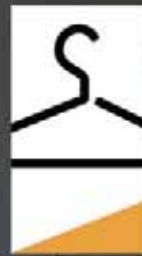


*Open the Door to  
Opportunity....*



**MY DOOR**  
DRY CLEANING®

*The Mobile Laundry Solution.*

*...with a*

**MY DOOR**  
DRY CLEANING®

*license!*

Low Start-up Costs  
Home or Plant Based  
4 Day Work Week

Proven Business System  
Unparallel Support



Dear Prospective Licensee:

I am pleased to send you the information you requested regarding MyDoor Dry Cleaning's business opportunity and the invaluable services we provide.

The enclosed brochure explains our program and the many advantages we offer to qualified individuals who are interested in obtaining our services. After reviewing this material, I think you'll agree that the MyDoor Dry Cleaning program offers an outstanding opportunity to build your own business. And, you'll avoid the Franchise offerings, which advertise "low royalty %s", but fail to explain that the royalties you pay may take 40% or more of your net profits.

As no brochure can answer all of your questions, I'll be happy to discuss the program with you in greater detail. Feel free to contact me at the number below. There is no obligation, of course.

If you are interested in moving more quickly, you can fill out the enclosed Evaluation form and return it to me by fax, email. Once we receive it, we will contact you to discuss our exciting opportunity and explain all the services we provide, that will help ensure the success of your new business venture when partnered with MyDoor Dry Cleaning. We will also set-up a schedule for further communications, including phone calls and mailings. Additionally, you will receive our standard service agreement, which discloses, in detail, our company and our programs.

I look forward to hearing from you soon.

Best regards,

John Dame  
Director  
MyDoor Dry Cleaning  
(303) 500-5802 X11  
[JohnDame@MyDoor.biz](mailto:JohnDame@MyDoor.biz)



## A Timely Service in a Busy World

MyDoor Dry Cleaning® set out to change the way people look at dry cleaning, with a service that offers the ultimate in convenience and time-savings! Just as our name implies, MyDoor Dry Cleaning provides pick-up and drop-off of dry cleaning items.

Our laundry delivery service has turned the time-consuming, inconvenient errand of dropping off and picking up dry cleaning into a relatively effortless, hassle-free experience. We make it easy for people to look their best without the stress.

MyDoor Dry Cleaning's mobile laundry solution provides superior efficiency and convenience, and there has never been a higher demand for this kind of service than right now.

***-No more trudging to the dry cleaners after a long day at work!***

***-No more mad dash to drop off clothing before the dry cleaner locks their door!***



***-No more driving around with a pile of clothing, bedspreads and coats in the back seat!***

***-No more dragging the kids on another bothersome errand!***

## Keeping Up Appearances

Looking our best and staying in style often demands that many items in our wardrobe be dry cleaned. Basic fabrics such as rayon, wool and silk—not to mention luxurious velvets, brocades and satins—all benefit from, and many even require, a dry cleaner's delicate care.<sup>1</sup> It's often the best and easiest way to keep our ever-fashionable basic blacks from fading.<sup>2</sup>

<sup>1</sup> Bui, Kim P. "Keeping up appearance while wearing those soft and silky fabrics." Chattanooga Times Free Press 9 Oct. 2005: Lifestyle; E9

<sup>2</sup> Ibid.



## Grace Under Pressure

Now more than ever, Americans are feeling the "time crunch". This has gotten to the point where free time virtually has a monetary value.<sup>3</sup> Personal time is highly valued, and we are seeking ways to free up our schedules to make more room for family and leisure activities.<sup>4</sup> People have little interest in washing and hand-pressing garments to maintain that professional "like-new" look.<sup>5</sup> And, because they need to save time, the easiest solution is dry cleaning.



## Dry Cleaning: An Industry on the Move

Dry cleaning is one of the largest industry sectors, providing garment cleaning, finishing and related services to a vast majority of American households.<sup>7</sup> The excellent news is that this industry is expected to continue growing.<sup>8</sup>

One of the keys to success as a dry cleaner is service.<sup>9</sup> Savvy dry cleaning establishments are reaching out to customers in innovative ways, such as offering a pick-up and delivery service.<sup>10</sup> If you are selected to become a MyDoor Dry Cleaning licensee, you can take your place in an exciting industry among those who are wisely offering the service of convenience.

A MyDoor Dry Cleaning license is your golden opportunity to offer a timely new twist on service in an established, growing industry. What makes this opportunity even more remarkable is the minimal investment required and low operating overhead! Just think— you can provide a valuable service and offer our supreme level of customer convenience, operating a leased van from your home office or retail store location!

Take a look at our solid, well-designed business system, and discover how easy it can be to jump-start your career as the owner of a MyDoor Dry Cleaning license!

<sup>3</sup>Maceluch, Dan. "Rarely Enough Time, Ipsos Global Survey Shows." 10 Sept. 2004 Global Express/World Monitor (Press Release)

<sup>4</sup>Ibid.

<sup>5</sup>Townsend, Lisa Jones. "Cleaning Up: Dry cleaning may not be necessary for a lot of fabrics, but the process not only saves time for people, it can prolong the look of the garment." St. Louis Post-Dispatch 7 July 2005: Everyday, F1

<sup>6</sup>Ibid.

<sup>7</sup>Profile of the Fabricare Industry, 2002. IFFI (International Fabricare Institute), 21 Dec. 2005 <<http://www.iffi.org/industry/industry-profile.html>>.

<sup>8</sup>Business Opportunities Web Log, 21 Dec. 2005 <<http://www.business-opportunities.biz/2004/04/17/dry-cleaning-industry-feeling-pressed/>>.

<sup>9</sup>Profile of the Fabricare Industry, 2002. IFFI (International Fabricare Institute), 21 Dec. 2005 <<http://www.iffi.org/industry/industry-profile.html>>.

<sup>10</sup>Campbell, Anita. Dry cleaning Industry Feeling Pressed. April 2004 21 Small Business trends. Dec. 2005 <<http://www.smallbiztrends.com/2004/04/dry-cleaning-industry-feeling-pressed.html>>.





## ***Exceptional Business System***

Our business system provides the solid, organizational model upon which your MyDoor Dry Cleaning license will be based. Methodical, precise, and straight forward, it holds the keys to building a successful company and customer satisfaction.

## ***On the Move***

Your MyDoor Dry Cleaning license is a mobile business, providing laundry solutions to a wide range of customers, including both residential and businesses. The biggest expenditure needed to become a part of our outstanding program is as inexpensive as the lease of a new tradesman van! Our efficient planning and design enables you to meet customer needs with maximum effectiveness.

## ***Precision Organization***

The mechanics of operating a MyDoor Dry Cleaning license are very straight forward. Local areas are divided into delivery routes: laundry and dry cleaning pick-up and delivery are assigned two specific days within each route. Customers desiring a pick-up simply set out their bagged items, which the driver collects as he or she navigates the route. Clean clothes are delivered on the same route days and hung on the convenient hook that we provide. Customers may also choose to receive a call or email to remind them MyDoor Dry Cleaning will be by the next day to pick-up any items they might need cleaned.

## ***Frees Up Your Time***

While MyDoor Dry Cleaning offers a great time-saving service to customers, it has become a time-saver for our licensees as well. One owner has told us over and over again how much more time he has to spend with his family:

*"I used to work 50+ hours a week, including every Saturday, and during the busy season I'd get home after my kids were in bed. Now I actually get to spend time with my family. I get to go to my kids' football and soccer games. I'm a part of their life now, not just the "bread-winner."*

*-Sean Knieper, Colorado*



## That Special Touch



Unlike other delivery services that cover dry cleaned items merely in a plastic bag, MyDoor Dry Cleaning is the **only company** that provides double protection against the elements. Not only do we use the standard plastic bag, we also place a nylon garment bag overtop. This one bag serves two purposes: turned upside down it is a standard laundry bag for customers to put their dirty clothes in for pick-up; turned right-side-up, it is a garment bag protecting the customer's delivered clothes from any weather conditions. Plus, this special bag also serves as an attractive advertising piece for all the neighbors to see! Each customer will receive two of these bags, free of charge, allowing them to use the service twice a week.

## Customer-Friendly, All the Way!

Dry cleaning is not necessarily known as a “high class” customer friendly, industry. We are changing that. We guarantee our work 100%, and we've opened the door for life-long customer relationships. We store all customer preferences in our proprietary software database, allowing us to offer the ultimate in personalized customer care. To make sure we are always exceeding expectations, we also use customer satisfaction surveys and follow-up contacts. This allows us to take care of any issues that may arise and really make our customers feel a part of the MyDoor Dry Cleaning family.

Take a look at our abundance of customer-friendly features:

**Ease of use.** Twice a week pick-ups and deliveries take place automatically – customers need not call and make arrangements. Additional pick-ups may be requested at any time.

**Reminder Call or Email.** If a customer desires, they may choose to receive a phone call or email reminder through Corporate's system, telling them that their dry cleaning will be picked up and/or delivered tomorrow.

**Flexibility.** We offer on-call service as well as emergency service. And, as mentioned previously, we will pick-up at a customer's home or office!

**Special Requests.** Additional work, such as the cleaning of all household items and alterations can be easily requested on our convenient order forms.

**Accessible.** MyDoor Dry Cleaning can be reached via telephone, email or online.



**We offer the  
ultimate in  
customer  
convenience!**



**Electronic Access.** Added convenience is facilitated through the use of customer email accounts for monthly statements, invoices, garments lists, pricing updates, route changes and holiday reminders.

**No Contract Required.** MyDoor Dry Cleaning does not require a contract to use our service, and customers may discontinue service at any time... but with our high quality level of service, we can't imagine why anyone would ever want to!

**Invoicing.** This takes place at the time service is provided. Customers also receive an end of the month statement, which summarizes their total usage for the month, which can be paid with credit card, debit card, check or cash.

**Referrals.** At MyDoor Dry Cleaning, premium quality service is guaranteed. When one of our many satisfied customers refers a friend or associate, their successful referral earns them a \$10.00 account credit.

**Testimonials.** The public is saying some very nice things about our service. Here are a few recent notes people were kind enough to send our way:

*"You have been wonderful to work with and I love that you always have a smile, you know my name and are on time and convenient. Thanks! I actually have my clothes dry cleaned now (they used to just wait in a pile for months!)"*

-Tiana Amell, Fort Collins, CO

*"This service is wonderful, and the quality of dry-cleaning is excellent! I LOVE IT!"*

-Bradley Pearce, Denver, CO

*"One morning we missed the cut off time and we called and they sent a driver back to pick up our cleaning. I was very impressed by this. They did not have to but did anyway. I felt this was a great compliment to your company."*

-Stacy B., Louisville, KY



*"Absolutely wonderful opportunity. The numbers speak for themselves. A proven system in a growing market with high demand. People love the convenience and Corporate gave us the step-by-step guide on how to succeed. It is a tremendous benefit having Advisors who know what they are doing and are there to help every step of the way."*

-Crisny Cavanaugh, Owner  
Broomfield, CO



## Two Business Models

If you are considering investing in a service business, congratulations on your wise choice! Service businesses generate approximately \$1 trillion in sales in the U.S. per year.<sup>11</sup> And this business sector will continue playing a major role in the ever-expanding U.S. service economy.<sup>12</sup> MyDoor Dry Cleaning offers license profiles to accommodate your needs.

## Home Based License

Are you ready to begin a new career in the fast-growing service sector of the Dry Cleaning industry? Dry cleaning is a \$11 billion industry in the U.S. and is credited for creating 1 in 5 millionaires. MyDoor Dry Cleaning offers you a prime opportunity to enter an exciting business with an incredibly low initial investment and with a company that has proven business systems. To operate a MyDoor Dry Cleaning Home Based license, you need only a van, an at home office and a cleaner partnership. MyDoor Dry Cleaning will assist you in all of these things, and a multitude more! Plus, you won't have the high overhead that is required for storefront operations.



Once your MyDoor Dry Cleaning business is mature, you can decide whether you want to open your own dry cleaning plant. Or, you may always want to keep your dry cleaner partnerships. Our business offers flexibility to best help you reach your financial goals.



## Ad-on License

If you already own a dry cleaning establishment and are looking to expand your bottom line, our ad-on license is just the ticket. You will not need to convert your existing dry cleaners into a MyDoor store, but are welcome to do so if you choose. You will need to lease a delivery van, develop a route, and adapt your current laundry/dry cleaning operation to our methods. As a MyDoor Dry Cleaning ad-on license, you will be able to give your customers the added value of convenience, time-savings and the MyDoor Dry Cleaning guarantee of excellent service. Plus, you will increase your market area to upwards of 25 miles!

<sup>11</sup>Koprowski, Gene J. Successful Franchisees Embrace the "System". 2005. Startup Journal: The Wall Street Journal Center for Entrepreneurs. 21 Dec. 2006 <<http://www.startupjournal.com/franchising/20040308-koprowski.html>>.

<sup>12</sup>Reynolds, John. "Franchising 101:How Franchising Makes Music For the U.S. Economy." Franchising World 36, no. 4, May 2004: 37-40.

## Licensee Support Services



MyDoor Dry Cleaning specializes in premium service, and our licensee support services are no exception. If you are chosen to become a MyDoor Dry Cleaning licensee, you will receive services tailored to meet the needs of a growing business.

**Training.** You will learn by doing, in our on-the-job training program. Additional instruction will acquaint you with our administrative, operational, sales/marketing, and dry cleaning procedures. We will send an experienced, MyDoor Dry Cleaning trainer to assist you with start-up when you are ready to commence operations.

**Software.** Our proprietary garment tagging system is tailor-made to be convenient and easy for both the dry cleaner, who is responsible for the tagging, and the route driver. With customer specific tags and preferences software, we also minimize any human error that may occur.

**Marketing Guidance.** You will benefit from operating under the MyDoor Dry Cleaning brand as we will coordinate the creation of marketing plans and materials for your use. These include, but are not limited to: professionally produced television commercials, radio scripts, magazine and newspaper ads, postcards, brochures, business cards, letterhead, envelopes and more. You will use these professionally created marketing materials- which have been field-tested for their effectiveness- in communicating our message and increasing your customer base.

**Operations Manual.** Pricing, policies, procedures, and other pertinent operational information are clearly explained and easily accessible in our comprehensive operations manual. It will serve as a valuable reference tool as you develop your MyDoor Dry Cleaning business.

### Supply Savings

Our goal is to **save you**, the licensee, **as much as possible** on operating costs. This makes more of your resources available to use towards marketing and growing your customer base. We have spent many years sourcing the best products at the lowest prices. **We pass this savings directly on to you.** We also own our own bulk mail addressing system which gives you control over how many direct mailers you send out at one time, saving you a significant amount of money on printing costs, as well.

### Continuous Operational Support

We will maintain ongoing communication with you, providing general program guidance in areas that are critical to your business. We are available here whenever you need us.

No trouble tickets or guess-what-question-I'm-asking-now help bots. Just real, live humans, all working towards the common goal of making your business grow as fast as possible.





## ***Your new career is right around the corner!***

MyDoor Dry Cleaning has established a set of qualifications for licensee selection, and we will be interviewing only those candidates who meet our criteria.

As a MyDoor Dry Cleaning licensee, you should be physically fit enough to meet the demands of retrieving and dropping off customers orders, which may entail stairs. A valid driver's license and up-to-date insurance is also required.

Your former retail sales or customer service experience will come into play as you deliver our top-notch brand of service. Building solid customer relations demands well developed people skills, maturity and stability. To represent the MyDoor Dry Cleaning brand, you must also possess high personal standards of excellence, honesty and integrity.

Former small business experience will be considered a plus, but is not a requirement.



## ***The Door is Open...***

Are you ready to take your place in the growing service industry? We will be offering MyDoor Dry Cleaning licenses to a limited number of individuals who believe in our brand as strongly as we do. If you feel you can deliver our high level of service to meet today's increasing demands for convenience, contact us today.

**1.Q. What type of License is available?**

- A. MyDoor Dry Cleaning offers start-up HOME BASED and ADD-ON licenses for existing cleaners. We also offer area development agreements for the operations of multiple territories. In addition Licenses are offered internationally.

**2.Q. How much does the License cost?**

- A. One time fee of \$25,000, of which up to 80% can be financed in-house. WAC

**3.Q. How much will I spend total to open a MyDoor unit?**

- A. Please be advised that the total cash investment for each unit will vary, but we have included an expenditure list for estimates based on our experiences:

Item	Low		High
Signage for Van.....	\$550	to	\$700
Furniture Equipment.....	\$0	to	\$700
Computer Equipment.....	\$750	to	\$2400
Software.....	\$50	to	\$325
Initial Inventory.....	\$1200	to	\$2400
Insurance.....	\$75	to	\$160
Vehicle Down Payment.....	\$500	to	\$2200
Office Equip & Supplies.....	\$200	to	\$400
Phone.....	\$50	to	\$150
Internet.....	\$25	to	\$130
License & Permits.....	\$10	to	\$250
Training Travel.....	\$1100	to	\$2000
Grand Opening Advertising....	\$2300	to	\$5000
* MyDoor Fees.....	\$25000	to	\$25000
<b>Total.....</b>	<b>\$31810</b>	<b>to</b>	<b>\$41815</b>

\* In-house financing available.

**4.Q. What do I get for my one time fee?**

- A. In regards to set-up and for the entire term of the agreement:
- One week of classroom training at our main office in CO
  - One week of on-site training and grand opening assistance at your location.
  - Complete training manual.
  - Vehicle set-up and outfitting.
  - Full usage of all MyDoor trademarks and marketing materials.
  - Registration and usage of: www.MyDoor.biz, toll-free phone system, and customer email reminder system.
  - 5 dedicated HTML web pages for your location, Search engine optimization, and registration on the most popular local internet directories.
  - Full Usage of our customer SMS text messaging and Email notification services (fees may apply).
  - Comprehensive standardized marketing plan.
  - Ongoing Phone/Internet support.
  - All marketing materials and software, and all updates.
  - Operations Manual and updates.
  - Usage of all proven business systems.
  - Exclusive territory of 100k+ population.
  - Proprietary Software.
  - On-site cleaner partnership assistance.

**5.Q. How much are ongoing royalty fees?**

- A. There are NO ongoing royalty fees based on gross revenues. Our licensees pay just \$59 per week flat rate for continuing support.

**6.Q. Are there fees for travel and training?**

- A. All training and travel expenses that we will incur are included in the one time fee (domestic). You are required to pay for your travel and lodging fees when you come to Colorado for classroom training. Please see expenditure list.

**7.Q. What is the term of the agreement? Are there renewal fees?**

- A. The initial term is 10-years. If you choose to renew after the initial term, there are no renewal fees.

**8.Q. What is the size suggestion for a single unit area?**

- A. We view a single unit area by estimating how much one van can service. We recommend that a single unit service an area that has 50,000 – 100,000 population, which is an estimated 1000 – 2000 potential customers, based on historical customer acquisition rates.

**9.Q. If I own an existing dry cleaner, should I change the name of my retail store/plant?**

- A. This is solely your decision, and you are welcome to do so if you choose. We have invested over \$2,000,000.00 in the MyDoor brand name, and it can also assist you in the growth of your retail business too.

**10. Q. Will you have any control over my business?**

- A. Very little as this is not a franchise offering.

**11. Q. Who owns the customer base?**

- A. You do! Your License agreement completely defines that we make no claims to your customer base, nor will we compile any information about them.

**12. Q. Does MyDoor include great marketing programs?**

- A. Yes. The marketing programs we provide and teach are the biggest factor in the success of our company. We were named #13 (2007) and #47 (2008) of the Fastest 55 Growing Start-up Companies in America. Our formulated combination of print, radio, and T.V. advertising allows for the fastest growth possible. Our marketing programs are unparalleled in the dry cleaning industry.

**13. Q. How can I afford TV advertising for my business?**

- A. By utilizing MyDoor's marketing assistance, you will be able to run demographically targeted TV commercials for as low as \$2 a spot on Tier 3 networks such as Animal Planet and E! Entertainment. For Tier 1 networks, like ESPN, the cost is as low as \$13. We also can help negotiate rates for your business.

**14. Q. Can I have my own local phone number?**

- A. Yes. We highly recommend that you have a local business phone number and you will have the ability to direct customers through our vanity toll-free number (877-7MY-DOOR) as well.

**15. Q. Will I be able to use the MyDoor website, toll-free phone number, and customer email reminder system?**

- A. Yes. We recommend you utilize all three outlets.

Compare the MyDoor License to our Competitors

16. Q. **Can I have my own website?**  
A. Yes, but it is not necessary. The MyDoor website has been specifically designed and refined over the years to best accommodate the customer and to generate the highest revenues.
17. Q. **Where are you awarding MyDoor units?**  
A. Due to the simplicity of our systems, and to the fact that our supply chains are setup to distribute over the internet, we are able to offering licenses worldwide. Please note that for interested parties outside the United States, all cost estimates that we have provided will not be accurate and our upfront fees may be higher.
18. Q. **How long does it take to open a MyDoor unit?**  
A. Approximately 90-days from agreement execution.
19. Q. **How have fuel prices effected the business?**  
A. Even at \$5 a gallon our units are profitable. Our vehicle routing system creates the most efficient routes possible, so even extreme gas inflations have little impact on your business.
20. Q. **Can I sell my MyDoor license unit?**  
A. Yes. At any time during our agreement, if you choose to sell your business, you have the right to transfer the MyDoor systems with the sale of your business. WAB
21. Q. **Why should I purchase a MyDoor License vs. a competitors franchise offering?**  
A. There is a very long list of reasons why, which we will happily discuss with you over the phone, or send to you by email if you prefer. Please note that our concept is considered by many to be the most comprehensive offering available in the Dry Cleaning pick-up and delivery industry. Almost all systems and benefits that come with a franchise offering, and even some the competition does not even offer, are available with our license.
22. Q. **What form of continuing guidance will I receive?**  
A. As a MyDoor licensee, you will receive ongoing support and assistance by phone and email for 1-year at no charge. If you do feel that from time to time you would like one of our experts to visit you locally, this service is available with additional charge. You will also receive a copy of the MyDoor Dry Cleaning's Confidential Operations Manual, which covers the policies and procedures involved in running your business. As the manual is updated, revisions will be made available to you.
22. Q. **How much training is provided in the MyDoor Dry Cleaning's system of operations?**  
A. You and/or your manager will participate in a two-phase complete training course of approximately two weeks. This course provides one week of classroom instruction in the economics, operating techniques, and administrative procedures involved in the running of a MyDoor Dry Cleaning business. We also provide one week of "hands-on" training to help you set-up and develop your own business on-site. In addition to the initial training sessions, you may also attend update webinars from time to time at no additional charge.
23. Q. **WHAT IS MY NEXT STEP?**  
A. Contact John Dame at: (303) 500-5802 x11 or [JohnDame@MyDoor.biz](mailto:JohnDame@MyDoor.biz)

MYD Item	License	Franchise
Ongoing Royalties/Flat Support Fee	\$59	5% - 7%
Agreement Term	10yr	10yr
Upfront Fees	\$25,000	\$25k - \$35k
Brand Usage	Yes	Yes
Customer SMS Text Message System	Yes	No
Customer Email Notification System	Yes	No
Marketing Plans	Yes	Yes
Classroom Training	Yes	Yes
On-site Set-up	Yes	Yes
Cleaner Partnerships	Yes	Yes
Free Phone Email Support	Yes	Yes
Free Seminars/Webinars	Yes	Yes
Operations Manual	Yes	Yes
Training Manual	Yes	Yes
Updates for Manuals	Yes	Yes
Unit Website Pages	Yes	Yes
Toll Free Phone Usage	Yes	Yes
Co-op Purchasing	Yes	Yes
Operating Systems	Yes	Yes
Proprietary Software	Yes	Yes
Right to Sell	Yes	If Approved
Right to Sub-License	Yes	No
Advertising Report Submission	No	Required
Route List Submission	No	Required
Weekly P&L Submission	No	Required
Use of Accounting System	Yes	Yes
Electronic Delivery of Invoices	Yes	No
Customer Email Reminder System	Yes	No
POP3 Email System	Yes	Yes
Vehicle Set-up	Yes	Yes
Required Operating Hours	No	Yes
Contribution to Corp Marketing Fund	No	1% - 3%
Non-compete During Term	No	Yes
Non-compete After Term	No	Yes
Submission of Annual Taxes	No	Yes
Expand Your Service Offering	Yes	No
Build/Purchase Plant Approval	No	Yes
Agreement Renewal Fee	No	Yes
Opening Requirements	No	Yes
Annual Systems Modification Fee	No	Yes
Local Advertising Requirements	No	Yes
Release of Financials for Audit	No	Yes
Visits Without Notification	No	Yes
Minimum Insurance Requirements	No	Yes



8400 E . Prentice Ave. #1500  
 Greenwood Village, CO 80111  
 (303) 500-5802  
 www.MyDoor.biz

### Competitor Comparison

Brand	MyDoor Dry Cleaning	1800 Dry Clean	Pressed 4 Time	Dry Cleaning to Your Door
Franchise/License Fee	\$25,000	\$34,800	\$29,900	\$29,450
In House Financing	<b>Yes - up to 80%</b>	No	No	No
Initial Investment	\$31,810 - \$41,815	\$59,800 - \$78,950	\$35,910 - \$44,810	\$39,950 - \$64,339
Percentage Based Royalty Fee	No	<b>7%</b> of Gross Sales	<b>6%</b> of Gross Sales	<b>5%</b> of Gross Sales
Minimum Royalty/Flat Rate Fee	Yes	Yes	Yes	Yes
Royalty/Flat Rate Fee Minimum	\$59 Weekly	Not disclosed	\$120 - \$840 varies mth to mth	\$445 - \$1000 per month, per van
Advertising / Mktg Fee	No	\$115.38 per week or 1% of Gross Sales	No	Greater of \$60 per mth, per van or 1% of Gross Sales
Software Rental	No	No	No	\$50 per mth
Territory Size Min	100,000 pop	25,000 house	20,000 pop	20,000 pop
Franchise Term	10 year	10 year	10 Year	10 year

**BEST** TOOLS to help you grow  
WAYS to keep your business safe

# Entrepreneur®



**SUCCESS PROFILE**

## MyDoor Dry Cleaning Creating the Face of an Industry.

John Dame, exhausted from another long day at work and once again missing his children's bedtime, decided he had had enough. He needed to find a business that could provide a good income for his family, without monopolizing his time. After researching multiple business ideas, he and his wife Joey, stumbled onto the dry cleaning industry through noted marketing professor, Thomas Stanley, author of *The Millionaire Mind*. Stanley quite simply stated the dry cleaning industry has created on in five millionaires. This seemed like an industry worth investigating.

After further research, John and Joey Dame discovered how fragmented the dry cleaning industry actually is, with no recognizable national brand image. Dry cleaners average only a 3-square mile market. In order for a national company to exist, a recognizable cleaner would have to be on almost every corner. Knowing the outrageous cost and immense time required to accomplish this, the Dames wondered if it was possible to go to the customers, instead of waiting for the customers to come to them. After all, one cleaner could reach a far greater area if they were mobile. They would then be able to modernize the way people dealt with their dry cleaning. By combining John's experience with customers in retail management and logistics, and Joey's marketing background, MyDoor Dry Cleaning was born.

From the start, John and Joey wanted MyDoor Dry Cleaning to exceed the customer's expectations of the typical



neighborhood cleaner. Not only did they want to provide ease of use, but also exceptional customer service. They took the simplicity and dependability of delivery service and combined it with quality, competitive pricing, and unconditional guarantee rarely seen in the dry cleaning industry.

After seeing the incredible success of John's route in only a few short months, his long time friend also quit his 55-hour a week job and started his own route just north of John in the suburbs of Denver. It became apparent to everyone how easily and quickly MyDoor Dry Cleaning could grow nationally.

After only 18-months, they decided to License the proven business system to other individuals and existing dry cleaners throughout the US. A few months later, they sold their first out-of state license, and

within a year, had sold 25 more in 6 different states. MyDoor Dry Cleaning licenses are selling so quickly because they have found a way to revolutionize the traditional dry cleaning business model. The average dry cleaner processes approximately 250 garments per day. With one MyDoor Dry Cleaning territory, the potential exceeds 2500. Couple this with superior customer service, a 100% customer satisfaction guarantee, and an upscale image unknown in this industry; they are quickly becoming the new leaders in dry cleaning.

MyDoor Dry Cleaning's simplicity in concept is that it can be run from home or out of an existing cleaner, and costs as little as \$21,000 to start. Licensees only need operate the pick-up and delivery service just 4 days a week, leaving plenty of time to spend with family or pursue hobbies. Mr. Dame states that, "MyDoor Dry Cleaning is quickly becoming the industry leader and making us the cleaner EVERYONE is able to use. A first in this industry."

Don't miss out on this exciting opportunity. Licenses are selling fast and are limited to each metropolitan area. To become part of this revolution, call (877) 769-3667, or visit [www.MyDoor.biz](http://www.MyDoor.biz) for more information.



8400 E Prentice Avenue  
 Suite 1500  
 Greenwood Village, CO 80111  
 Main: (303) 500-5802 x:11  
 Toll Free: (877) 7MY-DOOR

## LICENSE EVALUATION FORM

**PRIVACY POLICY** ALL INFORMATION PROVIDED IS KEPT CONFIDENTIAL AND WILL NOT BE DISCLOSED EXCEPT FOR PURPOSES OF VERIFICATION

**PLEASE ANSWER ALL QUESTIONS  
 WRITE CLEARLY OR PRINT**

**PERSONAL INFORMATION**

LAST NAME		FIRST NAME		MIDDLE NAME		HIGHEST LEVEL OF EDUCATION	
DATE OF APPLICATION / /		BIRTHDATE / /	AGE		TELEPHONE NUMBER ( )		
CURRENT ADDRESS			CITY	STATE	ZIP	HOW LONG?	
PREVIOUS ADDRESS			CITY	STATE	ZIP	HOW LONG?	
HEIGHT ft. in.	WEIGHT	SINGLE	MARRIED	WIDOWED			
FULL NAME OF SPOUSE				OCCUPATIONS			
NAMES AND AGES OF DEPENDENT CHILDREN							
EMAIL ADDRESS							

**APPLICANT'S BUSINESS PLANS**

WILL THE BUSINESS BE OWNED AND OPERATED BY:  YOUR SELF  GROUP

AMOUNT OF CAPITAL AVAILABLE FOR THIS BUSINESS: \_\_\_\_\_

TERRITORY INTERESTED IN: \_\_\_\_\_

WOULD YOU CONSIDER ANY OTHER AREA?  YES  NO

WHAT AREAS? \_\_\_\_\_

ONCE COMPLETED, PLEASE FAX TO: (1-866-731-5471) OR EMAIL ([IRENE.COX@MYDOOR.BIZ](mailto:IRENE.COX@MYDOOR.BIZ)).

THANK YOU!



**MY DOOR**  
**DRY CLEANING®**

*The Mobile Laundry Solution.*

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[www.MyDoor.biz](http://www.MyDoor.biz)

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