



# Durk's

**WINDOW SERVICES**

**FRANCHISING WITH RESIBRANDS**





The background image shows two men, Brandon Downer and Carter Smith, the founders of Pink's Window Services. They are wearing dark blue baseball caps with the Pink's logo and light blue short-sleeved shirts. They are standing outdoors in front of a white house with a dark roof. The man on the left has a mustache and is smiling broadly. The man on the right is also smiling. The overall scene is bright and positive.

*Pink's*

Say hello to Pink's Window Services, where we're transforming the ordinary into the extraordinary! Founded by the dynamic duo, Brandon Downer and Carter Smith, Pink's is all about restoring trust and dignity in the home services industry with a fresh and innovative approach that will make your momma proud.

Backed by ResiBrands, Pink's receives unparalleled support, including an in-house appointment center and marketing team, empowering you to thrive in your entrepreneurial journey. Say goodbye to dull routines and embrace a vibrant franchise adventure that's filled with endless possibilities! Let's redefine excellence together in the world of window cleaning!



# FROM THE FOUNDERS ——— *Pink's*

“Pink’s was born out of our shared desire to bring dignity back into the blue-collar service industry. We were both tired of hiring workers that showed up late or said they were going to fix something that they never got around to doing. Why is this an acceptable standard?

We’re here to change that narrative by bringing back the lost art of getting your hands dirty for the sake of the customer. Pink’s was founded on the idea of world class service at a fair price. We aim to make our mommas proud and hopefully yours too along the way”.

**-BRANDON DOWNER & CARTER SMITH**

## *\* Be Bold & Stand Out.*

With a memorable name like Pink's, you will never fall between the cracks of the countless forgettable service brands. Why make them memorize your number when it only takes a color?

## *Plug N' Play Marketing & Sales \**

Robust in-house strategic marketing team dedicated to driving your leads for you. We also train you on our many methods of bringing awareness to your business and services. We'll teach you how to not only win over one client, but how to build strategic relationships, receive repeat business, referrals, and online reviews.

## *\* Coaching Mentality*

We take a coaching approach to our training and support. We truly desire to learn about you, your experiences, and your objectives. Taking all of that into account with how to best coach you to reach your goals. We'll coach you in a way that makes you and your business shine.



# FROM THE FOUNDERS

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We are so humbled by your interest in this business endeavor with ResiBrands! It's our sincere desire that you succeed, and truly enjoy building your business. It has always been a passion of ours to help others get ahead in life.

In building ResiBrands, we found ourselves wondering, "How can we help our employees not just succeed, but actually enjoy their jobs?" That core desire is the reason we chose the franchise model over other models for business growth. We want to help others.

We believe one of the greatest ways to help others is by giving them an opportunity to run a successful business. Being a business owner comes with many challenges, but many rewards as well.

It's our goal to coach you through these challenges, utilizing the experience we've gained through the years of running this company. We hope to help you achieve the many rewards that come from being an entrepreneur.

— **ALLAN ALARCON & STEVEN MONTGOMERY**



# RESICORE VALUES

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## *Diligence*

We work hard, we are persistent, and we don't quit. We strive to go beyond excellence, working hard to make the world a better place.

## *Integrity*

We want you to know that we are a company that you can trust. We work hard, follow through with our promises, and provide the best quality job every time. If something ever goes wrong, we always work to make it right.

## *Generosity*

We are determined to continuously succeed and progress, we are always thinking of how we can give back to our community and the world. We believe that giving back is the greatest blessing. We give our customers a great service, our employees a great work-life, and the world all the help we can.

ResiCreative is the powerhouse behind all the marketing efforts for franchisees at Pink's. Our franchisees can rely on ResiCreative to manage all of their advertising and provide them with detailed monthly reporting. We create engaging and interactive content that speaks directly to their customers and we use multiple campaigns to reach out to as many potential clients as possible.

## *ResiCreative In-House Services*

- Search Engine Optimization
- Advertising
- Graphic Design
- Photography
- Videography
- Social Media Support
- Marketing Communications
- Account Management & Support



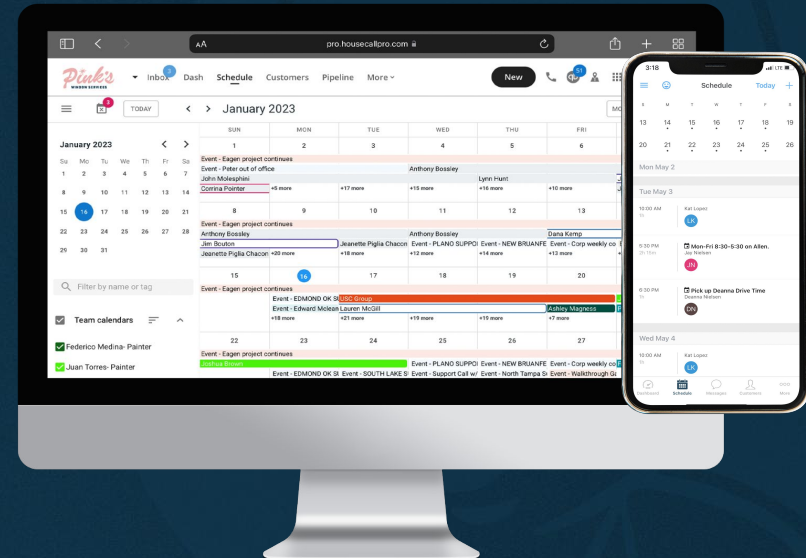


ResiConnect is the in-house appointment scheduling team for our franchisees. We provide exceptional customer service to customers across multiple channels, including social media.

With ResiConnect scheduling the appointments, Pink's franchisees can focus on delivering high-quality service to their customers.

## *In-House Appointment Center Services:*

- Phone calls
- Texts
- Facebook Messages
- Instagram Messages
- Social Engagement & Listening
- Google Messaging
- Web Forms & Web Chat



# OUR SERVICES



- \* Exterior Windows
- \* Interior Windows
- \* Power Washing
- \* Soft Washing
- \* Deep Track Cleaning
- \* Screen Cleaning
- \* Interior High Dusting

- Solar Panel Cleaning \*
- Gutter Cleaning \*
- Light Fixture Cleaning \*
- Skylight Cleaning \*
- Roof Wash \*

# THE INVESTMENT

## Expenses

	Low Range	High Range
Initial Franchise Fee	\$59,000	\$59,000
Your Training Expenses	\$3,000	\$5,500
Vehicle Lease and Wrap	\$3,000	\$12,000
Master Class	\$5,000	\$5,000
Business Licenses and Permits	\$0	\$1,000
Computer Systems and Setup	\$500	\$1,000
Uniforms and Branded Materials	\$2,000	\$3,000
Office Equipment and Supplies	\$500	\$2,500
Professional Fees	\$500	\$2,500
Marketing Development Fee	\$5,000	\$5,000
Grand Opening Advertising/Marketing	\$10,000	\$15,000
Insurance	\$2,500	\$5,000
Initial Inventory and Equipment	\$12,000	\$15,000
Additional Funds (3 months)	\$25,000	\$35,000

## Grand Total

Low

High

\$128,000

\$166,500

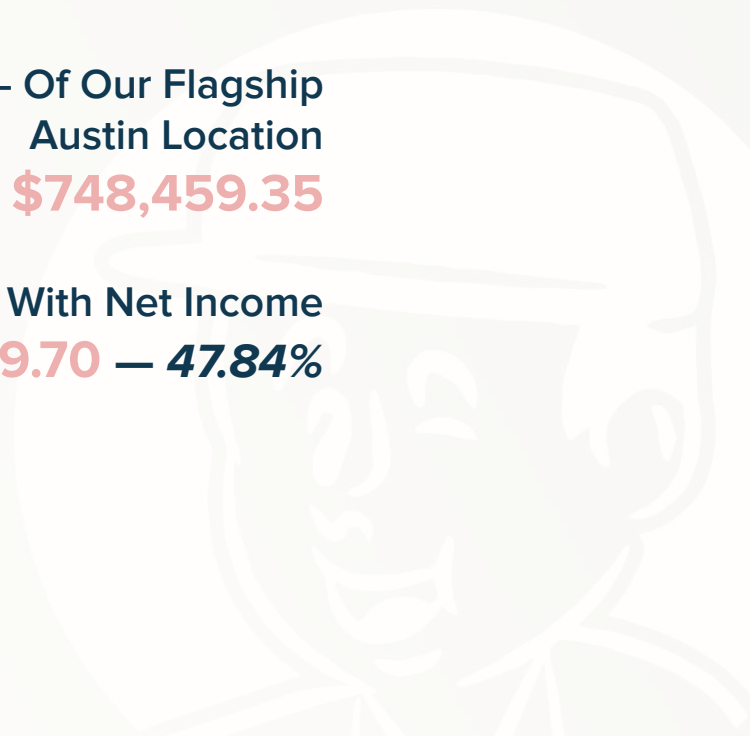
# THE NUMBERS

2023 Gross Revenue — Of Our Flagship  
Austin Location

**\$748,459.35**

With Net Income

**\$358,039.70 — 47.84%**



# YOUR TERRITORY

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\* You will receive a territory that has been mapped out utilizing a third-party software. Each territory has a minimum of 200,000 people.

\* When creating your territory, we look at factors such as number of homes, average home value, customers that fit our brand type, reasonable driving distance and natural barriers.  
barriers.

\* Along with your territory will come a detailed look into the region that will allow you to grow your business successfully.



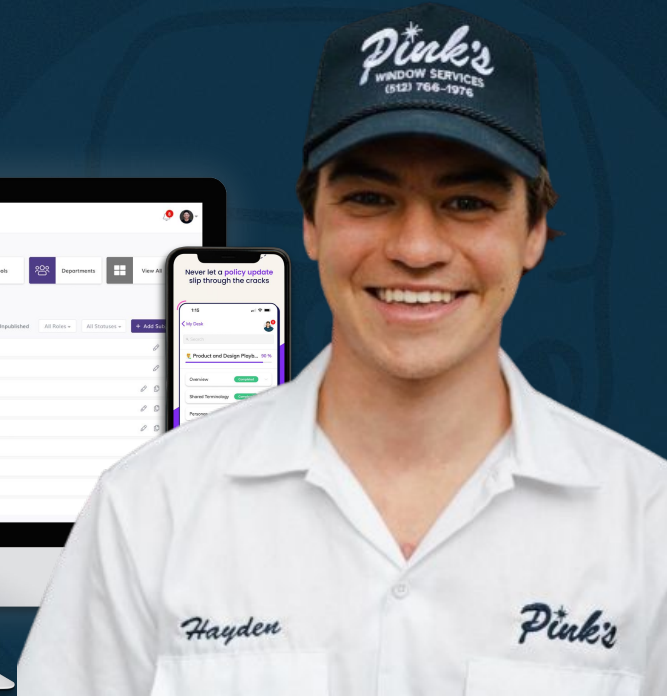
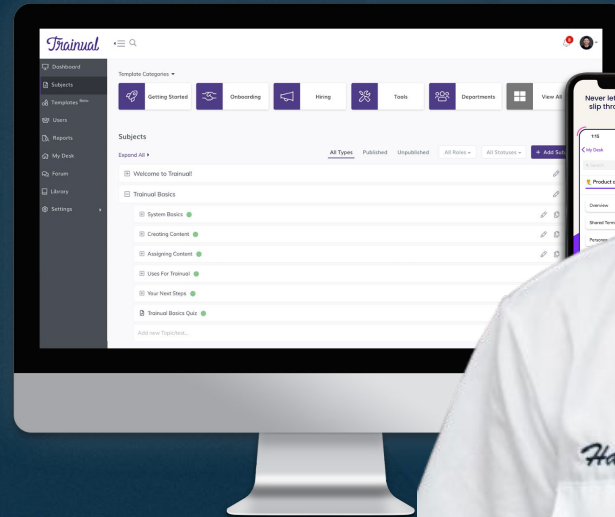
# TRAINING & COACHING YOU WILL RECEIVE



- A Robust Training Manual
- Online training courses that you can refer back to at anytime.
- 3 days of on-site training in Austin, TX
- Ongoing Support and Coaching with regular coaching calls

*“Training and support is a vital component for our brand and for the success of our owners and operators. We take pride in what we do and measure our success on your success.”*

*— Sean Bush, ResiBrands Chief Operations Officer*



# TRAINING & COACHING YOU WILL RECEIVE



We take pride in delivering superior coaching at ResiBrands, and we've taken it to the next level by securing John Maxwell as our brand's personal coach!

As the world's most influential leadership expert, Maxwell brings unparalleled value to our coaching program. With John Maxwell himself, ResiBrands has access to his coaching; which includes ResiBrands specific content, and monthly group calls with q&a time.

His global impact and expertise in leadership development, combined with our commitment to excellence, ensures that our franchisees receive the very best support. With Maxwell's guidance, our franchisees benefit from enhanced leadership skills, stronger business strategies, and effective problem-solving. Join us and John Maxwell as we continue to raise the bar for superior coaching, empowering our franchisees to excel in their leadership roles and achieve extraordinary success.



*"If we're growing, we are always going to be out of our comfort zone."*

**— John C Maxwell, ResiBrands Mentor & Coach**

# OWNERSHIP MODELS

## OPERATOR MODEL

- 1 unit
- Manage day to day operations from home
- Provide estimates
- Manage team
- Network in your city
- Hire a manager when ready

## MANAGER MODEL

- 2-3 units
- Hire territory managers from day one
- Manage the business from home
- The owner will act as a manager over the team and will need to commit 15-20 hour a week minimum

## DIRECTOR MODEL

- 4-7 units
- Hire territory managers from day 1
- Manage the business from home
- The owner serves as full time Director
- The owner as the Director is responsible for driving sales and profit

## CEO MODEL

- 5+ units
- Hire a Regional Director from day 1
- We train and coach the Regional Director
- We train all territory managers
- The owner acts as CEO of their own hold co. casting vision and overseeing the organization as a whole





## **WHY FRANCHISE WITH *PINKS*?**

- Low Up-Front Investment
- Strong Brand, Proven Marketing Strategies
- Potential For Millions In Revenue Annually
- Flexible Schedule
- Technology-Driven
- A Design-Oriented & Colorful Trade
- A Mission-Minded Business Committed To Giving Back
- A Fun And Vibrant Brand

# WHO MAKES A GREAT FRANCHISE PARTNER?

When you join Pink's as a franchisee, you'll be expected to roll up your sleeves and get to work. Not to clean windows, but to take charge of your own business and balance the many demands that come with being your own boss. If you're passionate about empowering people, taking ownership of what you do, and delivering happiness to your customers, this is the right business for you.

*Pink's*

- Entrepreneurial Minded
- Desire to Build a Multi-Million Dollar Business
- High Integrity - Can pass a Background Check
- Diligent, Won't Quit Mentality
- Generous, Always Looking to Give Back
- Ability to Follow and Execute a Proven System for Success.
- Leadership and Management Experience
- Ability to Recruit, Lead and Inspire Employees and Subcontractors.
- Excited to Sell and Win Over Clients
- Ability to Provide Customers With unmatched Service.
- Motivated, Self-Starter Type





# ***THE RESULT***

***Achieving your desired outcome: a business that caters to your needs and preferences!***

- ✓ Experience the satisfaction of a thriving business.
- ✓ Benefit from a team of skilled and knowledgeable employees.
- ✓ Enjoy the freedom of a flexible schedule.
- ✓ Devote ample time to your family and hobbies.
- ✓ Build a legacy business that can be passed down to the next generation or sold at an attractive value!

*\*Trade your time for equity instead of a paycheck\**



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