



*“Bringing Professionalism into the Janitorial Industry”*

Entrepreneur Program  
**BASIC PROGRAM INFORMATION PACK**  
**The Janitorial Agency Services Corp. (TJA)**  
**6427 Centurion Drive**  
**Suite 100**  
**Lansing, MI 48917**  
**(517) 323-1822**  
[www.janitorialagency.com](http://www.janitorialagency.com)

The Customer will operate commercial janitorial and building maintenance businesses under their independent corporations.

The total investment necessary to begin operation of a TJA Basic Entrepreneur Program is \$7,900.00. For further information about the total investment, see Items below in this information pack.

This document summarizes the Entrepreneur Basic Program and other information. Read this document carefully.

## TABLE OF CONTENTS

<b>ITEM</b>	<b>PAGE</b>
<b>ITEM 1: MISSION STATEMENT</b>	<b>3</b>
<b>ITEM 2: PROGRAM OVERVIEW</b>	<b>4</b>
<b>ITEM 3: BASIC PROGRAM</b>	<b>9</b>
<b>ITEM 4: BUSINESS INSURANCE REQUIREMENTS</b>	<b>11</b>
<b>ITEM 5: TJA ASSISTANCE, ADVERTISING, AND TRAINING</b>	<b>11</b>
<b>ITEM 6: TERRITORY</b>	<b>12</b>
<b>ITEM 7: AFFILIATIONS, REFERENCES AND THIRD PARTY REPORTING</b>	<b>13</b>
<b>ITEM 8: AGREEMENT</b>	<b>13</b>
<b>ITEM 9: CLOSING</b>	<b>13</b>

**ITEM 1**  
**MISSION STATEMENT**

The Janitorial Agency is a professional organization for people involved in the operation, organization, and management of janitorial companies. Our principal roles include:

- To always understand and satisfy the needs of janitorial entrepreneurs so as to provide them with products and services which will help them become better janitorial company operators and managers.
- To empower janitorial companies through information, education, relationships, and resources that will enrich their professional development and careers.
- To advance the thought, application and ethical practice of janitorial business management.

**ITEM 2**  
**PROGRAM OVERVIEW**

TJA offers the most training, consulting and most thorough business development programs in the janitorial industry. TJA is looking for serious entrepreneurs who are seeking to build a successful business. In order to qualify for the purchase of a Basic Program with TJA, we are looking primarily for those who are entrepreneurs and highly motivated individuals to build their company into a large size building services company.

TJA provides the highest business volume opportunity margins in all of the janitorial industry. In addition, please refer to ITEMS 4, 5, and 6. The Basic Program provides returns on your investment and other essential benefits to ensure your success within the proven TJA business model. Ask your marketing executive for more details!

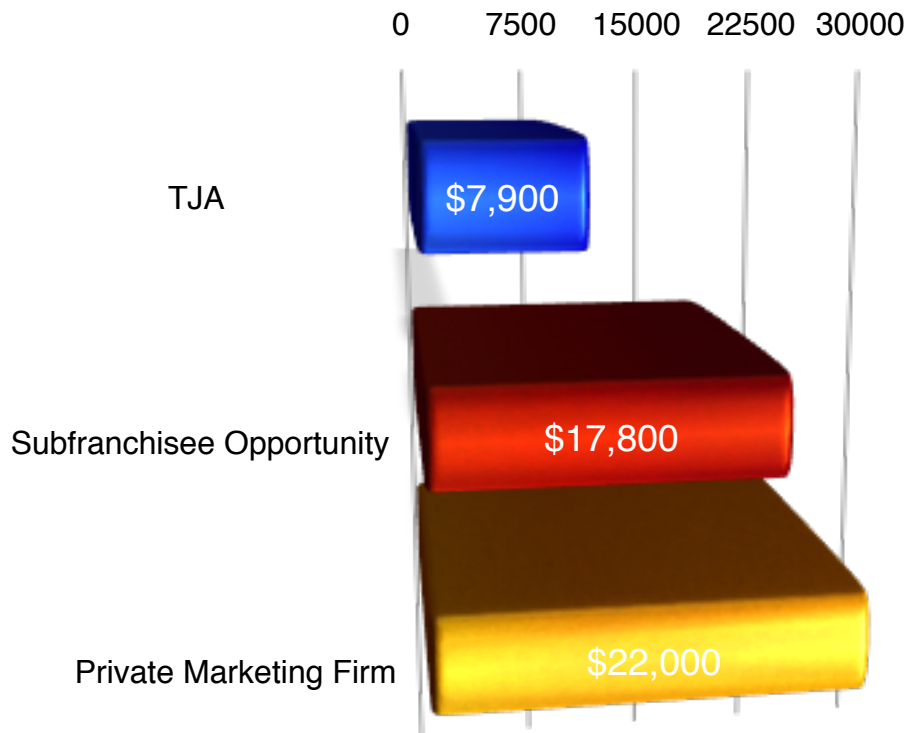
**Program Comparisons throughout the Janitorial Industry**

<b>Service</b>	<b>TJA</b>	<b>Private Marketing Firms</b>	<b>Sub-Franchisee Opportunity</b>
Business Volume	★		★
Website Development	★	★	
Unlimited Lifetime Marketing Services	★	★	
Pay Per Click Campaign	★	★	
Other Internet Marketing Services	★	★	
Business Card Development	★	★	
Logo Development	★	★	
Janitorial Industry Training	★		★
Management Training	★		
Sales Training	★		
Consulting Services	★		

**Table 1**

■ TJA      ■ Subfranchisee Opportunity      ■ Private Marketing Firm

“First Year Cost Comparisons, 2011”



**Chart 1**

TJA brings total business development to the forefront. It is imperative that your company receive all of these services in order to ensure your success in this industry. (Refer to Table 1

above) All services you need are included in the TJA Basic Program, neither of the other comparative services provide you Management Training, Sales Training, Consulting Services, or Unlimited Lifetime Marketing Services in the production of Business Volume Opportunities (BVO). While private marketing firms do not produce business opportunity volume, Subfranchisee Opportunities do but at a more expensive rate. (Refer to Chart 1) Subfranchisee Opportunities will provide you business volume for an upfront average cost of around \$13,000.00 or more but in addition will charge you royalties and administrative fees that will cost you on average an additional 15% or \$4,800.00. These fees amount to a 23% increase in cost without allowing you the independent advancement of your company. Try to hire independent marketing firms to pay for the services that the franchise company does not provide, and you will end up paying an additional \$22,000 for the first year.

In order for your company to receive similar services provided by TJA's Basic Program you can plan to pay \$17,800.00 for your initial \$32,000.00 business volume and an additional \$22,000.00 for the other necessities. Grand total: \$39,800.00 vs. the most cost competitive TJA price of \$7,900.00.

Pursuing marketing with most other marketing firms will not provide you a minimum guarantee either. TJA provides all of the above services plus provides you the minimum business volume opportunities your company is looking for!

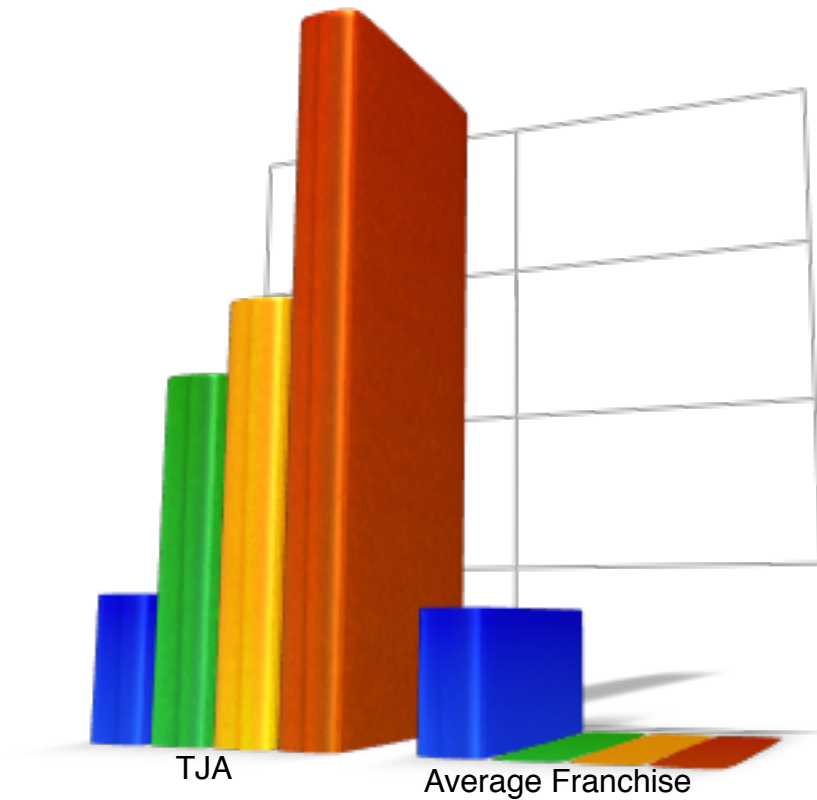
If you are researching a sub-franchise opportunity for your small business you will find that all that will be provided is a business volume guarantee.

Active companies with TJA have seen increased success year after year just look at some of the [recommenders](#). The key to their successes lie in the thorough development of their companies through TJA's Entrepreneur Programs, which includes several segments; janitorial industry training, business opportunity volume, business consulting, sales training, executive management training and many other elements.

TJA will provide you everything you need to take your business from the bottom directly to the top. The mission of TJA is to help your company become a large Building Service Company (BSC). If you are looking for long term success, TJA will provide you a platform from which to grow your independent business.

■ 2011      ■ 2012      ■ 2013      ■ 2014

### Growth Rate: 4 Year Take-off



### TJA vs. Franchise Opportunity

#### Chart 1.2

As you see above(Chart 1.2), franchise companies are most interested in providing prospective companies business volume in their first year but after they have developed what the client paid for, the results are disturbing. If you do business with a franchiser, in order to grow, you will always pay more fees, month after month, year after year. With TJA you will never be charged royalties, renewals, or administrative fees. Successful Basic Program companies can expect huge returns as the graph shows.

### **ITEM 3** **BASIC PROGRAM**

The Basic Program's initial investment is \$7,900 (USD), TJA offers everything you will need to start your own business. TJA provides industry leading support and training beyond what you would get from investing in a typical franchise, with the luxury of running your own cleaning company. This type of freedom affords you to develop standards, goals, and work ethic to create a business that is successful. We also provide many necessary tools to brand your business such as: (all included)

1. Operations Manual Development Consulting
2. Business Plan Development Consulting
3. Over 20 Training Courses with Live Consulting
4. Website Design
5. Logo Design
6. Business Card Development
7. Business Volume Opportunities
8. Cleaner Training Manual Development Consulting
9. Cleaner Video Training Platform

Last, but not least, TJA produces business volume opportunities for the life of your business!

#### **Is This Program Right For You?**

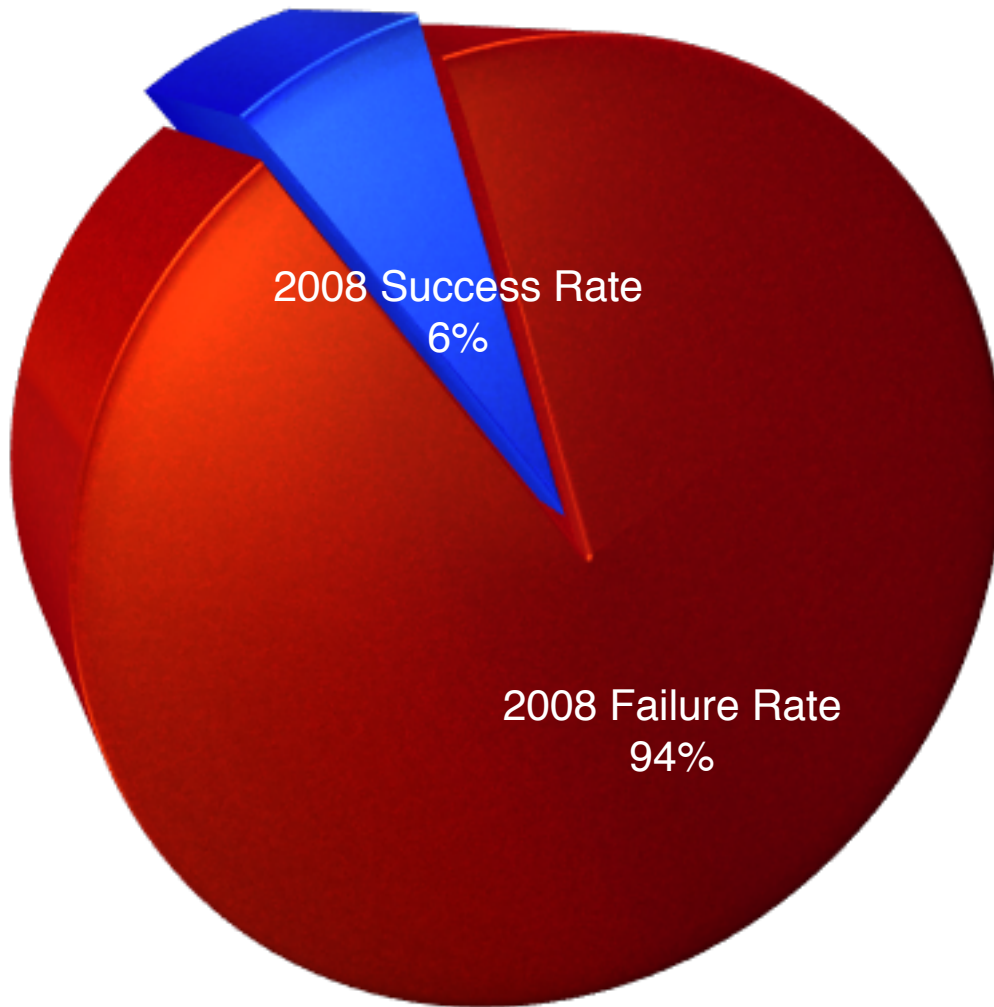
By working with TJA, you are investing in your future. TJA provides you with an average of thirty percent profit margin, compared to the industry average of fifteen percent. With this investment, you will receive an industry best \$32,000.00 minimum business volume opportunities before the completion of your training. Unlike conventional franchises, TJA does not charge any hidden fees: royalty, administrative, management, invoicing and/or documentation fees. We also do not charge you for the contracts you obtain on your own. As you grow your business, we do not take over management or ownership of your business.

Breaking down the services TJA provides your company, you will save more than \$35,000.00 in the first year. There are many other benefits that are included in our programs to save you time and the financial hassle of doing it yourself and contracting with several other companies to perform everything TJA does for you!

● 2008 Success Rate

● 2008 Failure Rate

### National Janitorial Independent Company Failure Rate 2008



**Chart 1.3**

In 2008, ninety four percent of all companies registered in the United States failed within the first six months of their short existence (see chart 1.3). Some experts say it is because of the lack of business consulting, some experts say it is because of a lack in marketing power, others say

that it is related to lack of organization and misallocations of financial resources. Which ever expert you prefer to believe, TJA has provided a system which has proven to beat the natural odds of your business failing (see chart 1.4). TJA has the marketing power and professional consultants to effectively take your business whether failing or prospering and turn it into a great success. TJA's training platform requires your company to achieve the organization required as part of the equation of success.

Committing to a relationship with TJA is committing to the survival and exponential growth of your company!

Gain manageability with TJA!

### **Basic Summary:**

Basic Program:

Cost: \$7,900.00

Minimum Business Volume Opportunities: \$32,000.00

## **ITEM 4** **BUSINESS INSURANCE REQUIREMENTS**

Once you have begun acquiring business volume opportunities you must hold these insurance coverage. **It is not a TJA requirement to hold these policies until after you have begun contracting clients for your company.**

You must provide TJA or any business volume opportunity with proof of insurance upon demand.

## **ITEM 5** **TJA'S ASSISTANCE, ADVERTISING, AND TRAINING**

### **Pre-Opening Obligations**

After all documentation is returned to TJA, you will be scheduled for orientation. Orientation is designed to cover all expectations for the program.

TJA will provide a training program. TJA will provide you with online access to the program portal which contains training videos and support.

TJA will help you develop a website complete with design.

Business Card development will occur.

TJA will market your company to customers in your territory who need janitorial services and perform tasks such as proposal submittal and walkthrough schedules. You will be required to purchase a small marketing package for Business Volume Opportunity training.

Your minimum business volume opportunities will be fulfilled before you even complete training programs.

You must maintain one or more telephone numbers dedicated for your business which will be listed in web directories and your website servicing the Territories and any such adjacent or nearby areas TJA may designate.

### **Training Program**

TJA provides a training program to you when you begin your Basic Program, which covers marketing for janitorial accounts, account retention and administration and developmental structure of your business (see Table 1.2). Instructional materials and methods include manuals, videos and personalized instruction. You must complete the training program to TJA's satisfaction. You will be required to purchase some books which are available for a reasonable fee at your local bookstores or online. There is no separate charge to attend the initial training, but you must cover your own travel and living expense while attending some training at the closest TJA location.

Instructors are members of TJA's team and may change from time to time. There is no minimum level of experience with TJA required of the instructors. The person in charge of the training program is Charles Carey, CEO/TJA.

### **ITEM 6** **TERRITORY**

Your territory will exist most typically within a 40 mile radius or less initially, but may be able to extend further with request and then written approval by TJA's directors.

**ITEM 7**  
**AFFILIATIONS, REFERENCES AND THIRD PARTY REPORTING**

Listed as the number one business to start in Entrepreneur Magazine in September 2009.

TJA has a training partnership with BETCO.

TJA has a strategic alliance with The Green Clean Institute.

**ITEM 8**  
**AGREEMENT**

The Basic Program is backed by an agreement which outlines the expectations for the program. The agreement is available once we have determined qualification and approval. Included in your agreement is the minimum business volume opportunities as well as all other TJA promises.

**ITEM 9**  
**CLOSING**

Once you have decided that a relationship with TJA is the right direction for your company your marketing executive will be happy to help you move forward. If you have any questions please feel free to contact your marketing executive who will direct you through the process. We look forward to long lasting, productive relationships with business professionals like you.

**In no way is this information packet intended to be served as an agreement by TJA, please refer to your service agreement for all details including updated policies.**