

DRYMASTER

• • • SYSTEMS • • •

Complete Business Guide

Affiliate Program

www.drymastersystems.com

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Who is DryMaster™?

DryMaster Systems, based in beautiful sunny Southern California, has been in the professional carpet cleaning business for over 15 years with great success. Over the years, we have helped hundreds of DryMaster Affiliates become successful business owners, by providing them with access to the superior DryMaster Technology and equipment, the proven DryMaster marketing and advertising methods, and unlimited personalized technical support.

DryMaster products and supplies are environmentally-friendly, and just as our name implies, our "Instant Dry" technology is what sets us apart: the carpets cleaned using DryMaster solutions will dry within 1-3 hours, and will never create moisture underneath carpets, or leave behind unsightly residue. Our affiliates benefit by utilizing this exclusive technology, by enjoying happy and satisfied customers, and subsequently, loyal and long-term clientele due to repeat business.

The Origins of DryMaster™ Systems

I'm Aaron Ovad, and I'm the proud founder and owner of DryMaster™ Systems, Inc. I'd like to take a few minutes just to share my story with you, about how I got started in the carpet cleaning business and how exactly my financial success launched from that point.

Twenty-four years ago, I was working 40-50 long hours a week as an accountant, and yet I was still struggling to make ends meet and could barely afford my monthly bills. One day, my brother proposed the idea of starting a carpet cleaning business, and I must admit, I was very skeptical at first. But at that point, I really had nothing to lose and decided to ease into the business by just working at it on evenings and weekends. There was no way I could afford to quit my steady-paying job and start a new, unfamiliar business full-time. Nevertheless, I was determined and gave it my 100% effort.

I began distributing flyers around my neighborhood, and just after a few days, I had booked 6 solid jobs for the following few days. In fact, after my first job I was astonished because I had earned \$646 in just 3.5 hours, which was even more than what I would make at my regular salaried job in 1 week!

Of course, the sheer financial benefit of this job motivated me to continue promoting this business, and in fact, I was able to book an average of 2 jobs per day for the following few weeks, with each job averaging a payment of \$175. I was making over \$2,000 a week, working only 20 hours a week, and after 6 weeks I had built-up my business enough that I felt comfortable leaving my regular job- and I've never looked back. After 1 year of such momentum, my business grew to 5 hired technicians, generating about \$4,000 of profit per week, per technician!

After running this business very successfully for nine years, it was obvious my business model and service quality was a proven concept for financial success. Thus, I decided to develop comprehensive carpet cleaning business packages for other individuals, who just like myself years ago, are seeking a career pathway towards financial freedom and success. Since then, I have sold DryMaster Business Packages to over 250 individuals, and these DryMaster™ Affiliates are now out there living the American Dream: being their own boss, working desirable hours, and generating significant profits year after year.

I look forward to the opportunity in introducing you to the Carpet Cleaning Industry, and helping you achieve your career and financial goals!



Aaron Ovad
Founder & Owner



This Industry is IDEAL and DESIRABLE for small business owners

Let's look at the facts:

- * Every year, homeowners lay more than **14 billion square feet** of carpet, and all of that carpet has to be cleaned
- * **77%** of all small business Carpet Cleaning Businesses employ 1-4 technicians only, with a majority counting the owner as the sole employee
 - * Nationally, this industry is dominated by more than **40,000** small, independently owned businesses and historically grows at about a **5%** annual rate
 - * About **80%** of carpet cleaning customers are residential customers, who look for local businesses for servicing their carpeted floors
 - * The Carpet Cleaning Industry is a \$3.8 Billion market



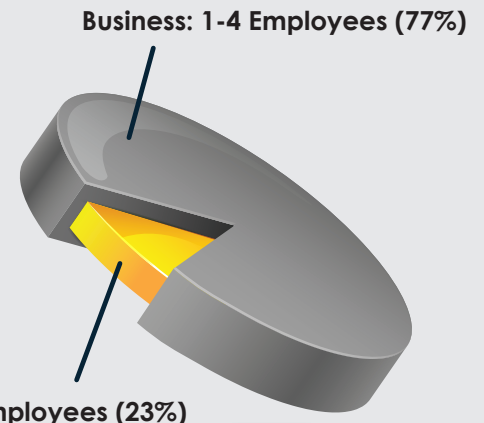
- * Our rate of repeat business from satisfied customers is **97%**, which has resulted in **91%** of our affiliates' customer leads coming from word of mouth or personal referral sources.

Small Business Owners make up overwhelming majority of all carpeting cleaning businesses

The industry is dominated by **small businesses**; companies in the field employed an average of five employees or less each, with 77% of those companies employing only 1-4 employees

77%: 1-4 employees

23%: 5 or more employees



Business: 5+ Employees (23%)

DryMaster™ Business Model: Versatile, Flexible & always Profitable

One of the most appealing elements of this business is the flexibility that comes with its structure. As a business owner, you can choose from many different business structures which suit your needs. For example:

Examples of Business Structures:

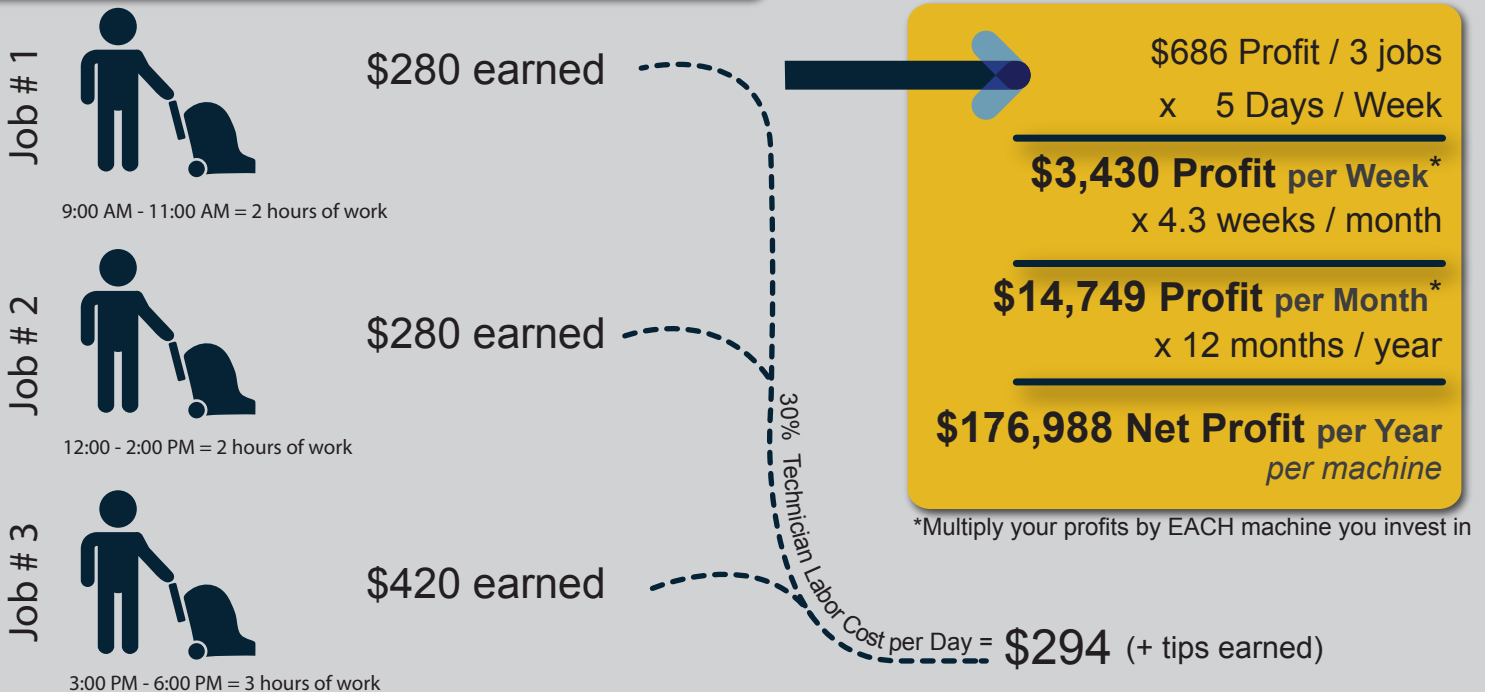
- Business owner is also sole technician of the organization, and provides all of the work
- Business owner employs 1 or more technicians, and both the business owner & technicians provide the work
- Business owner is solely an investor in the organization, and has technicians conduct all of the work

Regardless of which business model you choose to follow, the potential to earn up to **\$14,000 or more a month**, utilizing the DryMaster process, is very realistic. On that same note, the flexibility that comes with owning your own DryMaster™ business can't be beat: you are your own boss, and you set your own hours. This allows you to have lots of room for growth in your new business, and the ability to maintain a strong, long-lasting successful business in the years to come thereafter.

Example of Business with Hired Technicians:

For business owners who choose to primarily hire technicians to conduct the work, below is a very realistic example of a typical work day for your hired technician. Your role as the business owner is to supply your technician with only 3 jobs per day, which will result in an average of \$3,430 of profit per week. A workflow of 3 jobs per day is a very low average, and most of our affiliates have no trouble booking more than 3 jobs per day. Of course, as with all of our DryMaster™ affiliates, DryMaster™ will equip you with the tools and techniques you need in order to market your business effectively. We are here to work with you as a "partner", yet you always keep 100% of your earnings and profit.

A typical day for your hired technician:



Note: Three (3) jobs a day is a low average. Most DryMaster™ businesses book more than 3 jobs per day.

**Profit
Potential
for Owner**

Make more Revenue & Profits if you do the work yourself:

As mentioned on the previous page, one of the huge benefits of this business is that it is totally flexible and versatile, yet at the same time, it's hugely profitable and lucrative.

If you choose to run the day-to-day cleaning operations yourself as an owner/technician, there are even larger profit margins and net revenue potential PER MACHINE. Below is a graphic depicting the average earnings potential for a DryMaster™ business, where the owner is conducting the carpet cleaning work instead of hired technicians.

This is a conservative average, and depending on the number of machines you invest in, and the aggressiveness of your advertising campaigns, it is very realistic to expect to earn even more revenue and net profits.

Also keep in mind that our rate of repeat business from satisfied customers is 97%, which has resulted in 91% of our affiliates' customer leads coming from word of mouth or personal referral sources. This means a bulk of your business will continue to come from your existing customers, in the form of repeat business.

Example of DryMaster™ Business: Owner conducting Carpet Cleaning Work

If you are the type of business owner who likes the hands-on approach, and being interactive with your customers, then this operational model would best suit you. You can generate a higher profit margin, of course, by performing the work yourself and holding-off on hiring technicians until you max out on your individual schedule. The below model demonstrates the average earnings potential for an affiliate owner operating as the sole-technician for the business, utilizing only 1 machine. Of course, you can expect to increase and multiple your profits based on the number of machines you operate in parallel.

Your Typical Work Day & Earnings:



Note: Three (3) jobs a day is a low average. Most DryMaster™ businesses book more than 3 jobs per day.

Frequently Asked Questions

Why is carpet / upholstery cleaning such a good home business?

There is constantly a large demand in the residential sector for high quality, low-cost carpet cleaning services. Many of our clients are repeat-customers, because either they are parents who are concerned about maintaining clean floors for their children, pet owners who are looking to get rid of urine stains or pet odors in the carpets, or general home owners looking to maintain the quality of their carpets. Moreover, referrals from these loyal customers will create new future business and other future loyal clientele for you.

There is so much competition out there, how can I succeed?

Competition is a good sign. The more carpet cleaners you see in your area, the better - it's a sign of a high healthy demand for carpet & upholstery cleaning services. However, many of your competitors have high overhead costs since they are not home-based businesses, and thus are charging significantly higher rates for the service. As a DryMaster™ business owner, you will be able to charge less yet make more of a profit. In addition, you will begin to realize customers prefer businesses which deliver a "personal touch" and are able to relate to their needs. Moreover, the superior marketing and advertisement support you will receive from DryMaster™ Systems will absolutely set you apart from the competition.

Does DryMaster™ demand a percentage of my profits or any minimum annual percentage fee?

NO! DryMaster™ is not a franchise, although our support services are far better than many costly franchises. The initial one-time, affordable investment cost includes everything you will need to launch your carpet and upholstery cleaning business successfully. You are entirely in business for yourself, and you keep 100% of your profits - ALWAYS!

Once I purchase my DryMaster™ Carpet and Dirt Extraction System, will I be able to learn how to operate it the same day I receive it?

Absolutely. The beauty of the exclusive DryMaster™ machine is its simplicity and ease of use. You'll be able to service customers just a few days after you receive your DryMaster™ equipment.

I don't like selling. What chances do I have of getting customers?

You'll get more customers than you can handle without face-to-face selling. DryMaster™ gives you all the direct mail and print ad materials you need to get prospects to call YOU. Our promotion strategies are proven to work. People who call you will already be pre-sold. All you need to do is ask what they want done, and do the job. It's as simple as that. As a matter of fact, you will have work lined up even before your equipment arrives just by talking to friends and family about your new business.

Is this business suitable for women too?

The answer is ABSOLUTELY YES! 7 of 10 residential customers are actually women, and thus are able to relate to female DryMaster™ affiliates and business owners. The average customer is upper middle-class and demonstrates high level of loyalty and quality referrals, which equates to dependable repeat-business.

Still have
Questions?

Call us Now

1-855-848-3076

Frequently Asked Questions

Do husbands & wives often work together in this home business?

YES, very often! A husband & wife team can operate as a very successful business, and in fact, many of our husband & wife affiliates say they make more money now as a DryMaster™ affiliate than they ever did before!

When cleaning customers' carpets, will I have to move furniture?

No, absolutely not. This is not a moving job. In fact, customers will not want their heavy pieces of furniture touched. The only things you move are small chairs, magazine racks, etc. And you are not moving them out of the room. You simply move them a few feet over, clean carpet and put them right back in their place. There is no major furniture moving involved with this job. In fact, the average carpet cleaning job can be easily handled by one person.

How much do the DryMaster™ detergents cost and how much area can one gallon clean?

One gallon of DryMaster™ detergent cleans approximately 8,000 square feet of carpet area. On average, it will cost you about \$5 to clean an area of about 2,000 square feet. You can charge your customer \$400 to \$450 or more for an area that size. Thus, as you can see, the cost of detergent and supplies is minimal in comparison to the potential profit.

Do DryMaster™ cleaning machines come with a warranty?

Yes. A full two-year warranty on parts and labor, and up to 6 years on the solution tank.

What if my machine breaks and needs service?

Your DryMaster™ machine is very powerful, heavy duty, and built to provide you with years of state-of-the-art performance. Should it need repair after your warranty expires, we have hundreds of authorized repair centers all over the country. Actually, most repairs are simple enough to repair yourself. You just locate the part number on the machine diagram in the manual and call us to order it. We also offer extended warranties.

I'd like to expand my current business, am I still eligible to become a DryMaster™ Affiliate?

Absolutely. In fact, a portion of our current affiliates further expanded their existing carpet cleaning business utilizing superior DryMaster™ equipment and technology, and implementing our marketing and advertisement tools and techniques.

How does DryMaster™ financially benefit from selling the affiliate businesses at such low prices?

We invest in you, teaching you the business and in return you will buy your needed detergents, business supplies, and additional machines/equipment from us as you expand. At that point we will generate a profit. Therefore, we only accept highly-motivated and qualified prospects / business buyers for the DryMaster™ Affiliateship.

Be your own Boss and start benefiting from the DryMaster™ Advantages:

- ✓ Flexible Schedule
- ✓ Financial Freedom
- ✓ Large Profit Margins
- ✓ Low Initial Investment Cost
- ✓ No Franchise or Annual Fees
- ✓ Complete Equipment Training
- ✓ Marketing & Advertising Support
- ✓ 100% Guaranteed

**Benefits of DryMaster™
Superior Technology**



1 DryMaster™ Instant Dry Solution

DryMaster™ Systems “instant dry” solution means NO shrinkage, NO dry-rot, NO browning or mildew, which are common problems with other carpet cleaners. You probably know there are other cleaning methods, for example: there are scrubbers that merely surface clean and just push the dirt further down into the carpet. Then there are “steam” or other hot-water extraction methods that can cause problems of shrinkage and browning. Some methods even require two machines, not one. Not so with DryMaster™. Our unique machine cleans deep and complete and extracts soils in just one pass - it takes the dirt out without leaving sticky residues, that other cleaners do, that attract dirt like a magnet that soils the carpet again. Because our system uses low moisture detergent, and so little of it, carpet is dry in an hour or so and is ready for use. Our cleaning leaves the carpet clean, fresh and 100% residue free. Moreover, the DryMaster™ solutions are VOC compliant, bio-degradable and as customers are becoming more organic oriented DryMaster™ offers a whole line of Green Solutions. They can't harm humans, pets, or the environment. In fact, the DryMaster™ system is so safe, it is widely used in hospital and health care facilities. (That is another great market for you!)

2 DryMaster™ Quiet & Easy Equipment Handling

You'll find the DryMaster™ machine fast, mobile, durable, and quiet. It does the job in half the time of other carpet cleaning systems. You can do the heaviest jobs with one machine, one operator. As a matter of fact, We are so confident that you'll be satisfied with the equipment, that we are willing to give you a **30-DAY Equipment Performance Money Back GUARANTEE!** Best of all, the DryMaster machine is lightweight and compact. You need no van or oversize vehicle. It fits easily in most compact vehicles. And no matter what your size, man or woman, you can easily transport it from job to job. Thanks to it's special rear wheels, it almost glides up stairs.



Before

After

3 A “Cleaner & Brighter” Clean

The DryMaster™ Systems exclusive detergents leave carpets CLEANER and BRIGHTER for a much longer time. You see, most present carpet cleaning systems leave a sticky residue in the fibers of the carpet after cleaning. This residue actually attracts new dirt almost like a magnet. DryMaster™ Systems exclusive detergents leave 0% residue - GUARANTEED! This factor alone will get you repeat business that puts more dollars in your pocket. Next, carpets cleaned the DryMaster™ way dry far faster. Your customers can walk on the carpet you've cleaned almost immediately in most cases, in less than a single hour. DryMaster™ exclusive system uses a patented “Dry Formula” instead of steam.” Customers love DryMaster™ because no moisture soaks through to the underside to damage the pile or backing of their carpets. And unlike rotary brushes which merely cleans surface dirt, the DryMaster™ fast-spinning oscillating brush cleans all the way down to the base of the carpet.



No Hassles
No Questions Asked

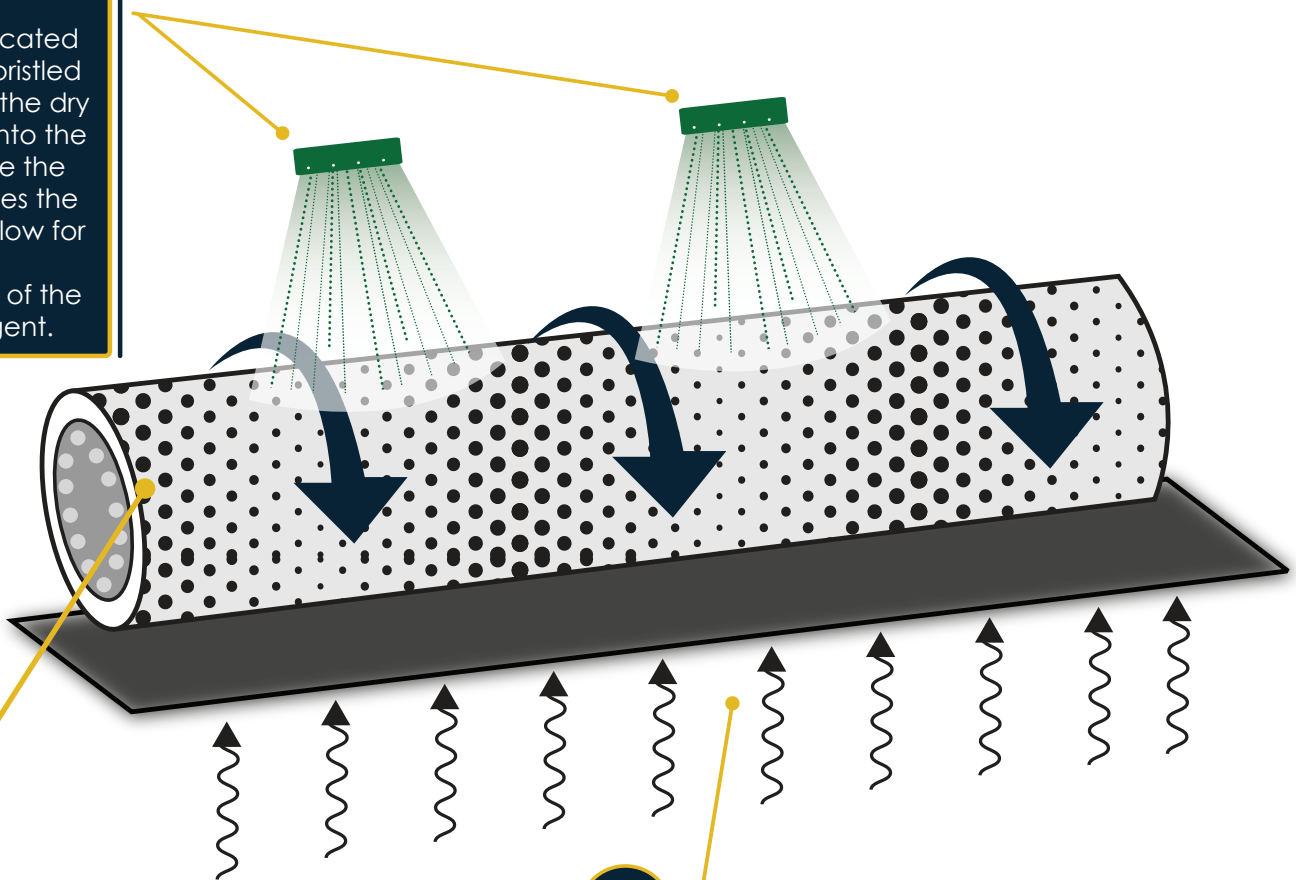
Superior Engineering and Technology inside DryMaster™ Machines:

Patented, Oscillating & Bristled DryMaster™ Brush with DryShampoo Technology

1

Spray Tips:

Spray tips located above the bristled brush spray the dry shampoo onto the carpet, while the brush agitates the carpet to allow for complete penetration of the cleaning agent.



2

Bristle Brush:

The DryMaster™ Bristle Brush oscillates and rotates with a speed of 2500 RPM, in order to effectively disrupt and remove all stains and dirt from the carpet.

3

Powerful Vacuum: Lifts dirt, stains, & tainted solution

A strong, powerful vacuum lifts all of the dirt, stains, and dirty solution back into the system's recovery tank, leaving the carpet clean, sanitized, fresh, and spotless. The carpet will be barely damp, allowing it to dry within 1-3 hours. Also, since the system does not use steam, there is no chance of leaving mildew behind which can remain inside and underneath the carpet.

Superior DryMaster™ Cleaning Products

The DryMaster™ state-of-the art patented “Dry Formula” extraction system is the gold standard of professional carpet cleaning. In addition to our first-in-class equipment, however, the DryMaster™ family of professional cleaning products are truly superior to the competition. Here are just a few example of what sets DryMaster™ Products apart:

Benefits of DryMaster™ Products

- ✳ **Custom Solutions** exclusively developed by DryMaster™ Systems to effectively and quickly remove the most difficult of stains, such as coffee/coke, red juice stains, other beverage stains, candle wax, pet stains, grease, tar, chewing gum, oil, rust stains, and more.
- ✳ **Concentrated Solutions:** each gallon will clean at least 8,000 ft² of carpeting (this equates to 8 large jobs of 1000 ft² each). Comparable solutions from competing brands will clean much less coverage areas, and will even cost more per gallon!
- ✳ **Product Variety:** our solutions are not a one-size-fits-all approach. We have a variety of solutions that are safe to use on all types of carpets. Your customer satisfaction is crucial to the success of your business, and the quality of our products help support that goal!
- ✳ **Instant-Dry Technology:** carpets cleaned using DryMaster™ products will dry quickly, typically within 1-3 hours, as opposed to 1-3 days! Our detergents contain special quick-drying agents, which allows for carpets to be cleaned and dried within a couple of short hours!
- ✳ **100% Non-Toxic & “Green”:** we know customers are environmentally-conscious, and especially careful on which chemicals they will allow into their homes. That’s why all of our detergents are 100% non-toxic, eco-friendly, and safe for human and pet use.
- ✳ **100% Residue-Free:** DryMaster™ products will never leave any sticky, unsightly residues on your customers’ carpets as many other competing products will do. Other brands which leave behind such residue will cause carpets to act like “dirt-magnets”, leading to re-soiling of carpets at faster rates.
- ✳ **100% Effective Odor Control:** our odor control products are extremely effectively in eliminating and removing pet, smoke, and mildew odors.
- ✳ **Effective Stain Prevention:** our stain resistant products will protect carpets and keep them clean for longer periods of time, compared to carpets treated by other brands. This will lead to happy customers,



Just a few items from our vast Product Offering



Marketing & Advertisement Support Provided by DryMaster™ Systems:

A complete package of powerful and proven advertising and marketing tools and materials are provided to each and every DryMaster™ affiliate, to help launch their new business and sustain strong customer growth. Below are just a few examples of the marketing support you will receive as a DryMaster™ affiliate. Also note that we are always adding to our arsenal of resources, tools, and materials, in order to stay updated with the most current and effective methods - and as always, all of our newly added marketing and advertisement resources are available to all of our past and future affiliates. We also provide advanced marketing support resources, such as customized websites or digital marketing, at preferred, discounted pricing to all of our affiliates.

Key to Success: strong and effective marketing and advertisement knowledge, resources, and expertise is what sets successful business owners apart from failing ones. And that's exactly what DryMaster™ will provide you with: the proven, effective and developed tools and implementation techniques necessary to succeed in this industry.

* Print Materials for Advertising & Marketing:

DryMaster™ Systems provides affiliates access to all of our beautifully designed and developed print materials, to use for marketing and advertising purposes. Just to name a few, we offer: *Carpet Cleaning Brochures and Circulars, Upholstery Cleaning Circulars, Print Ads and Flyers for auto, RV, and boat cleaning, Drape & Curtain Cleaning Circulars, Door Hangers, and MORE!*



Carpet Cleaning Print Materials Ready for use by our Affiliates, including customized brochures and business cards.

* Branded Apparel: DryMaster™ Systems provides affiliates

with access to branded "DryMaster™" shirts, caps, bags, and more. Branding is crucial in getting your customers to value the quality of service you provide, and more importantly, to remember you the next time they need a service done. With the purchase of either cleaning package, a DryMaster shirt and cap are included in your order for no additional charge.



Upholstery Circulars / Print Materials Ready for use by our Affiliates

* **Vehicle Door Signs:** Fully designed and customizable magnetic vehicle door signs ready to use, and included in your complete business package. Your potential customers will learn about your business every time you're driving around.

* **Online Store:** Access to exclusive Affiliate-Only discounts and promotions on the DryMaster™ online store.

* **Online Portal for Affiliates:** DryMaster™ affiliates will gain access to an exclusive online portal located on the DryMaster™ website, where they can find helpful resources on cleaning tips and techniques, informational videos, PDFs and files for business purposes, and much more. Moreover, an online discussion forum is available to all DryMaster™ affiliates, so that they can share best practices, ask questions about other affiliates' experiences, and learn from other business owners' practices

Professionally-designed, custom print marketing materials Ready-to-Go for all of our affiliates!

DryMaster™ provides its affiliates with access to numerous types of print materials, which have been proven to be effective for bringing in business and generating consistent revenue.

First impressions with your future, potential customers is CRUCIAL for not only securing jobs, but also retaining those clients as long-term, loyal, repeat customers. Therefore, it is very important to start your print marketing efforts on the right foot, and utilize professionally-designed and visually-appealing advertisement pieces. We provide our affiliates with many print marketing options to choose from, ranging from door hangers, to postcards and display cards, to tri-fold brochures, and much more!

Furthermore, we also provide our affiliates with many coupon options to insert into their chosen print marketing materials, because we understand that every affiliate's territory and target customer requires a different pricing model.



Full-Color, Full-Bleed (edge-to-edge design) Letter-Size (8.5" x 11" Flyer)



Choose your set of coupons to be printed on your custom flyer!



(magnetic business card)



(thank you card)



(2-sided Business Cards)



(display cards)



(2-sided Door Hangers)

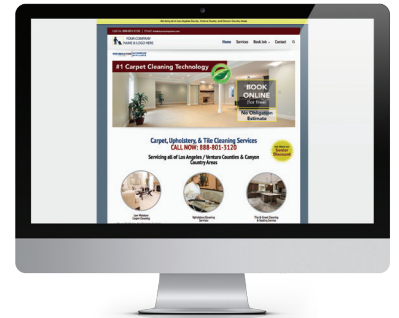
Ready-To-Go Online Marketing Materials, Resources, & Strategies

The DryMaster™ provides its affiliates with access to numerous online resources, such as ready-to-go websites which are fully-loaded with cutting-edge functionality and integrate seamlessly with social media channels & platforms.

In addition to fully-designed & developed websites, our affiliates also benefit from full access to an online portal, which houses all of the files and materials needed for marketing your business online.

★ Fully-Featured, Ready-To-Go Website

- Responsive Design-automatically adapts to every screen size and design
- Fully integrated and customizable Blog developed on The WordPress platform
- Multi-platform adaptable website: Resizes automatically to Desktops, Laptops, Tablets and Smartphones
- Progressive Content Management system giving you absolute control of all content



YOUR CUSTOM LOGO PLACED HERE

ACCESS TO DRYMASTER BRAND

3 CUSTOM SLIDES ON HOMEPAGE SLIDER

SEO-OPTIMIZED HOMEPAGE INFO FULLY EDITABLE & CUSTOMIZABLE

3 FEATURE BOXES FULLY EDITABLE TITLE, CONTENT, AND IMAGE

CALL TO ACTION BUTTON TO BOOK JOB ONLINE

ALERT MESSAGE BOX IS FULLY EDITABLE

FULLY LOADED FOOTER SECTION CAN INCLUDE CONTACT INFO, ONLINE BOOKING WIDGETS, AND MORE!

SITE-WIDE MESSAGE ALERT (FULLY EDITABLE)

LINKS TO SOCIAL MEDIA

ANIMATED CALL TO ACTION BUTTONS ON HOME SLIDER

STARBURST DISCOUNT MESSAGE

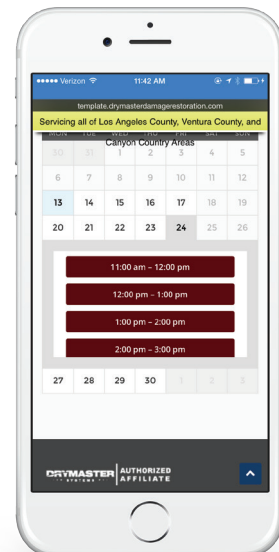
CONTENT MANAGEMENT SYSTEM BUILT ON WORDPRESS PLATFORM

SITE-WIDE COLOR SCHEME IS FULLY CUSTOMIZABLE & EDITABLE TO MATCH YOUR BRAND

CONVENIENT ONLINE BOOKING CALENDAR IN FOOTER SECTION

- Developed to engage and impress customers, generate calls, estimate requests and schedule jobs
- Ease of editing and/or adding new posts, images, videos and links
- Fully integrated Social Media links, widgets (Generate Facebook Likes, Yelp reviews right from your website)
- Custom built coupon generator for printable coupons
- Search Engine Optimization (optional feature)
- Fully integrated real-time online scheduling (optional feature)

MOBILE-FRIENDLY ONLINE BOOKING SYSTEM



(optional feature)

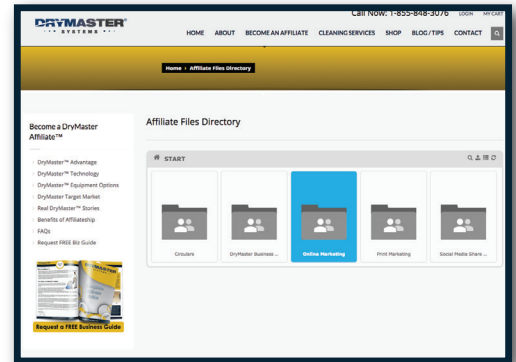
Access to Online Digital Resources

In today's marketing climate, it is just not sufficient to rely on traditional marketing methods, such as print marketing or direct mail. You **MUST** be visible in the digital, online space in order for your business to be "findable" for your potential customers, and moreover, for you to stand out from the competition.

At DryMaster™, we have taken great measure to develop many useful and effective digital resources, which have proven hugely successful for our affiliates and their businesses. These resources include:

✦ Online Accessible File Directory for Digital Resources

- In addition to having the content ready for our affiliates, we've taken the added step of storing all of these digital-ready files and resources in an online portal, to make access for our affiliates quick, simple, and efficient. You may view and/or download these files to use as-needed for your business marketing needs.



✦ Social Media-Ready & Textable Graphics to drive Business Exposure online

- DryMaster™ Systems is continually adding to our growing directory of graphics, which can be freely used by DryMaster™ affiliates to post notifications, offers, promotions, and other information to their social media channels.
- This is a NO-COST method for gaining exposure online, and increasing your customer base.
- All of our social media graphics have been professionally designed by expert graphic artists, and sized perfectly for online posting and distribution.



✦ Guidance & Protocols for setting up, managing, and understanding online marketing channels. Examples:

- Recommended mobile Apps list to help your business operate more efficiently, and lead to increased revenue through various business productivity and marketing apps.
- Best practices and protocol for managing your listing on Yelp Business. This includes: how to respond to a bad review; how to add photos to your yelp page, and more.
- The guidance and protocol documents are also stores in our affiliate-only online digital portal, for quick, easy access!




EXAMPLES OF SOCIAL MEDIA GRAPHICS - AVAILABLE TO ALL DRYMASTER AFFILIATES

The
Financials

Financial Benefits of Becoming a DryMaster™ Affiliate:

- * No geography or zip code limitations placed on DryMaster™ affiliates
- * No Licensing Fee paid to DryMaster™, EVER!
- * No Monthly Royalty fees paid to DryMaster™, EVER!
- * All start-up marketing materials provided to DryMaster™ Affiliates, FREE
- * No hidden costs, extra fees charged to DryMaster™ Affiliates, EVER!
- * All DryMaster™ Affiliates benefit from preferred discounted pricing on cleaning solution purchases
- * Financing Options available to qualified buyers. Call us for further details and terms.

**DryMaster™ Start-Up Costs
vs.
Franchise Option**

	 Affiliate	Carpet Cleaning Franchise Company
Equipment	only \$3790	\$3500
Marketing Materials	✓ included in equipment purchase	\$15,500
Initial Licensing Fee	✓ No Licensing Fees with DryMaster	\$19,500
Ongoing Monthly Fee	✓ No Monthly Fees with DryMaster	\$4,200*
Unlimited Ongoing Training	✓ included in equipment purchase	additional charge
Financing Available	✓ for qualified purchasers	
Total Initial Investment	only \$3790	\$42,700

*over 12 month span



No Hassles
No Questions Asked

More Benefits from DryMaster™: We are so confident that you'll be completely satisfied with the equipment, that we are willing to give you a 30-Day Equipment Performance Money-Back Guarantee!

**DryMaster™
Packages**

now **\$3,790**

reg. ~~\$9,790~~

Complete Professional Carpet Cleaning Business Package

Package Includes:

- 1. DryMaster™ patented “Dry Formula” Carpet Extraction System:** System includes 5 year full warranty on parts & labor.
- 2. Getting Started Manual:** Includes everything you need to know to start your journey toward financial success.
- 3. Personal Coach:** Your own personal Professional Carpet Cleaner / Coach who works with you on a one-on-one basis, and provides you with quick, expert advice on an ongoing (and unlimited) basis, to help you build, grow and expand your business. Your personal coach is always directly available, even after business hours.
- 4. Advertising tools:** A Complete Package of powerful and proven effective money-making, work generating, business building promotional tools. Access to online affiliate portal.
- 5. DryMaster™ Formula Patented Carpet Detergents:** All the patented detergents and cleaning solutions you need to remove stubborn stains, and do amazing work that will make carpets sparkling clean – Thus generating lots of referrals, word-of-mouth response and repeat customers. You will get detergents to clean 17,000 sq. ft. of carpets.

You will also receive all of the following with the purchase of this package:

Detergents Include:

(enough to clean 17,000 ft² of carpet)

- 2 gal. low-moisture carpet detergent
- Traffic Lane Pre-Spray
- Carpet Protector
- Anti Foaming Solution
- “The Formula” Extra Strength Carpet Cleaner
- Pet Stain Remover
- Spot Remover

Business Supplies:

- DryMaster Affiliate Certificates
- 2 Magnetic Vehicle Identification Signs
- DryMaster Polo Shirt with Logo
- DryMaster Cap with Logo
- 2 Gallon Pump Sprayer
- Tote Bag
- Measuring Cup
- Carpet Coasters & Foam Blocks
- Clipboard
- Utility Brush
- 2 Spray Bottles
- Full Color Work Generating Flyers (Qty: 1000)
- Customer Invoices (Qty. 35)
- Color Carpet Cleaning Circulars (Qty. 35)
- Color Carpet Protector Circulars (Qty. 35)
- Color Odor Eliminator Circulars (Qty. 35)
- Color Auto, RV, Boat, & Aircraft Cleaning Circulars (Qty. 35)

**Pay in Full, and Receive Upholstery & Area Rug Cleaning Business FREE
(a \$3650 Value)**



No Hassles
No Questions Asked



Financing Options Available
to Qualified Buyers



**DryMaster™
Packages**

now **\$3,650**
reg. ~~\$7,750~~

Complete Professional Upholstery & Area Rug Cleaning Package

Package Includes:

- 1. DryMaster™ patented “Dry Formula” Upholstry Extraction System:** System includes 5 year full warranty on parts & labor.
- 2. Getting Started Manual:** Includes everything you need to know to start your journey toward financial success.
- 3. Personal Coach:** Your own personal Professional Carpet Cleaner / Coach who works with you on a one-on-one basis, and provides you with quick, expert advice on an ongoing (and unlimited) basis, to help you build, grow and expand your business. Your personal coach is always directly available, even after business hours.
- 4. Advertising tools:** A Complete Package of powerful and proven effective money-making, work generating, business building promotional tools. Access to online affiliate portal.
- 5. DryMaster Formula Patented Upholstery Detergents:** All the patented detergents and cleaning solutions you need to remove stubborn stains, and do amazing work that will make upholstery sparkling clean – Thus generating lots of referrals, word-of-mouth response and repeat customers.

You will also receive all of the following with the purchase of this package:

Detergents Include:
(enough to clean 50 sofas)

- 2 gal. low-moisture upholstery cleaner
- Upholstery Pre-Spray
- Anti-Foaming Solution
- Upholstery Fabric Protector
- Leather Cleaner
- Spot Remover
- Utility Brush

Business Supplies:

- DryMaster Affiliate Certificates
- 2 Magnetic Vehicle Identification Signs
- DryMaster Polo Shirt with Logo
- DryMaster Cap with Logo
- 1 Gallon Pump Sprayer
- Tote Bag & 2 Spray Bottles
- Measuring Cup
- Clipboard

- Full Color Work Generating Flyers
- Customer Invoices
- Color Upholstery Cleaning Circulars (Qty: 1000)
- Color Upholstery Fabric Circulars (Qty. 35)
- Color Odor Eliminator Circulars (Qty. 35)
- Color Auto, RV, Boat, & Aircraft Cleaning Circulars (Qty. 35)
- Color Mattress & Drapery Cleaning Circular (Qty 35)

Get This Package for FREE, if you BUY and PAY IN FULL for the Carpet Cleaning Package (a \$3650 Value)



No Hassles
No Questions Asked



Financing Options Available
to Qualified Buyers





Fully Loaded

Premium Package

LIMITED TIME ONLY!!!

now **\$5,995**

reg. ~~**\$11,785**~~



Package Includes:

☀ **Complete Carpet Cleaning Package \$9,790 value!**
(includes everything from pg. 17)

☀ **Upholstery & Area Rug Cleaning Package \$7,750 value!**
(includes everything from pg. 18)

98% of carpet cleaning businesses provide upholstery cleaning services as well. It's a MUST for being competitive and successful in the industry!

☀ **FULL Marketing Package, which includes:**

PRINT MARKETING:

- 1000 Full Color, Double-Sided Business Cards
- 500 Full Color Magnet Business Cards
- 250 Full Color, folded Thank You Cards
- 500 Additional Invoices (NCR, carbon copy forms)
- 500 Full Color, Display Cards
- 2500 Full Color, Double-Sided Door Hangers



(2-sided Business Cards)



(magnetic business card)



(thank you card)



(NCR Invoices)



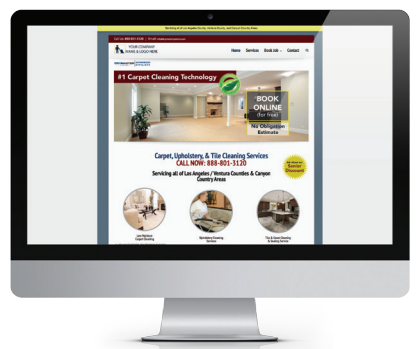
(display cards)



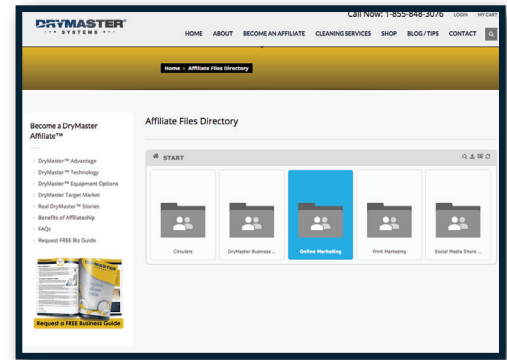
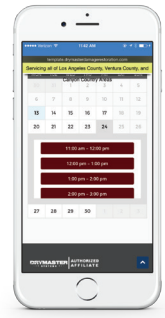
(2-sided Door Hangers)

ONLINE / DIGITAL MARKETING:

- Full access to online digital resource directory - included for FREE!
- Fully-Customized Website with Online Booking Functionality (\$1050 Value!)



**MOBILE-FRIENDLY
ONLINE BOOKING SYSTEM**



Many
Options to
Choose
From

DryMaster™ System's vast equipment offering caters to the needs and requirements of every type of carpet cleaning business owner. Our inventory of machines includes cleaning equipment for business owners who may, for example require:

- * **Light, Portable, and Powerful Machines:** for business owners who prefer operating lighter machines, and require ease of maneuverability,, we offer the **DryMaster™ 3-Gallon Soil Extraction System**, which still packs a very powerful punch when cleaning carpets in both residential and commercial settings. This machine couples very well with our **DryMaster™ Upholstery Cleaning Machine**, as it is also very easy to lift and delivers high-quality cleaning for all types of upholstery jobs. This duo of machines allows the business owner to simultaneously service two different jobs at different locations.



DryMaster™ 3-Gallon Soil Extraction System



DryMaster™ 3-Gallon Soil Extraction System
(folded for transport)



DryMaster™ Upholstery Cleaning Machine

- * **Bigger, More Powerful, Larger Jobs & still Portable:** for business owners who require larger machines and frequently service larger jobs, DryMaster™ offers the very powerful **DryMaster™ 5-Gallon Soil Extraction System**, which can clean **BOTH carpet and upholstery** in residential and commercial settings. The 5-Gallon System is a larger machine, yet very **easy to operate, transport, and maneuver.**

DryMaster™ Systems can develop custom packages for business owners, based on the requirements and needs of each carpet cleaning business. Please contact us for a custom quote on a bundled equipment package.



DryMaster™ 5-Gallon Soil Extraction System

**Your
Choice!**



DryMaster™ 12-Gallon Extraction System
with wand

**Financing
Options**

Financing Options Available to Qualified Buyers:

Financing Terms both Packages: 50% Down + 15 monthly payments

DryMaster™ Systems has financing options available, for qualifying individuals who do not have the full payment amount at the time of purchase. The monthly payments are very reasonable for any business owner, costing about an equivalent of half the value of a carpet cleaning job per month to cover both principal and interest.

BUDGET PLAN OPTIONS:

Package Type	50% Down Payment	15 Monthly Payments
Carpet Cleaning Business	\$1,850	\$161
Upholstery / Area Rug Business	\$1,800	\$149



Benefits:

- Get started on your Carpet Cleaning Business Immediately
- Affordable monthly payments to allow you to build up your business steadily
- 100% Money-Back Guarantee

Pay in FULL for Pro Carpet Cleaning Business, and get Upholstery & Area Rug Cleaning Business FREE

Benefits:

- Get started on your Carpet Cleaning Business Immediately
- Get ENTIRE 2nd Business for no additional charge (\$3,650 value)
- Save \$295 in interest fees
- 100% Money-Back Guarantee

Pro Carpet Cleaning Business



PAY IN FULL: \$3,790

Pro Upholstery & Area Rug Cleaning Business



FREE (\$3,650 value)

**Real
Affiliate
Stories**

**“Last Year I
made \$135,000”**

“Thanks to DryMaster, my life has changed 180 degrees. They helped me open the best cleaning services in my area. I have a huge happy customer base and life is good to me now! I am able to afford things that I never dreamed I could before. Last year I made \$135,000.00. I live very comfortably and got married a few years ago.

Thank you DryMaster for giving me this opportunity. I'm blessing the day I first came across you. Thank you for your incredible support and for the goodness and satisfaction this business provides me.”



David Vaknin
Brooklyn, NY
Clean-Dry Carpet Care
DryMaster™ Affiliate



Lloyd Moore
Tampa, FL
Fast-Dry Carpet Cleaning System
DryMaster™ Affiliate

“I started using the DryMaster system in January 2009. With the help of my DryMaster rep, I was able to ease into a rhythm that led to success. My coach is always available; may it be addressing my concerns about the equipment/cleaning solutions or just keeping in touch. Two months from my start date, I was able to replace my income and leave my full-time job. I look forward to expanding the business by hiring employees.

I have tried other cleaning solutions; so, trust me when I say, “DryMaster cleaning solutions are the best!”

**“Two months from my
start date I was able to
replace my income and
leave my full-time job”**

**“I’m averaging
\$4000 / week”**

“If anyone doubted the potential of DryMaster, my story should help change your mind. With DryMaster systems by my side I entered what can be argued as the most competitive market in the country in the middle of the greatest recession our generation has ever faced and I’ve never looked back. I am very happy with where I am at this point and I am only going to continue to grow. A little over a year into my business I am averaging \$4000 a week. I wish nothing but success for all of my friends at DryMaster because that is precisely what they have given me. I succeeded faster than I could have ever imagined.”



Sonnie Cohen
Staten Island, NY
Pure Green Carpet Cleaning
DryMaster™ Affiliate

**More
Affiliate
Stories**

“The DryMaster consulting staff are awesome”

“I started my DryMaster business, and within one week I already had jobs lined up, just through word of month. I made \$1150 my first week. The DryMaster consulting staff are awesome. They are always there to answer any questions I may have about the business. I'm telling you, this is the real deal!”

A. Nunez
Sacramento, CA
DryMaster™ Affiliate



Ray R.
Ultimate Carpet Care
Santa Margarita, CA
DryMaster™ Affiliate

“I'm glad I've made the right decision in becoming your affiliate, instead of buying from one of the money hungry franchises. Once again, thank you for SAVING me \$20,000+ in capital investment, while giving me the most modern and efficient system! The best, bar none! Oh, and thanks for not charging royalty fees.”

“Thank you for saving me \$20,000+ in capital investment”

“It has been a very profitable and positive experience”

“Thank you for providing me with the opportunity to become one of your affiliates. I'm very pleased and proud to be associated with such a fine organization. It has been a very profitable and positive experience! My business is expanding and I became comfortable financially”

David Morgan
Coconut Creek, FL
DryMaster™ Affiliate

Want to read even more Affiliate Testimonials?

Visit Our Website: www.DryMasterSystems.com

Next Steps for Becoming a DryMaster™ Affiliate:

DryMaster™ Systems is very excited about providing potential affiliates the information and resources they need to learn more about this hugely successful business opportunity. In addition to increasing our affiliate family, we are always here to make sure that each and every one of our affiliates succeeds and has access to all of the tools and resources necessary to attain their financial and business goals.

These are the next steps in the process for becoming a DryMaster™ Affiliate:

Step 1: Contact your DryMaster™ Systems representative, who will walk you through the business details, and discuss any questions or concerns you may still have. The purpose of this discussion is always to make sure you, as a potential new affiliate, are comfortable with all aspects of your new business and understand what it takes to succeed at this very profitable venture. During this phone conference, DryMaster™ Systems will evaluate whether or not you meet the qualification requirements to become a DryMaster™ affiliate, and if the specific DryMaster™ business you are looking to purchase is available at that time.

Step 2: Complete the No-Risk Trial Application, and return to DryMaster™ Systems. At this point, we will evaluate your applications choices and process your order. All of your selected equipment and business materials included in your chosen package will be immediately shipped to you, so that you can begin your business as soon as possible. Remember, DryMaster™ Systems offers a 30-Day Money-Back Guarantee, if you are not fully satisfied with your equipment purchase.

Step 3: At this point in the process, we will work with you on selecting and finalizing your new business name. Once this is set, you will begin the one-on-one training and coaching session(s) with your professional carpet cleaning coach to get you started with your new business. Note that this coaching is available on an unlimited basis, and your DryMaster™ coach is always ready to answer any questions you may have.

We Look Forward to Welcoming You to

DRYMASTER
• • • S Y S T E M S • • •

Contact DryMaster Systems

phone: 1-855-848-3076

fax: 1-888-801-8636

email: info@drymastersystems.com

Mailing Address:

DryMaster Systems Corporation
8335 Winnetka Avenue
Winnetka, CA 91306



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