



Company Overview Presentation

The JDI Story



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

- 10th 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

1992

1996

2004

2015

2022

...

- 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



DIGITAL

COMMUNITY

PR

MARKETING STRATEGY

SOCIAL

REFERRAL





Breakdown of Ad Spend

FROM AGENCY REPORTS



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

THE BRAND FUND

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*





\$15K-\$35K

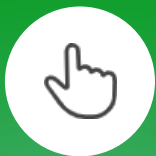
Total Investment

Start Up Costs

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

