

FRANCHISE DISCLOSURE DOCUMENT



Home Clean Heroes Franchising, LLC
A Virginia Limited Liability Company
2829 Guardian Lane, Suite 100
Virginia Beach, VA 23452
(757) 215-4253
www.homecleanheroes.com

The franchisee will establish and operate a business offering high-quality cleaning services on a one-time or recurring basis, including initial, weekly, bi-weekly, tri-weekly, monthly, one-time and move in/move out, for both residential and light commercial customers using the trademark HOME CLEAN HEROES®.

The approximate total investment necessary to begin operation of a single Home Clean Heroes® franchise business is currently \$102,077 to \$165,016. This includes \$40,500 to \$55,200 that must be paid to the franchisor or its affiliate(s). The total investment necessary to begin operation of one Home Clean Heroes franchised business under an area development agreement is \$147,077 to \$202,516. This includes \$75,500 to \$92,700 that must be paid to the franchisor. The minimum number of Home Clean Heroes franchise businesses required to be opened under an area development agreement is 2.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government 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 Walter Ewell, Timothy Holadia or Jodi Ramoino at 2829 Guardian Lane, Suite 100, Virginia Beach, VA 23452, (757) 215-4253.

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 for additional information. Call your state agency or visit your public library for other sources of information on franchising. There may also be laws on franchising in your state. Ask your state agencies about them.

The Issuance Date of this Disclosure Document: May 1, 2018.

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. **THE FRANCHISE AGREEMENT AND THE AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO LITIGATE ONLY IN THE COMMONWEALTH OF VIRGINIA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH US IN THE COMMONWEALTH OF VIRGINIA THAN IN YOUR HOME STATE.**
2. **THE FRANCHISE AGREEMENT AND THE AREA DEVELOPMENT AGREEMENT STATE THAT THE LAW OF VIRGINIA GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **THE FRANCHISOR IS AT AN EARLY STAGE OF DEVELOPMENT AND HAS A LIMITED OPERATING HISTORY. THIS FRANCHISE COULD BE A HIGHER-RISK INVESTMENT THAN A FRANCHISE IN A SYSTEM WITH A LONGER OPERATING HISTORY.**
4. **YOUR SPOUSE MAY BE REQUIRED TO SIGN A DOCUMENT THAT MAKES YOUR SPOUSE LIABLE FOR ALL FINANCIAL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT EVEN THOUGH YOUR SPOUSE HAS NO OWNERSHIP INTEREST IN THE FRANCHISE. THIS GUARANTEE WILL PLACE BOTH YOUR AND YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS, PERHAPS INCLUDING YOUR HOUSE, AT RISK IF YOUR FRANCHISE FAILS.**
5. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

We may use the services of one or more franchise brokers or referral sources in selling our franchise. A franchise broker or referral source represents us, not you. This person is paid 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 NEXT PAGE

Effective Date:**Effective date for the states listed below: May 1, 2018.**

Alabama	Kansas	New Mexico
Alaska	Louisiana	North Carolina
Arizona	Maine	Ohio
Arkansas	Massachusetts	Oklahoma
Colorado	Mississippi	Oregon
Connecticut	Missouri	Pennsylvania
Delaware	Montana	South Carolina
District of Columbia	Nevada	Tennessee
Georgia	New Hampshire	Vermont
Idaho	New Jersey	West Virginia
Iowa		Wyoming

Other effective dates:

California	Not registered
Florida	June 22, 2018
Hawaii	Not registered
Illinois	Not registered
Indiana	Not registered
Kentucky	July 12, 2018
Maryland	Not registered
Michigan	June 19, 2018
Minnesota	Not registered
Nebraska	June 19, 2018
New York	Not registered
North Dakota	Not registered
Rhode Island	Not registered
South Dakota	Not registered
Texas	June 19, 2018
Utah	June 19, 2018
Virginia	August 31, 2018
Washington	Not registered
Wisconsin	Not registered

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