

MAR 28 2012

# FRANCHISE DISCLOSURE DOCUMENT



Fish Window Cleaning Services, Inc.  
A Missouri Corporation  
200 Enchanted Parkway  
Manchester, Missouri 63021  
1-877-707-3474  
[www.fishwindowcleaning.com](http://www.fishwindowcleaning.com)

The franchise offered is for the operation of a FISH WINDOW CLEANING® business within a particular geographic territory. The business features window and specialty cleaning services for residential and commercial buildings of three stories or less.

The total investment necessary to begin operation of a FISH WINDOW CLEANING business ranges from \$76,225 to \$90,600 for a Small Package. This includes between \$60,600 and \$65,100 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of a FISH WINDOW CLEANING business ranges from \$94,725 to \$106,200 for a Standard Package. This includes between \$71,600 and \$76,100 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of a FISH WINDOW CLEANING business ranges from \$122,225 to \$136,700 for an Executive Package. This includes between \$94,100 and \$99,600 that must be paid to the franchisor or its affiliates.

The disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least 14 days before you sign a binding agreement or make any payment in connection with the franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Nathan Merrick, Vice President of Franchise Development, at 200 Enchanted Parkway, Manchester, MO 63021, 1-877-707-3474, or [Nathan@fishwindowcleaning.com](mailto:Nathan@fishwindowcleaning.com).

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "*A Consumer's Guide to Buying a Franchise*," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may be laws on franchising in your state. Ask your state agencies about them.

**ISSUANCE DATE: March 26, 2012**

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A for information about the franchisor or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. YOUR FAILURE TO MEET MINIMUM PERFORMANCE STANDARDS MAY LEAD TO THE TERMINATION OR NONRENEWAL OF THE FRANCHISE AGREEMENT.

2. THE FRANCHISE AGREEMENT PERMITS YOU TO ARBITRATE ONLY IN ST. LOUIS, MISSOURI, OR AT SUCH OTHER PLACE AS MAY BE MUTUALLY AGREEABLE TO THE PARTIES. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST MORE TO ARBITRATE WITH FISH WINDOW CLEANING SERVICES, INC. IN ST. LOUIS, MISSOURI, THAN IN YOUR HOME STATE.

3. THE FRANCHISE AGREEMENT STATES THAT THE LAWS OF THE STATE OF MISSOURI GOVERN THE AGREEMENT. TO THE EXTENT NOT SUBJECT TO ARBITRATION, ANY CAUSE OF ACTION, CLAIM, SUIT OR DEMAND MUST BE BROUGHT IN THE FEDERAL DISTRICT COURT FOR THE EASTERN DISTRICT OF MISSOURI OR IN ST. LOUIS COUNTY CIRCUIT COURT, ALTHOUGH THE GOVERNING LAW MAY PROVIDE THAT ANY PROVISIONS OF THE FRANCHISE AGREEMENT DESIGNATING JURISDICTION OUTSIDE OF THE STATE ARE VOID. IT MAY COST MORE TO LITIGATE WITH US IN ST. LOUIS, MISSOURI, THAN IN YOUR HOME STATE.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more Franchise Brokers or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

Effective Date: See the next page for state effective dates.

## FRANCHISE DISCLOSURE DOCUMENT EFFECTIVE DATES IN DESIGNATED STATES

The following states require that the Disclosure Document be registered or filed with the state or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Franchise Disclosure Document is registered, on file, exempt from registration, or otherwise effective in the following states with franchise registration and disclosure (or business opportunity\*) laws as of the dates listed:

California	Effective date:	April 20, 2011
Florida	Effective date:	April 14, 2011
Hawaii	Effective date:	August 18, 2011
Illinois	Effective date:	See Illinois FDD
Indiana	Effective date:	April 8, 2011
Kentucky*	Effective date:	February 24, 2000
Maryland	Effective date:	May 4, 2011
Michigan	Effective date:	April 8, 2011
Minnesota	Effective date:	April 11, 2011
Nebraska*	Effective date:	August 6, 1998
New York	Effective date:	April 21, 2011
North Dakota	Effective date:	April 25, 2011
Rhode Island	Effective date:	April 7, 2011
South Dakota	Effective date:	April 8, 2011
Texas*	Effective date:	June 14, 2000
Utah	Effective date:	April 21, 2011
Virginia	Effective date:	April 19, 2011
Washington	Effective date:	April 21, 2011
Wisconsin	Effective date:	April 7, 2011

In all other states, the effective date of this Franchise Disclosure Document is **March 26, 2012**.

\*Denotes one-time filing

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