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The potential for growth
is certain.

The decision to grow is yours.





Putting the tools designed for success in your hands . . . now.

Imagine working on a project for 20 years, footing all the research, working out all of the kinks through trial and error (and paying for those kinks) until you finally discovered precisely the right formula for success. Would you then take that winning formula and hand it over to someone else to utilize in order to garner his or her own success? Preposterous, you say? But it's exactly that potential for success that OMEX is now offering you . . . and it's probably why you're reading this and considering the possibility of becoming one of our franchise owners.

Jerry Boarman, President of OMEX International, Inc., has spent the balance of his adult life perfecting the components of running this business and helping others reach their goals through the purchase and support of an OMEX franchise. He wants you to be able to hit the ground running – so you'll spend less money on the start-up, suffer fewer headaches, and use a proven formula for success in less time than you thought possible.

The OMEX Legacy

Jerry Boarman began OMEX in 1979 with the same desire to control his own destiny as you might be feeling today. Boarman's original operation employs hundreds of people who manage maintenance and cleaning services for millions of square feet of office space. OMEX has successfully supported the start-up of franchise offices throughout the United States by employing the OMEX Business Management System – a continually evolving and complete business model that is at the heart of every successful OMEX franchise operation.

The OMEX Mission

The mission of an OMEX business is to provide first-rate cleaning services to "Class A" office environments. OMEX businesses strive to maintain long-term relationships with client accounts by solving unique cleaning situations rather than simply being another undistinguished alternative in the marketplace. The sterling reputation of OMEX businesses allows each franchise to be selective in the accounts it undertakes, targeting only niche prospects for the ease-of-operation and greatest profit yield. An OMEX business will strive for controlled growth to ensure ongoing client satisfaction. Finally, OMEX products and services will be promoted for the benefit of the entire OMEX network.



Is OMEX Right for You?

There are currently so many franchise opportunities out on the market. How do you go about picking the one that is right for you? It's all about fit – based on the optimum mix of experience, personal characteristics and business goals.

An OMEX franchisee is looking for an opportunity that requires a low-cost start-up and long-term stability in the industry, while allowing for tremendous growth potential. He or she wants the power to decide how large the operation will become, without a cap on growth potential (and not dependent upon the purchase of additional franchises to build profit centers). An OMEX franchise is designed for the entrepreneur looking for a professional franchise to grow and nurture, not a small business where the owner is the principal worker.

This opportunity is not for the one- or two-person cleaning crew with limited start-up capabilities.

It is an opportunity to manage your own company and staff while managing the maintenance needs of other professional offices.

You're looking to customize the proven elements associated with running an OMEX franchise to create the ideal business opportunity. Are you who we're talking about?

CHARACTERISTICS OF THE IDEAL OMEX FRANCHISEE

- Desire for unlimited growth potential
- Good management, sales or business background
- Active role in running the business
- Decision-making capabilities
- Proper motivation
- Willingness to follow systems
- Determination – The attitude of “*I am going to make this business work no matter what!*”
- Eagerness to learn
- Willingness to work hard
- People skills
- Resistance to stress
- Ability to take directions
- Adequate finances
- Risk tolerance
- Confidence
- Perseverance





Mike Campbell
OMEX OF CENTRAL INDIANA

"I have owned the Central Indiana OMEX franchise since 1999. Thanks to the excellent support staff of OMEX Corporate, I have been able to grow my business at a rate that fits my lifestyle and goals. I consider the decision to invest my money and future with the entire OMEX family one of the wisest things I've done in my career. No matter the question or problem, they have always been quick to help and advise. In every situation they have been gracious and accurate in their dealings with me. Their expertise and continued support over the years is the key to the success I am experiencing today."

At the heart of OMEX – The Commercial Cleaning Industry

Never thought of the commercial contract cleaning business as a big business opportunity? Well, think again! It's estimated to be a 40 billion dollar-per-year, recession-resistant, in-demand industry on the rise. This is an industry where the workforce is constantly expanding and has historically outpaced all other fields for growth with no sign of slowing down. In a market earmarked for growth, OMEX specifically targets well-established, growth-oriented clients including regional, national and Fortune 500 companies.

While most industries have been totally revolutionized by technology, the cleaning industry – on the whole – has not. OMEX, however, has put state-of-the-art technology to work; the tools of *our* trade are computers, scheduling systems, database management programs, and quality control tracking, not simply mops and vacuums. Coupled with a substantial list of profit centers, tremendous sales/marketing support and training that is designed to extend superior customer service to your clients, the services offered by an OMEX franchise are in demand right now and will continue to grow.

What about competition?

Some studies indicate that more than 60 percent of building managers are not satisfied with the service they now have.¹ Perhaps the reason so many customers are dissatisfied is that the industry is still largely dominated by “mom and pop” companies that lack the professional-ism demanded today.

No company truly dominates the industry. The system-wide sales of the top six commercial cleaning franchises only account for seven percent of industry sales.²

Because of OMEX's finely tuned, team cleaning systems, many of our clients have saved money by choosing OMEX, and that gives us an edge in the market.

¹Source: MarketData Enterprises, Inc.

²Ibid.



Paul Rabinowitz
OMEX OF NORTH & CENTRAL NJ

"I chose an OMEX franchise because it was a service oriented business. Even without direct industry knowledge I felt I would be able to manage this type of business. I felt that the growth would depend on a solid sales and marketing plan, one that OMEX already had in place.

I have been able to build my franchise because I have followed the OMEX system. Their sales and marketing plan helps you to target the right customers and maximize your potential. Their procedures for customer service are professional and sets us apart from our competitors.

Over the years I have come to rely on the expert support and advice that I receive from OMEX."



David Littmann
OMEX OF GREATER PITTSBURGH

"After three years in business I hit my goal in annual sales. Each year has gotten better than the one before.

The training and industry knowledge I receive from OMEX has allowed me to quickly advance and grow my business faster than the independents.

We defied the learning curve with OMEX's precise bid methods and focused advertising. If I weren't part of the OMEX network, it would have taken much longer to be as large as we are.

Being part of the OMEX team for almost 10 years, I can reflect on how it was when I first started out. The initial demographic survey and training was unsurpassed. I came without a "cleaning background" and relied solely on OMEX's acumen. I'm glad I followed the techniques, which were carefully listed in the Operations Manual. It was really exciting watching the business grow. I have a great reputation and am sure the future will continue to be successful.

Over the years, I've owned two other unrelated franchises. The others have long since been sold, but I'm holding on to my OMEX franchise. This is truly an unlimited potential with a very small investment. The rewards far outweigh the risk and I wish I started earlier. Thanks OMEX for all your support."



How OMEX Supports the Success of your Franchise

OMEX has several training and support programs in place to get you started. Beginning with a comprehensive management development program conducted at OMEX corporate headquarters, you will be instructed in all areas of running an OMEX franchise — from operations to sales. Ongoing training — as well as opportunities to network, interact and exchange information with other OMEX franchises throughout the country — provides you with the support necessary to run a successful business. We'll teach you the skills needed to build corporate-level business relationships within this industry — where most competing businesses have little chance.

New Business Development

- Lead generation
- Prospect list development
- Telemarketing
- Appointment setting
- Accompany you on first appointments
- Surveying new facilities
- Bid and proposal preparation

Ongoing Support

- Onsite assistance
- Toll-free telephone support
- Individualized support system
- Computerized timekeeping system*

The ability to select the right employees to work in your operation will naturally be supported by OMEX's formula for hiring and training; however, the ability to oversee and manage your team will be determined by you.

** The OMEX franchise utilizes a proprietary computerized telephone timekeeping and employee monitoring system that automatically captures real time labor data, produces time sheet and management reports, tracks the exact start and end times of each employee, and can notify your operations managers if an employee is late for work.*

Sales/Marketing

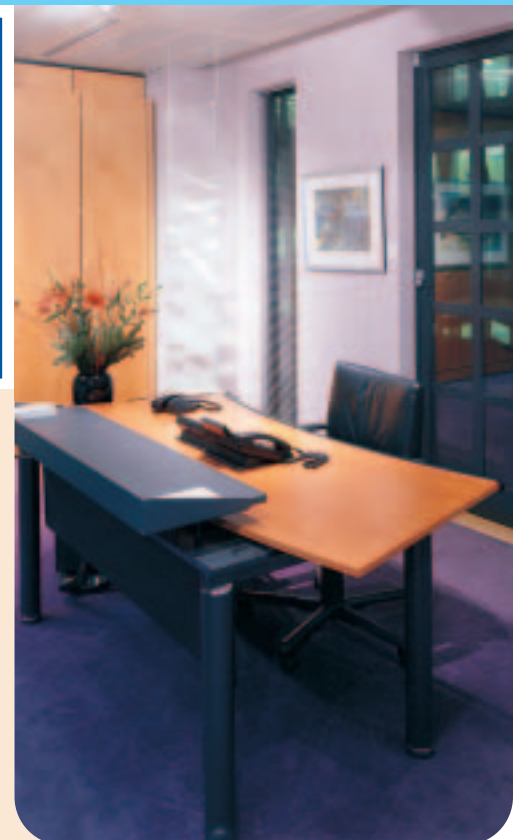
- Grand opening
- Quarterly prospect direct mailing
- Appointment setting



Online Franchise Support

Available 24 hours a day, seven days a week, we provide the following marketing tools:

- Downloadable marketing materials
- Master forms
- Networking with other franchise owners
- Technical data
- Operations manuals
- Sample ads
- New prospect leads



THE OMEX DISTINCTION

Protected Territories

OMEX offers an unparalleled opportunity to own your own metropolitan territory for the cost of a single franchise unit. This enables you to grow beyond the scope of a single unit operator without having to buy additional franchises or pay additional franchise fees.

Affordability

For approximately the cost of adding a room to your home, or the purchase of an upscale automobile, you can own your own OMEX franchise. The OMEX opportunity is affordable from the initial investment and throughout the relationship, providing the continual cash flow necessary to make expansion possible. State-of-the-art support and assistance are provided for an ongoing royalty of just four percent of your gross receipts. This is considerably less than competing franchise opportunities and is a result of our philosophy of awarding larger territories to entrepreneurs who desire to grow a substantial business.

OMEX System: Recurring Revenue Stream

Our system is based on developing client relationships that are “ongoing” and year round. Our prospects are easy to find which allows us to aggressively grow our business base. Our typical customers create ongoing monthly cash flow, as opposed to a “once-and-done” project or service.

Supply Discounts

With OMEX, you are never required to purchase equipment or supplies from us. However, OMEX does provide you with a list of approved suppliers and specifications. We can leverage significant buying power (via discounts) that is passed onto our franchisees through our approved suppliers.

Are You Ready to Take Action?

Clearly, the OMEX franchise is an outstanding opportunity to live the dream of owning and operating your own business. The investment to begin is small, the support to get started is all encompassing, and the growth potential is unlimited.

For more information on how to become an OMEX franchise owner, please call 1-800-827-OMEX and speak to a franchise development coordinator today.

