



# Company Overview Presentation

# The Story

- **JDI Cleaning founded** by Joe Imbrogno and John Simpson  
First region established in Hamilton / Burlington

- **10<sup>th</sup> local franchise unit** is added to JDI's system  
JDI expands to Oakville, Mississauga, Milton and Brampton

- **TrussPoint Equity Partners** acquires JDI Cleaning with Jonathan Draycott & Adam Jezewski as Co-Presidents
- JDI franchise system passes 150 local units
- London Regional Director, Anita Elliott is named Vice President of JDI Cleaning Services



- **JDI expands** outside of Burlington to Kitchener / Waterloo region with first local franchise sale

- **100 local units exceeded** in JDI franchise system  
JDI expands to Toronto region





# Our Vivid Vision

**To be the clear choice for  
brands that want to run a  
brilliant business**



# COMMERCIAL CLEANING SERVICES

SANITATION - OFFICE - JANITORIAL



# What We Do...

- *Commercial Cleaning*
- *Disinfection*
- *Office Cleaning*
- *Janitorial*



***Helping Brands &  
People Shine***





## We Are A Marketing & Sales Machine

From generating **LEADS** to closing the **DEAL** - we have a machine we've perfected and implemented with over 150 Franchise Partners



## We Dazzle Our Clients

We are **PASSIONATE** about cleanliness and know that love is in the **DETAILS**



## We Take Pride In Ownership

All of our Regional and Local Franchise Partners are **OWNERS** and are **DEEPLY DEDICATED** to proudly representing their JDI business in their community



# And it's Working...



**150+ Local Franchise Partners  
in Southern Ontario alone**



**30+ years dazzling our clients**



**Over 1700 active customer  
accounts and over 2 million  
square feet cleaned weekly**



**Hundreds of happy clients  
and Code Greens**



# CODE GREEN

*“Nadja (a JDI Local Franchise Partner) has been a tremendous asset to our facility and we hear frequently from our patients how beautifully kept our facility is. We feel strongly that this is due to the role that she plays in keeping our buildings clean and well taken care of. We consider her a first line of defense as she is willing to report issues she senses will become problems later on. She has always been willing to take on extra jobs when needed and is an excellent communicator. Going forward, we would like to explore ways of continuing our partnership with Nadja and JDI Cleaning...”*

— JDI Customer





# The Commercial Cleaning Market



In Canada, the commercial cleaning industry generated revenue of **\$8.6 billion** and has seen annual growth of **3.2%** from 2016 to 2021.



The commercial cleaning industry is expected to continue to grow to **\$9.6 billion** in revenue by 2026.





# CLIENTS



Professional Offices



Schools & Daycare Facilities



Financial & Insurance  
Offices



Dental/Doctor Offices &  
Medical Facilities



Warehouse, Manufacturing  
& Industrial Spaces



Retail Stores, Theaters &  
Shopping Malls



# Our Proven Business Model

**Multiple Year Round  
Profit Centers**

**Recurring, Repeatable  
Business**

**Low Cost, Low Risk  
Investment**

**Recession and Pandemic  
Resilient**

# THE LOCAL OPPORTUNITY

- Multiple Investment Levels
- Flexible Opportunities To Scale
- Regional and National Support







## Breakdown of Ad Spend

FROM AGENCY REPORTS



# THE BRAND FUND

2% of Service Revenue

All JDI Franchise Partners  
contribute equally

Funds are used for:

Website  
(microsite pages  
for each Region)

Digital strategy  
management (paid  
advertising, SEO, PPC)

Creation of design  
collateral and  
marketing pieces

# TRAINING & SUPPORT

Complete  
Business &  
Equipment  
Package

Initial Training  
Program

Guaranteed  
Cleaning  
Contracts

Ongoing  
Systems &  
Support



# Who We Look For

- *Tenacity*
- *Hands On*
- *Attention to Detail*
- *Leadership*





# Start Up Costs

**\$15K-\$35K**  
Total Investment

The total investment includes your Franchise Fee, starting at \$10,500

Plus all of your backend technology, equipment and any licenses, permits and insurance

As well as all your training, travel, initial marketing and working capital needs



## PLAN 500

### FRANCHISE FEE

\$10,500

### MIN. MONTHLY CONTRACT VALUE

\$500



## PLAN 1500

### FRANCHISE FEE

\$13,500

### MIN. MONTHLY CONTRACT VALUE

\$1,500



## PLAN 3000

### FRANCHISE FEE

\$16,500

### MIN. MONTHLY CONTRACT VALUE

\$3,000



# OUR LOCAL DISCOVERY PROCESS



*Helping Brands & People Shine*



# Paola Montoya & Juan Arboleda

## Regional Franchise Partners

(Oakville/Mississauga & Milton/Brampton)



We were in search of financial stability and more flexibility with our time. We were able to find exactly that with JDI's franchise model.





Let's build a  
great business  
together

