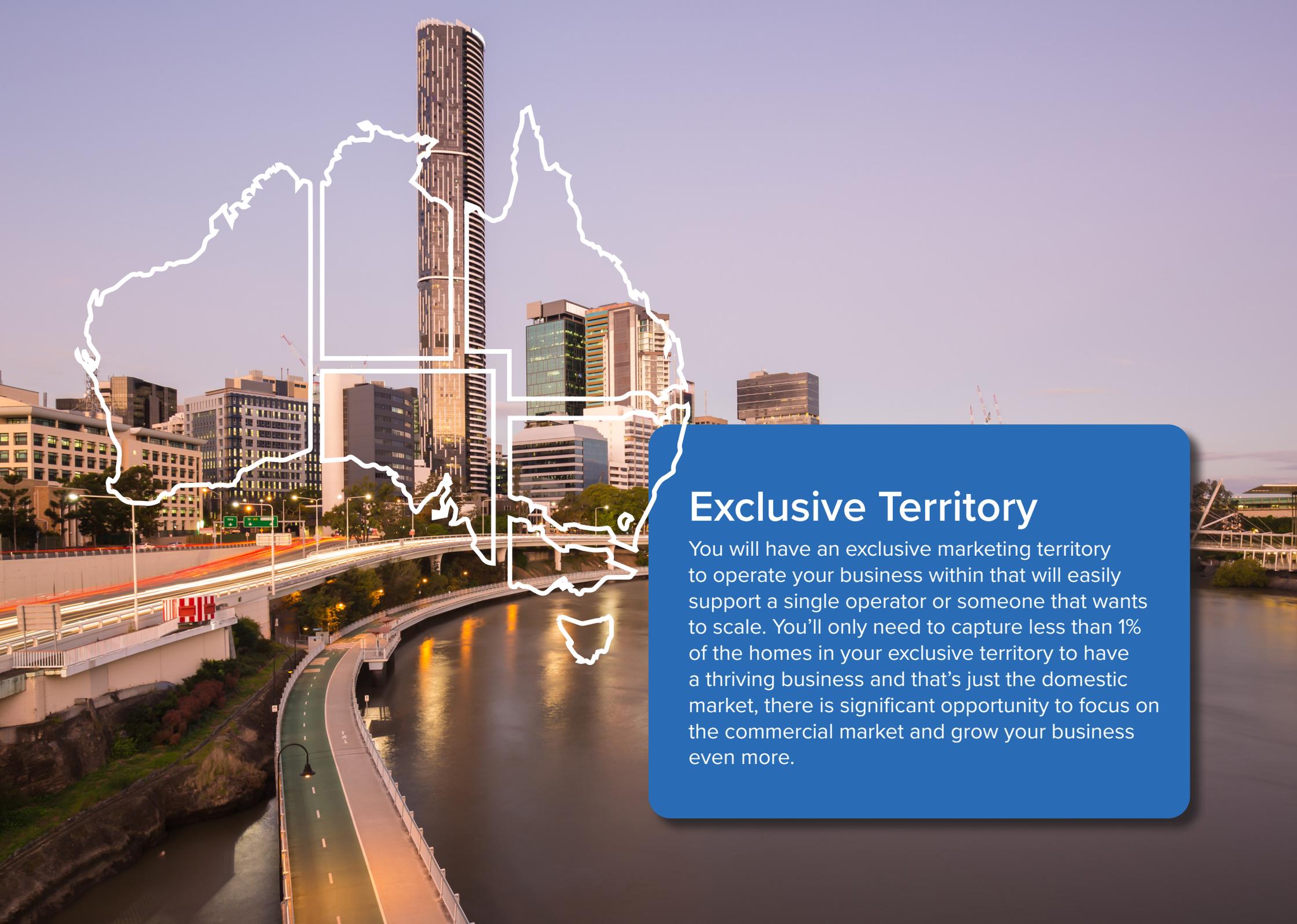
Lower Overheads

Operating A Mighty Fine franchise business will typically require a substantially lower overhead compared to a large number of other franchise opportunities. This lower overhead means you are able to get traction and realize a return on your investment much quicker. You are able to launch the business faster because you don't have to find a site, negotiate a lease, fit out the premises, which is the biggest reason businesses don't launch in a timely manner and enable the franchisee to generate income quickly.

Easily Scalable

Many entrepreneurs find the flexibility of a service based business like a Mighty Fine Franchise one of its greatest appeals. When you rent or own a bricks and mortar style business, you are locked into a commitment regardless of what the economy and your sales are doing. With a service-based business, it is much easier and faster to scale up or down to meet market conditions or changes in your lifestyle.





Exclusive Territory

You will have an exclusive marketing territory to operate your business within that will easily support a single operator or someone that wants to scale. You'll only need to capture less than 1% of the homes in your exclusive territory to have a thriving business and that's just the domestic market, there is significant opportunity to focus on the commercial market and grow your business even more.

Highly Profitable

With an exclusive territory, the potential income for a solo operator is well in excess of \$1000 a day, with operating costs of around 30%, this opportunity is highly profitable.

Ultimately, It's about living the life you want and earning the income you desire.





Why Softwash and more specifically Why Mighty Fine?

Our competitors focus on dirt and cleaning –
We focus on enhancing the appearance of our
client's property.

Our History

Alan Robertson identified the opportunity to develop a specialised exterior cleaning business whilst working in his families interior Resort and Bond Cleaning business. It was here that Alan saw the need for quality exterior cleaning and purchased a Pressure Cleaner to extend the services already offered.

It did not take long for Alan to see the industry norm of High-Pressure blasting had the ability to cause damage, in particular to rendered, painted and timber surfaces. In seeking a better process Alan found 'Soft Wash', a process using a surfactant applied and rinsed at Low Pressure which can produce amazing results without the associated risks.

Soft Wash is a huge industry in the USA and fast growing here in Australia. On a business trip overseas Alan made enquiries and came back with equipment to build a small Soft Wash system. This has been improved on and is now capable of cleaning from small residential properties to large commercial buildings. Along with the addition of a Gutter Vacuum System, Exterior Window Cleaning equipment to clean windows in Multi-Level buildings and a dirty water recovery system to aid with EPA compliance this becomes a complete package for exterior building cleaning.

Within 6 months of promoting the exterior cleaning the interior cleaning side of the business was sold to allow full focus on exterior cleaning only, 'Soft Wash Sunshine Coast' was fully operational and has been trading since 2017.



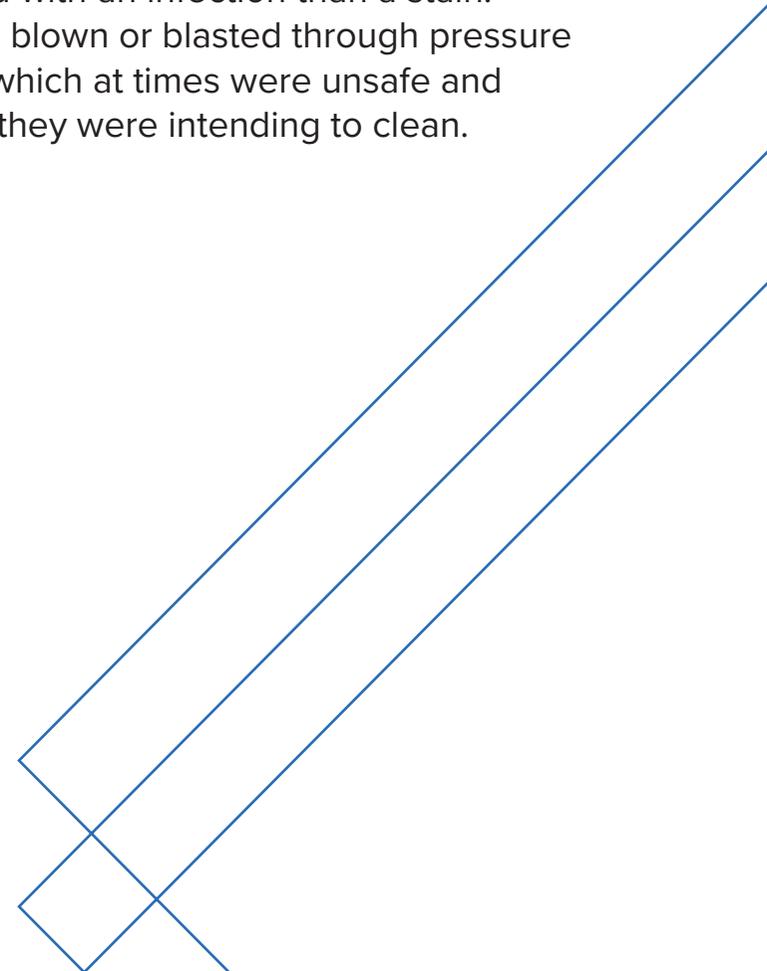
Our System

Our surface restoration system is an efficient, safe and effective cleaning method designed to restore the exterior of buildings close to their original appearance. The process removes biological growth and pollutants from the surface. The system is very fast, thereby saving customers inconvenience, downtime, and money.

Until now, pressure washing has primarily been the method used in cleaning the exterior of buildings. There have been significant complaints about the damage to buildings as a result of cleaning with pressure.



Roof Cleaning. Bacteria, moulds, fungi, and algae growing on the roofs of buildings were more closely associated with an infection than a stain. Traditionally these outdoor surfaces were blown or blasted through pressure washing and the use of harsh chemicals which at times were unsafe and often resulted in damage to the surfaces they were intending to clean.





Exterior Cleaning

The Mighty Fine system gently removes algae, fungus, mildew, mould, pollen, dirt, grime, spider webs, and wasp nests from the exterior of our clients premises using our unique proprietary cleaning solution and very low pressure.



The Mighty Fine system

Uses virtually no pressure to apply our proprietary cleaning solution. Our product and system are responsible for the remarkably improved appearance of hundreds of buildings. Because of our process, our client's premises stay cleaner for much longer than if pressure washed and without causing damage.



Additional services offered

Gutter cleaning, Solar panel cleaning, EPressure cleaning & Exterior window cleaning. All of these additional services can be completed whilst completing the major services or roof and exterior surface cleaning thus maximising the service call and potential income earner per client.

The Mighty Fine system is ...

- ✓ Cost effective
- ✓ Removes embedded growth and pollutants
- ✓ Non-Destructive
- ✓ Able to restore Surfaces to their original appearance
- ✓ Proven to prolong the life of surfaces
- ✓ 8-10 Times faster than conventional cleaning
- ✓ A solution for all surfaces
- ✓ Effective in removing algae, mould, mildew and other biological growth.
- ✓ That's enough about systems, products and processes, we know they're the best in the Australian market.



Why is Mighty Fine the franchise opportunity for you?

We're looking for people that want to be associated with a quality offering, Quality is what we stand for, and what we offer in our support programs.

- Territory mapping and market research – We have analysed the marketplace and know what determines a successful territory
- Exclusive territory to focus on local residential clientele whilst we assist with securing commercial opportunities
- Established and documented systems – SOP's, Operations manual, training manual
- Extensive training program and in-market launch support of your business
- Initial marketing campaign and ongoing marketing support
- Proprietary products that differentiate us from other providers

The Finance side

Total cost \$89,000 plus GST**

The Initial franchise package includes:

- Accommodation during training program
- Training program
- On field training for 5 days in Qld
- Working at heights and working safely on a roof
- Workplace Health & Safety
- In - Territory launch support for 3 days
- Uniforms
- Launch marketing kit
- Operations manual and supporting tools
- Digital marketing including social media presence and localised Website page

Branded vehicle options with equipment package, including:

- Equipment \$44,000 plus GST*
- Trailer & Signage \$10,000 plus GST
- Other costs \$35,000 plus GST

Mighty Fine has a very fair ongoing royalty structure that graduates and caps out to allow a franchise partner to really develop their territory and benefit financially.

*The equipment price may vary slightly

**The total cost may vary if alternative vehicle is chosen

Ongoing Expenses

Time frame	Minimum
0-3 months	\$110 week
3-6 months	\$220 week
After 6 months	\$330 week

Our franchise fee structure is designed to recognise the start-up phase of the business and to incentivise you to grow your territory as the franchise fee is capped.

A productive franchise partner (sole operator) could allocate 4 days a week to delivering services to clients and should be aiming at a minimum of \$1,000 income per day which equates to earnings in excess of \$150,000 pa (allowing for 38 weeks per annum) That's 14 weeks of annual leave to live the lifestyle you have always dreamed of.



Next Steps

1. Apply online and register your interest
2. A member of our franchise partner recruitment team will call you to answer any questions and to ascertain if we should meet
3. Sign confidentiality form and enquiry form
4. Speak with our Founder and CEO Alan Robertson
5. Receive Disclosure document, proforma franchise agreement and financial modelling tool
6. Meet with Franchisor and complete onsite (on the job evaluation) OJE.
7. Mutual approval
8. Issue Letter of Intent
9. Sign letter of Intent
10. Issue Formal franchise documents
11. Commence training and business launch preparations
12. Launch business
13. Live the dream lifestyle





**MIGHTY
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