

# All Clear Franchising News

June 15, 2007  
Issue No. 1



**Jeff Hummel – All Clear St. Louis  
Chad showing Jeff the ropes of  
the business, while in Cedar  
Rapids for training.**

## All Clear Locations and Store Owners

All Clear Cedar Rapids  
Chad Willett  
319-366-2742

All Clear Kansas City  
Jim Bergeson  
913-233-9805

All Clear Quad Cities  
Tony Hinman  
563-529-2721

All Clear Des Moines  
Mike Cole  
515-289-8339

All Clear St. Louis  
Jeff Hummel  
314-303-1839

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## *Quote of the Month*

*That which you vividly imagine,  
Sincerely believe, ardently desire and  
enthusiastically act upon will inevitably come to  
pass.*

*William R. Lucas*

## **Operations Support: Updates On the expansion of our Franchise System**

Since the first of the year, things have been really rolling along. We received a huge response from the St. Louis area while advertising for the All Clear Franchise there. We had 4 Discovery Days and ultimately the sale of the territory to Jeff.

We are now targeting Chicago, Omaha, and Milwaukee for the expansion of the All Clear System. We have conducted 3 Discovery Days for candidates coming from Chicago and one in Omaha. There are other Discovery Days currently scheduled including one individual flying in from Pennsylvania.

## **Updates on our Franchise Program**

There have been several changes to our website to improve our marketability and franchise services. These include a map, which shows locations of current All Clear Stores.

We have also added a form, which individuals can provide their contact information to us, who are interested in owning an All Clear Store. Be sure to visit the web-site to view these updates:  
[www.allclearfranchising.com](http://www.allclearfranchising.com)

Still under construction, but close to completion is a separate website, which you the franchisee can access to order cleaning supplies and equipment. We are also adding a message board to this site, as to facilitate communication between store locations. We are really excited to be expanding our services to you and will continue to develop and expand our services for the benefit of all in the All Clear System.

*Christopher Jessen – Operations Support*

## Jody Willett Administrative Support



### The All Clear Image

Please keep the All Clear image in mind each day out on the jobsites. Check to see that each All Clear vehicle is properly maintained and that each employee wears the appropriate uniform. Our appearance should always be clean and professional. We are #1 in this industry and maintaining our image should be a primary focus.

New spring apparel is now available. T-Shirts, Polos and Jackets can be ordered through the franchise office. If you have items you would like to see us stock, please pass on your suggestions. Thank you!

Jody Willett  
All Clear  
(319) 366-2742  
[www.AllClearFranchising.com](http://www.AllClearFranchising.com)

### *Meet Mark Wingert.*

*Mark comes to us with several years experience as a Maintenance Supervisor at Mirage Properties. He supervised 4 employees servicing 500 apartments.*

*Welcome Mark. We are excited to have you on board!*



## **Cleaning Advice & News from the experts... Kyle, Stacy, and Dixie**

### Tips for Better Crew Efficiency

1. Make sure your crews know where the job is located.
2. Make sure your crews have the correct equipment.
3. Schedule jobs in a progressive order, so they aren't going back and fourth through town.
4. Make sure every job is a quality job... Any touch-up for poor quality is a minimum of ½ hr per employees, drive to site, touch up, and drive to next site.
5. Make sure the crews have all the info on what needs to be done.

**Keep these tips in mind at all times and you will have a more efficiently run operation.**

Kyle Bohlen – Training/Manager



## News from our Franchise Owners

### Jim Bergeson

Right now we are very busy with the Parade of Homes coming up here in the next week...It starts April 22 and runs through May 6... Of course we are wondering how in the world we are going to get everything done, but we will take it one day at a time and prevail as usual...

Along with the parade, we have added a few new builders in the last several weeks...Doug Claussen Builders, Estate Homes by Kevin O'Neil, K.C. Heritage Construction Company, Frank Sbisas Homes, Mori Enterprises, and 1st Choice builders have all chosen us to do their final cleaning since February...We have hired 2 new employees in the last week, this brings our total to 10 including myself...Not much else.

Thanks, *Jim Bergeson* – All Clear Kansas City



### Mike Cole

From the Des Moines All Clear we start the rest of the Grinnell College Science Center 70,000 sq ft to clean the week of 5-14-07 and another 25,000 in June. We are finishing an assisted living home for Regal Construction in Ottumwa. We start our first small project with Dean Snyder Construction on 5-11-05 and we are doing about all of Point Builders projects now. Also we have 50,000 sq ft to clean at Waukee High School addition and we got a 98,000 sq ft Waukee Middle School to start in July-Aug. Good luck to all and welcome aboard to Jeff in STL from Des Moines All Clear

*Mike Cole*

All Clear Des Moines

### Tony Hinman

What's up - We have a lot of good news to report!!

New builders: March & April

Centennial Contractors Of the QC - Over 10,000 SQ FT signed

Frye Builders - 2 jobs signed 18,000 SQ ft & 5,600 SQ FT

Winters custom Homes- Pre-Ins & F/C

Big Jobs.

Precision Builders - 27,000 SQ FT City Hall/Police Station in Geneseo, IL - F/C- Wax vct - Seal Concrete

Estes Construction - 50,000 SQ FT Palmer College in Davenport, IA - F/C - Wax vct - Concrete Seal.

Ryan Companies - Isle of Capri Hotel - 258 rooms F/C

Ryan Companies - Isle of Capri Sky walk - Over 100 windows!!

*Tony Hinman*

All Clear Quad Cities

### Jeff Hummel – All Clear St. Louis

Well, Jeff is pretty busy launching his St. Louis store, which is now up and operational and has completed its first few jobs. Jeff and Chad had a great start with securing work from The Jones Co. The Jones Co. is the second largest home builder in the St. Louis area and is projected to build 600 homes this year. We are excited and looking forward to a long and fruitful relationship with the Jones Co.

Jeff's background includes several years experience in pharmaceutical sales.

While in Cedar Rapids for training, Jeff rolled up his sleeves and fearlessly dug in learning the systems that make us All Clear.

We are excited to have Jeff as a store owner and know he will be a benefit to our franchise system.

Welcome Jeff!



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## Words from Owner and Founder of All Clear Franchising, LLC Chad Willett

Looks like another great start to a new year. As Always the office is working harder than ever trying to keep up on new ideas for 2007. At the front is our image and brand awareness, especially with the addition of a new franchise in St. Louis, noting makes our job easier than a contractor recognizing us or having heard about All Clear. We will have the addition of a web site that will help everyone with their apparel orders sometime in the next 60 days. As always, if you come across a nice piece of clothing that will work for everyone please let us know. One of my favorite pitches to the contractor is the one where the other crew shows up in the 1979 Cutlass Olds and 4 crazies get out with torn shirts and extracurricular advertisements, shortly after that the homeowner shows up... you get the picture.

*One of my favorite pitches to the contractor is the one where the other crew shows up in the 1979 cutlass olds and 4 crazies get out with torn shirts....*

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Omaha, Chi-town, and Milwaukee are the next moves for us that will cover the major metropolitan areas surrounding us in 3 directions; we currently have interested parties in all of these locations. We continue to advertise on the internet and that has landed us a Discovery Day with a lady in PA and have a few other interested parties that also lay outside the Midwest. Chris and I are currently in sales training learning some new moves and honing some old skills. **The one variable that never changes in sales is Honesty and Integrity no matter what!** I hope this letter found you all doing well, remember your competition is doing push ups trying to catch up.

Chad R Willett  
Owner & Founder  
All Clear Franchising, LLC.



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