

# STANLEY STEEMER®

## FRANCHISE DISCLOSURE DOCUMENT

**Stanley Steemer International, Inc.**  
**An Ohio corporation**  
**5800 Innovation Drive**  
**Dublin, Ohio 43016**  
**(614) 764-2007**  
**www.stanleysteemer.com**  
**FranchiseOpps@Steemer.com**

**Brief Description of the Franchised Business:** The franchisee will own and operate a **Stanley Steemer** cleaning business that offers cleaning and related services for various types of flooring and upholstery and water damage mitigation and restoration services. **Stanley Steemer** businesses offer a proprietary hot water extraction cleaning method that can be applied to various types of flooring, upholstery and related items. **Stanley Steemer** offers certain franchisees operating a **Stanley Steemer** cleaning business, and who meet its requirements, the opportunity to add to the existing business a **Stanley Steemer** Duct Cleaning Service business offering air duct cleaning, clean air enhancement and ventilation services.

The total investment necessary to begin operation of a **Stanley Steemer** franchise ranges from \$117,215 to \$207,200 for a **Stanley Steemer** cleaning business using one **Stanley Steemer** Carpet Cleaner. This includes the \$96,000 to \$147,500 that must be paid to **Stanley Steemer**.

The total investment necessary to begin operation of a **Stanley Steemer** Duct Cleaning Service add-on licensed business ranges from \$116,115 to \$183,450. This includes the \$107,500 to \$157,000 that must be paid to **Stanley Steemer**.

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 any payment to, the franchisor or an affiliate in connection with the proposed 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 D. Ryan Jankowski, at Stanley Steemer International, Inc., 5800 Innovation Drive, Dublin, Ohio 43016 and (614) 764-2007.

The terms of your contract will govern your franchise relationship. Don't 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 also be laws on franchising in your state. Ask your state agencies about them.

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## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit B.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit A includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Stanley Steemer business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a Stanley Steemer franchisee?</b>	Item 20 or Exhibit B lists current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better

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