

*Let us
bring
your
cleaning
to new
Heits*



“Coming together is a beginning, Keeping together is progress, Working together is success!”

Message from the President



David Heitner
*Founder and
President of
Heits Building
Services, Inc.*

Heits Building Services, Inc. is a privately owned company that provides effective maintenance programs and additional building services to meet the demands and expectations of our clients and owner-operators. Already regarded as a leader in providing maintenance solutions, we have taken Heits to another level by offering Master Franchise opportunities for investors who want to run their own business without having to reinvent the wheel.

Over twelve years ago, during my career as a Business Analyst, I also sought to position myself within the service industry. I was interested in supplementing my income while also gaining experience running a business from the ground up. I chose cleaning, a field rich in opportunity and known to remain profitable even

in times of a slouching economy. At the time, I was unable to find a company that held my business philosophies and decided to branch out on my own as an independent contractor. Mainly working nights and weekends on a part-time basis, I had a steady client base that kept me busy for a number of years. Later working as a Financial Advisor, I remained passionate about running my own business and was still motivated by the prospect of a career in the lucrative cleaning industry. While working in the financial sector was both rewarding and fulfilling, my entrepreneurial spirit took over and I left a top Fortune 500 company to launch Heits Building Services, Inc.

Realizing my dream of becoming a full-time business owner gave me the idea to expand our services and offer this kind of opportunity to others. Heits successfully embarked on the franchise experience and we've never looked back. Operating under the Heits system has enabled a growing number of entrepreneurs to turn their business ownership dreams into reality. Heits combines professionalism, hands-on experience, and the necessary training needed to support our owner-operators in realizing their financial goals.

As you will learn from the pages to follow, the cleaning industry is full of prosperity, particularly because the demand will always exist, so it is positioned for continuous growth in the years to come. Joining this field is a move that I've never second-guessed and am excited about it's future. The Heits family is here to assist you in making the transition from having a boss, to becoming your own boss. I invite you to learn more about Heits by visiting us on the web at **WWW.HEITS.COM** or call us at **866-89-HEITS**.

“ No matter where you are in life, no matter what your situation, you can always do something. You always have a choice and the choice can be power. ”

Blaine Lee, The Power Principle



Introduction

Heits Building Services, Inc. is proud to offer a lucrative business opportunity via our Master Franchise Program, for those investors who qualify.

This opportunity is available for individuals who are seeking to put their business acumen to work and develop a specified territory by using the Heits business model.

Heits provides the detailed training necessary to oversee sales, provide support to franchisees, and manage operations.

The Heits family combines years

of expertise with professionalism and steadfast integrity to be positioned as a highly sought after partner in the franchising industry. We understand how investors seek to align themselves with companies of proven success, and in today's environment of corporate uncertainty, Heits delivers without having to compromise values.

In the pages to follow, we will outline our franchising strategy by providing a summary of the commercial cleaning market, a brief overview of how our program works, and introduce the formula we use for continued success.

“One man with courage makes majority.”

About Heits

Heits Building Services Inc. initially began as a one-man floor stripping and waxing operation in 1992, servicing clients primarily in Northern New Jersey. Over the years, Heits has evolved into a provider of professional, high quality cleaning services throughout the Northeast and is currently expanding into select markets

regarded as a pioneer in both the cleaning and franchising industries. We are a privately owned company that provides effective maintenance programs and additional building services to meet the demands and expectations of both our clients and owneroperators.

We do this by offering effective solutions in the following areas: commercial cleaning, facilities management, post-construction clean up, power washing, and painting. Our clients specialize in a wide range of fields such as medical/pharmaceutical facilities, transportation hubs, colleges and universities, hotels, as well as industrial, commercial, retail, and corporate establishments.

Our Master Franchising Division is an integral part of our continuous growth and an important step on our ladder of success. Heits offers customized franchising packages to assist interested and qualified business owners in meeting their financial goals. In addition, we provide the necessary training and on-going support needed for the owner-operators to succeed in their business. We offer 24-hour support to both clients and to franchise owners. Our staff is trained on state-of-the-art software tracking programs needed to maintain high priority information about each account and service contracts. With our commitment to service and professionalism, we are positioned to become the premier provider of maintenance services by a privately run company.

across North America. Even though Heits has experienced exceptional growth, we've maintained our strong customer base and continue to service all our clients with the highest standard of integrity and professionalism.

Heits Building Service Inc. is



“ Unless you flap your wings, you will never know how high you can fly. ”

The Industry



DEMAND

There's no doubt that commercial cleaning is one of the leaders in the service-providing sector of our economy, an industry that currently yields close to \$60 Billion annually.

Economists project that number to increase by \$30 Billion putting the projection at \$90 Billion by the year 2010. Simply put, the need for cleaning will always exist so long as there are buildings to maintain.

INDUSTRY JOB GROWTH

As both our population and economy continue to grow, the demand for cleaning services and of course, the demand for cleaning employees will constantly present itself. As a result, the U.S. Department of Labor, Bureau of Labor Statistics, projects employment of cleaning employees to increase at a rate of 10-20% between 2002 and 2012 to accommodate industry growth. Likewise, the Bureau of Labor Statistics (Occupational Outlook Handbook, 2004-2005) predicts that "businesses providing janitorial and cleaning services on a contract basis are expected to be one of the fastest growing employers of these workers".

HOW THE MASTER FRANCHISE PROGRAM FITS IN

The optimistic forecasts for commercial cleaning and the subsequent employment outlooks make the cleaning industry a desirable sector to a motivated business owner.

The service we sell, cleaning, is generally low tech and even though it initially requires comprehensive training, once learned, it is low maintenance so more time can be used for sales and marketing.

Heits Building Services, Inc. has such an in-depth training program, we take the guesswork out of running a cleaning business. Heits lends the necessary support and hands-on experience to position its' Master Franchise owners to be successful in this thriving market. Heits and the Master Franchise Program prove to be a formidable pair in the rapidly growing cleaning sector of our economy.

HEITS

BUILDING SERVICES

bring your clean

HEITS
BUILDING SERVICES INC.



“ Alone we can do so little;
together we can do so much ”

The Heits Master Franchise

THE PRIMARY RESPONSIBILITIES OF THE MASTER FRANCHISE OWNER

- Obtain cleaning contracts using our proven sales system
- Conduct thorough training for the unit franchisees
- Provide on-the-job training for franchisees at specific client sites
- Provide continuous support to each franchisee
- Provide monthly payment to the unit franchisee
- Conduct quality performance reviews (QPR's)
- Provide Bookkeeping, accounting, and customer service

COST

- The Heits Master Franchise fee: \$100,000 - \$400,000

REQUIREMENTS

- At least \$100,000 in liquid assets
- Possess professional business/sales management experience
- Driven for success

HOW TO GET STARTED

- Contact our corporate headquarters for information on available territories



HOW IT WORKS

Our Master Franchising Division is an integral part of our continuous growth and an important step on our ladder of success. Heits offers customized franchising packages to assist interested and qualified business owners in meeting their financial goals.

Together with our corporate office, our master franchise owners select a specified territory in which to conduct operations; this includes opening offices for the purpose of securing contracts and selling unit franchises. Heits provides the necessary training and on-going support to master franchise owners to succeed in their business.

Heits offers 24-hour support to both clients and to master franchise owners. Lastly, our staff is trained on state-of-the-art software tracking programs needed to maintain high priority information specific to our accounts and service contracts.

With our commitment to service, we are positioned to become the premier provider of maintenance services by a privately owned company.

Heits FORMULA

• TRAINING → ideas / brochures

• MARKETING →

• SUPPORT →

• tech



“ Champions are made from something they have deep inside them: a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill ”

Muhammad Ali



Heits' formula for Success

Training
+ On-Going
+ Support
+ **Marketing**
+ Technology

= **SUCCESS**

Here at Heits, we have a hands-on approach to obtaining success and we prove this by providing each Master Franchise owner the necessary tools to help them get there. We've put together a formula comprised of fundamental elements that are often

overlooked by the competition and we focus on these basics because they are key to the prosperity of every relationship we embark on.

These resources are proven catalysts toward optimum success with our clients and owner-operators.

TRAINING

- Comprehensive start-up training program *
- Manuals, videos, forms, and contracts
- Understanding franchising: UFOC, legalities
- Operations – financials and administrative procedures
- In-depth employee handbook and procedure manuals

ON-GOING SUPPORT

- Product knowledge
- Sales training and support
- Customer service, troubleshooting
- Unit Franchise sales training
- Strategies on how to keep cleaning contracts on a long term basis

MARKETING

- Evaluating "Return on Investment" marketing campaigns
- Obtaining cleaning contracts
- Advertising and promotional strategies
- Recruiting Franchisees

TECHNOLOGY

- CRM Software
- Database training/support
- Performance tracking

SUCCESS

- Well functioning Master Franchise office
- Solid relationships among Master Franchise, clients, and Franchisees
- Profitable outcome

*As part of our Master Franchise program, Heits provides extensive initial and on-going training at our corporate headquarters in Northern NJ, as well as on-site assistance at each regional office.

“ Thanks to the Heits team and the outstanding support that we receive from them, my business has been growing significantly and I am really satisfied and grateful to them. **”**

Peter Perrone



“ Nothing great was ever
achieved without enthusiasm. ”

Case of success

“Through the constant support of the Heits team, it was possible for me to launch my business. I am sure this was the best business decision I have ever made.”

Renato Silva



“The strong and professional support of Heits Building Services set me apart from the competition and my business has been increasing far more than I ever expected.”

Nestor Evanz



“If you want to make a great move in life, make the decision to be affiliated with Heits; it will really make the difference.”

Cristina Souza



“I own a cleaning business in Ridgefield Park, NJ and for over a year I researched many offers from other franchises. Honestly, none of them could motivate me to engage in doing business with them like Heits has.”

Fabio S. Marinheiro



“ Truthfulness, enthusiasm and patience are great assets to every businessperson. ”

George M. Adams



Getting **Started**

Heits Building Services, Inc. has a wide range of territories still available for the establishment of a Master Franchise. Requests to be considered for this opportunity can be made by contacting our corporate headquarters between 8:00am and 6:00pm. If and when the determination of qualification is made, Heits will review, in depth, the UFOC (Uniform Franchise Offering Circular) with the

prospective Master Franchise owner. Next, a territory will be decided upon in which to establish the regional office. A two-week comprehensive training course will take place in our Northern New Jersey headquarters and complete the start up process.

Work with Heits building Services, Inc. to be in business **FOR** yourself...not **BY** yourself.

www.heits.com

HEITS

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