



International Franchise Expo PressKit

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About Chem-Dry

Founded in 1977, Chem-Dry is the world's leading carpet and upholstery cleaning service with a network spanning 55 countries and serving over 11,000 homes and businesses a day worldwide. Its green-certified solution and proprietary Hot Carbonating Extraction cleaning process provide a deeper clean, allow surfaces to dry faster, and leave homes and workplaces healthier. In addition to being ranked the number one carpet cleaning franchise by Entrepreneur magazine for 30 consecutive years and ranked among the top 10 concepts in the magazine's list of Top Home-Based Franchises for 19 consecutive years, Chem-Dry has been ranked as the world's Best House & Office Franchise in the 2018 Global Franchise Awards. For more information about Chem-Dry and to find a local operator, visit www.chemdry.com, or for more information on franchise opportunities, visit www.chemdryfranchise.com. Chem-Dry is owned by Harris Research, Inc., which is also the founder and owner of the fast-growing N-Hance Wood Refinishing and Delta Disaster Services property restoration franchises.

About Harris Research, Inc.

HRI is the owner of the Chem-Dry and N-Hance franchise businesses. Chem-Dry is the world's leading carpet and upholstery cleaning service with a network of 3,500 units in over 55 countries serving over 11,000 homes and businesses a day worldwide. Its green-certified solution and proprietary Hot Carbonating Extraction cleaning process provide a deeper clean, allow surfaces to dry faster, and leave homes healthier. N-Hance Wood Refinishing is the #1 wood refinishing company in the United States, with more than 500 locations across the U.S., Canada, Australia and New Zealand. N-Hance can restore the natural beauty of your hardwood floors, cabinets, doors and trims or can change the color of your wood surfaces to provide a whole new look with a factory-quality finish. The company's proprietary products and refinishing techniques shorten the process and decrease the mess, offering a more convenient way to refinish your wood surfaces. Founded in 2001, N-Hance Wood Refinishing is a trusted partner of the Home Depot, with a presence in more than 1,300 locations.

Fact Sheet

Carpet & Upholstery Cleaning Segment:

- Carpet cleaning is a \$5 billion/year industry, which employs more than 69,000 people
- While the very segmented industry is dominated by small business owners, franchise organizations provide a strong support system for owners and generally ensure a higher level of success

Chem-Dry Key Facts:

- Proprietary Cleaning Process:
 - Chem-Dry's green-certified solutions and proprietary Hot Carbonating Extraction cleaning process provide a deeper clean, allow surfaces to dry faster (in hours, instead of days) and leave homes healthier.
 - The Hot Carbonating Extraction process uses the power of carbonation to safely lift dirt from the base of the carpet fibers so they can be easily extracted, thus providing a deeper and more effective carpet cleaning.
 - Chem-Dry's green-certified process does not contain any phosphates or detergents, so it's safe and non-toxic for kids and pets.
 - Chem-Dry cleans carpets using 80 percent less water than its competitors and a green cleaning solution as the base, making it less damaging to carpets. This also results in a faster dry time and less concern for mold and mildew.
- Brand/Franchise Opportunity:
 - Chem-Dry is the international leader in the carpet cleaning space, with the majority market share of locations in the United States and Canada, as well as more than 55 countries across the world.
 - Chem-Dry is the world's leading carpet and upholstery cleaning service franchise with a network of nearly 3,500 units worldwide, serving over 11,000 homes a day worldwide.
 - Chem-Dry's low entry cost sets the brand apart from the competition in the franchise space, allowing operators to easily scale their businesses.
 - Chem-Dry has added more than 80 units a year for six consecutive years and has averaged more than 100 per year over the past three years.

Franchisor Harris Research, Inc. Rides Wave of Milestone Year, Projects 200 Awarded Franchises in 2018

Home Service Brands Reach New Heights, Chem-Dry Celebrates 40th Anniversary & N-Hance Opens 500th Unit

Nashville, Tenn. – For Harris Research, Inc. (HRI), parent company of home service franchise brands [Chem-Dry Carpet and Upholstery Cleaning](#) and [N-Hance Wood Refinishing](#), 2017 marked a milestone year. Chem-Dry celebrated its 40th anniversary and broke into its 53rd country, and N-Hance surpassed the 500-unit mark. The acclaimed international brands expect 2018 to be another stellar year for franchise growth, projecting nearly 200 awarded franchises combined.

Increased consumer spending on home services, growing popularity of healthier and more environmentally friendly services, stronger brand differentiation, and smart investments were significant contributors to the increase in consumer demand and franchise expansion. In addition to the nearly 150 combined franchise units that Chem-Dry and N-Hance awarded in 2017, both brands have experienced sustained growth in recent years. Chem-Dry has added more than 80 units a year for six consecutive years and has averaged more than 100 per year over the past three years. N-Hance has averaged close to 90 units a year over the past five years and has more than doubled its system size during that time period.

“We celebrated some important milestones in 2017 and our goal is to build on that momentum with another year of strong growth with both brands,” said HRI President and CEO Dan Tarantin. “With the future of the home services and remodeling industry looking healthy and vibrant, we expect our franchise owners to continue to grow their sales and expand their operations in their local markets. For that same reason, we’re excited that our two franchise models continue to offer a great opportunity for entrepreneurs to own their own business with a market-leading brand that has a proven track record.”

The HRI leadership team credits much of this success to its ongoing commitment to product and service innovation, and the brands’ exceptional franchise owners. HRI continues to make significant investments in the area of research and development that has resulted in the launch of more than 20 proprietary new and improved products to its line of superior-performing solutions and leading-edge equipment. Chem-Dry has grown sales by leveraging its broad array of services including granite countertop renewal, tile and stone cleaning, and premium area rug cleaning. N-Hance has evolved from a past focus on refinishing floors to the point today where cabinet refinishing has become its most popular service and its main revenue driver.

Chem-Dry uses a green-certified solution and proprietary deeper-cleaning Hot Carbonating Extraction (HCE) process to create healthier homes and workplaces. In a study by an independent lab, Chem-Dry’s HCE cleaning method was found to remove 98 percent of common household allergens from carpets and upholstery and 89 percent of airborne bacteria when a sanitizer was added. As part of the brand’s Healthy Home initiative, it now has 42 Green Certified products.

N-Hance is an innovative, affordable cabinet and floor refinishing service that renews your wood cabinets, floors and other wood surfaces at a lower cost and less disruption than traditional remodeling projects, and with much higher quality and durability than painting methods.

“Our growth and success are tied to the fact that both brands offer unique, high-quality products and services that fit the healthier, more environmentally friendly mindset and lifestyle of today’s customers,” added Tarantin. “While 2017 was a solid year for us, we are projecting an even stronger year in 2018,

with plans to award more than 200 units combined. That should allow us to solidify our position as the industry leader in our categories not only in terms of size but in the areas of innovation, quality of work, customer service, and healthfulness.”

Chem-Dry was also recognized by Global Franchise Magazine as the “Best House & Office Franchise” in its 2018 Global Franchise Awards and ranked No. 1 in Category in Entrepreneur Magazine’s Franchise 500 list for the 30th consecutive year. Additionally, N-Hance jumped nearly 100 spots in Entrepreneur’s Franchise 500 List, reaching No. 159, and ranked No. 1 in Category for the fifth consecutive year.

For more information on Chem-Dry and N-Hance franchise opportunities, please visit www.chemdryfranchise.com and www.nhancefranchise.com. Harris Research is a portfolio company of Baird Capital Partners.

Chem-Dry Carpet & Upholstery Cleaning Ranked No. 1 in Category on Best of the Best Franchises List
30th Consecutive Year Receiving Best-In-Industry Recognition from Entrepreneur Magazine

Nashville, Tenn. – The world’s largest carpet and upholstery cleaning franchise system, [Chem-Dry](#), was recently included in *Entrepreneur* Magazine’s Best of the Best Franchises list, which recognizes the 105 companies that ranked at the top of their industry categories in *Entrepreneur’s* 2017 Franchise 500® ranking. This year was Chem-Dry’s 30th consecutive year of being recognized as the number one franchise business in its industry.

With a goal of celebrating the elite franchise companies in the [Franchise 500](#), the annual Best of the Best list is highly-anticipated each spring. The list is compiled using data from the Franchise 500 ranking, which evaluates concepts based on cost, size, growth, franchisee support, brand strength and financial stability. This year, Chem-Dry is the only franchise concept in the carpet and upholstery cleaning industry honored with a place in the ranking, further illustrating its leadership position in the industry.

“Prospective franchisees often already know what type of franchise they want to own,” says Jason Feifer, editor and chief of *Entrepreneur*. “So, by distilling our Franchise 500 list down to the No. 1 company in each category, we can help them decide exactly where to start their search.”

Last year, Chem-Dry added 135 new franchises to its network, marking the fifth straight year Chem-Dry sold over 100 units in the United States and Canada. The concept also added several international locations, bringing its global footprint to 52 countries through its Master Franchise model.

“Consumer spending on home maintenance and improvement continues to experience solid annual growth as home owners are seeing increased equity value with repairs,” said Dan Tarantin, President and CEO of Harris Research, Inc., parent company of Chem-Dry. “As a result, our franchisees are having success in their markets and contributing to overall system-wide growth. The future of the home services and remodeling sector remains strong and vibrant and our goal is to continue to be the industry leader in innovation, quality of work, customer service and healthfulness.”

Chem-Dry uses a green-certified solution and proprietary Hot Carbonating Extraction (HCE) process to provide a deeper, longer lasting clean and create healthier homes and workplaces. In a study by an independent lab, Chem-Dry’s HCE cleaning method was found to remove an average of 98 percent of common household allergens from carpets and upholstery and an average of 89 percent of airborne bacteria when a sanitizer was added. As part of the brand’s focus on ensuring overall home health, it now has over 40 Green Certified products.

“Recognition from highly regarded and respected industry sources like *Entrepreneur* is a wonderful affirmation of our system’s key mission and goal to be the leader in our industry and the ultimate healthy home provider,” said Tarantin. “To be ranked as the top carpet and upholstery cleaning franchise business for nearly three straight decades is an important, meaningful achievement that demonstrates the power behind our sustained growth, the strength of our business model and the quality of our passionate, customer-focused franchise owners.”

To view Chem-Dry in the full listing, visit www.entrepreneur.com/article/292717. The list can also be seen in the May issue of *Entrepreneur*.

For more information about Chem-Dry, including franchise opportunities visit <http://chemdryfranchise.com>.

LINK:

https://www.franchising.com/news/20180425_chemdry_raises_over_28000_in_first_year_of_partner.html

Franchising.com

Chem-Dry Raises Over \$28,000 in First Year of Partnership with Best Friends Animal Society

Leading Carpet & Upholstery Cleaning Company Surpasses Fundraising Goal, Continuing Partnership Supporting Rescue Pet Adoption

NASHVILLE, Tenn. - To encourage pet adoption in the United States and further its commitment to providing healthier homes for families and their pets, Chem-Dry launched a Cleaning for the Paws initiative. As part of the initiative, Chem-Dry teamed up with Best Friends Animal Society to raise awareness and funds to support shelter pet adoption and help the organization in its efforts to find homes for all rescue pets. At the end of March, Chem-Dry wrapped up its first year of this partnership, for which they set a goal of raising \$25,000. Through successful fundraising activities and community events, Chem-Dry and its franchise owners surpassed their goal by raising over \$28,000 and have already committed to and launched their second of year of the partnership.

For more than 30 years, Best Friends has worked to end the killing of pets around the country simply because they don't have a place to call home. Recently the organization planted a stake in the ground to help achieve No Kill across the country by 2025. In an effort to raise funds to help achieve its mission, the organization has partnered with companies like Chem-Dry, which is the country's leading carpet and upholstery cleaning service with a network of over 2,000 U.S. locations serving 7,000 homes and businesses each day.

In 2017, Best Friends transferred nearly 10,000 animals from county shelters into regional programs, and overall, helped more than 191,000 animals through programs made possible from partnerships with brands like Chem-Dry. Best Friends is working to discover the individual needs of each community and its animals by providing lifesaving resources where they are needed most. The support of donors like Chem-Dry is what makes this important work possible.

"We couldn't be more thrilled with the effort and passion that our franchise owners invested in this program and the outcome we achieved - it was a rewarding experience from every perspective, but mostly with the impact we are having with Best Friends toward such an important cause," said Dan Tarantin, CEO of Harris Research, Inc., parent company to Chem-Dry. "We are confident our second year of the partnership will build on the network participation and success we had this past year as we help even more rescue pets find homes. Since Chem-Dry's mission is to help people live more healthfully through our wide array of services, encouraging people to adopt rescue pets

and helping families create a happy and healthy home for their families and pets is a perfect fit for us."

With 85 percent of Chem-Dry customers owning pets, the brand is dedicated to helping families maintain a happy, healthy home for all members including pets. During the first year of the partnership, funds were raised through multiple methods including the sale of specially marked cans of Chem-Dry World Famous Spot Remover – with each can generating a \$1 donation to Best Friends – plus customer add-on donations, local promotional offers with a built-in donation, participation in Best Friends' "Strut your Mutt" events around the country, and direct online donations at Chem-Dry Cares. Chem-Dry franchise owners from across 40 states participated in the program and accounted for the roughly 20,000 promotional cans that were sold.

"Our national partnership with Chem-Dry was such a success and their support for our organization has made an impact on the lives of thousands of animals," said Eric Rayvid, director of public relations for Best Friends Animal Society. "It's important to our organization to work with brands whose mission aligns with ours and we are excited to build on last year's accomplishments with Chem-Dry to have an even stronger year two together."

Having launched the second year of its partnership with Best Friends earlier this month, Chem-Dry has set a year two fundraising goal of \$30,000. To achieve this goal, Chem-Dry will be having two major promotional pushes this year, one in the spring that is already underway and one in the fall. In addition, the company has continued its promotional can program, has printed up special Cleaning for the Paws t-shirts for franchisees who participate and expects to gain more involvement and support for local events, including Best Friends-organized 'Strut Your Mutt' events taking place in numerous cities around the country.

To make a donation, please visit www.chemdrycares.com. A small donation can help keep dogs and cats out of shelters and help find safe, permanent homes for rescue pets.

LINK: <http://video.foxnews.com/v/5425875692001/?#sp=show-clips>

FOX & friends

'Fox & Friends' celebrate National Pet Month

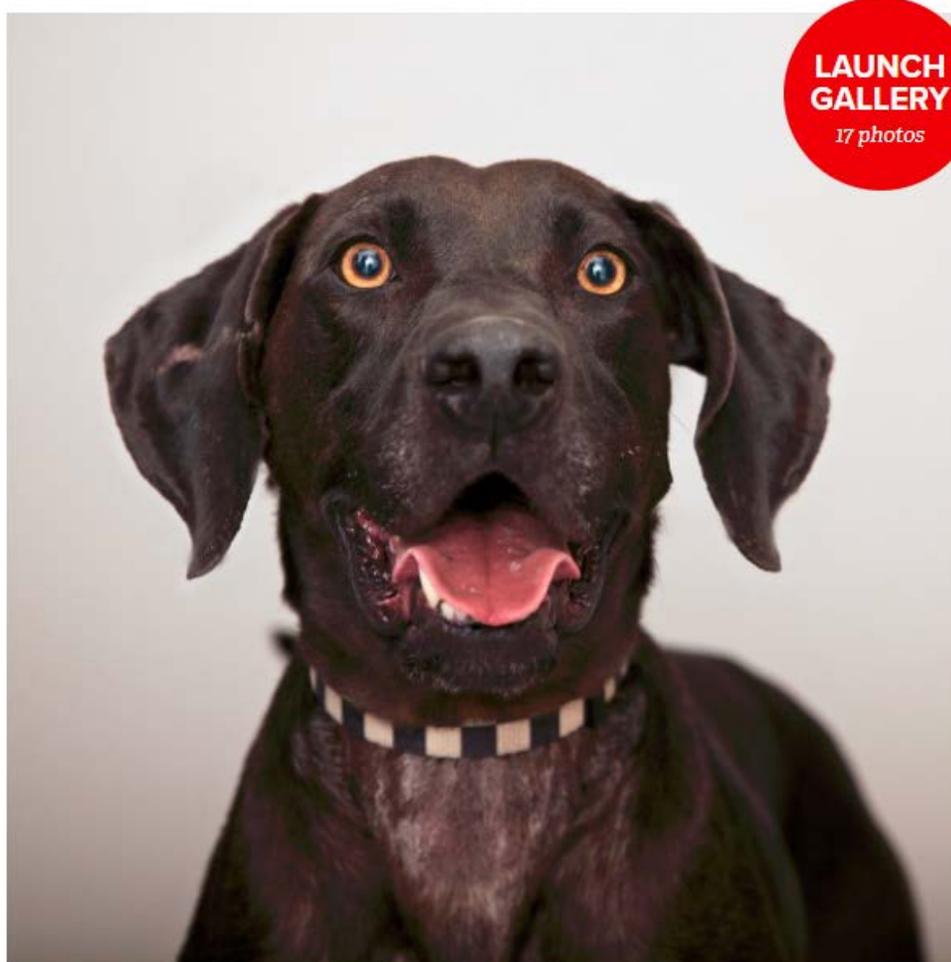


LINK: <https://parade.com/612053/jonathanhorowitz/the-daily-cute-national-adopt-a-pet-month/>

Parade

The Daily Cute: National Adopt-a-Pet Month

OCTOBER 24, 2017 – 12:36 PM – 0 COMMENTS



October is National Adopt-a-Pet Month, so today I have a gallery of cats and dogs that are not only absolutely awwwww-some, but that can be adopted through the [Best Friends Animal Society](#) in various locations around the country. [Chem-Dry](#), the world's leading carpet and upholstery cleaning company, has partnered with them to encourage pet adoption. As part of that campaign, Chem-Dry is working to raise \$25,000 to donate to Best Friends to support finding a safe, healthy home for all

shelter pets, and to end homelessness among pets in general. In addition to “Strut your Mutt” events around the country and various other offers, the sale of specially marked cans of [Chem-Dry World Famous Spot Remover](#) will generate a \$1 donation. Launch the gallery to see the super-adorable pets that the Best Friends Animal Society has up for adoption, and to learn more about the partnership, [head over to Chem-Dry Cares.](#)

LINK: <https://www.businessnewsdaily.com/10444-lynn-sharp-chemdry-franchise-racing-lessons.html>

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The Race to Success: How My Passion for Racecars Helped Me Run a Successful Business

By Lynn Sharp, franchisee of Chem-Dry Carpet and Upholstery Cleaning | December 9, 2017 11:00 am EST



Credit: Lynn Sharp

I have always had two passions – racing and entrepreneurship. From the thrill of a roaring engine to the adrenaline rush of being in business for myself, my hobby has taught me much about successful business ownership.

I achieved my dream of becoming an entrepreneur by purchasing a Chem-Dry Carpet and Upholstery Cleaning franchise over two decades ago. My Chem-Dry business has grown to 14 territories throughout Idaho and Oregon.

Over the years, I have applied racing principles to my business; and as a result, my operations have become more successful and my customer retention has increased. Here are some of the principles that have driven me to success:

Check your engine

As a gearhead, I study each part of a race – starting with the track and the engine and ending with the driver. I have learned that preparation is key to performance, and the

same goes for running your business. Great companies plan, measure and analyze their performance and recruit, train and empower their employees in order to build the right foundation.

The Chem-Dry franchise model is like an engine – it's built for long-term success. I was provided with a strong foundation of equipment, solutions, training and coaching as a Chem-Dry franchisee, but it's ultimately up to me to ensure my business is running as effectively and efficiently as possible. I make sure to consider every detail of my business as well as the big picture to strengthen and grow my operation.

Let yourself be seen

Racecars are known for their sponsorship design, logo and number. The same concept can be applied to running a business. Marketing is essential to maintaining a healthy and growing customer base, and therefore it's imperative to have a marketing plan that helps get your name out there. Whether you're using broadcast commercials, digital marketing, postcards to past customers or all of these, the importance of a strong and well-executed marketing strategy cannot be overstated.

Marketing and brand recognition have had the largest impact on my Chem-Dry business. Sometimes it takes innovative thinking and an eye for unique opportunities to make your business stand out from others. For instance, with events happening at the racetrack every week, I jumped at the opportunity to add our logo to over a dozen cars. It gave the community the opportunity to approach me with questions or praise. Outside of racecars, I've also implemented sponsorship and donation programs that have helped me create stronger relationships within our local community.

Focus on the road ahead

As a driver, I know the road is full of sharp turns and distractions, and one poorly timed glance off of the road can lead to an accident. The same can be said when running a business. I avoid fads and "get-rich quick" methods of operation and follow the Chem-Dry franchise formula that's proven to be successful for 40 years. I pay extra attention to the employees I hire and train them so they have the information, tools and skills they need to be take care of our customers and find success in the field.

Every season, we have a couple of races where our employees can get behind the wheel and race with the professional drivers. These are not only popular with our employees, but they're valuable team-building events that create more unity and cohesion because we come together to race as a Chem-Dry team.

We put a very strong focus on customer service and building life-long, happy customers. My philosophy is that if I take care of my employees, they'll take care of our customers. That's led us to the place we are today where our customers are our biggest advocates.

I'm excited that my Chem-Dry franchise is showing no signs of regressing. It continues to grow because of the lessons and practices racing has taught me. From finding ways to connect with the community to building brand recognition through innovative

marketing programs and focusing on building a skilled and customer-focused team, I have found a way to combine and leverage my two passions. With a solid foundation, good preparation, strong marketing and motivated employees, any business owner can grow and cross the finish line successfully.

About the author: Lynn Sharp is a multi-unit owner of the [Chem-Dry Carpet Cleaning and Upholstery Cleaning](#) franchise in Idaho and Oregon. Chem-Dry uses a green-certified solution and proprietary Hot Carbonating Extraction cleaning process that provide a deeper clean, allow surfaces to dry faster, and leave homes healthier.

LINK: <https://www.realtor.com/advice/home-improvement/things-in-house-dirtier-than-your-toilet/>

realtor.com®

HOME IMPROVEMENT

7 Things in Your House That Are Dirtier Than Your Toilet

By [Stephanie Booth](#) | Feb 12, 2018



You wouldn't dare drink out of your toilet, but surprisingly, it's *not* the grossest spot in your house. After all, it gets regularly disinfected (we certainly hope).

Yep, that's right—there are potentially bigger, more disgusting threats to your health scattered throughout your home. And we've got more bad news for you: You've probably already touched a few today.

So grab a Costco-sized bottle of hand sanitizer before you read on—and clear your schedule. You've got some new cleaning chores coming up.

1. Your carpet

Your carpet—as well as any soft furnishing, like an area rug—acts like an air filter, trapping dust, dirt, and other allergens.

That's great, except “carpets are so effective that they can hold approximately 200,000 bacteria per square inch,” notes **Jotham Hatch**, national training director of carpet and upholstery cleaning service Chem-Dry.

And if you wear shoes in your home, it gets worse: You could be tracking in the likes of [E. coli bacteria](#), which can cause some nasty stomach problems.

How to clean: Vacuum *three* times a week using a vacuum cleaner with a HEPA (high-efficiency particulate air) filter, especially during the peak cold and flu season, Hatch suggests. But to truly gut the bacteria hiding in your carpet fibers, you'll need to have your floor coverings cleaned by a professional—ideally, every six months. And please, take off your shoes.

LINK: <https://cleanfax.com/carpet-care/eliminate-fall-allergens/>



CARPET CARE

HELPING YOUR CUSTOMERS ELIMINATE FALL ALLERGENS

These tips can help you advise homeowners on how to minimize dust and other indoor allergens this fall season.



By Jotham Hatch

Fall has arrived and with it brings the impending swarm of fall allergies caused by allergens found both indoors and outdoors. While we have no control over the outdoor allergens, we can help homeowners be proactive in ridding homes of the indoor allergens.

One of the most common triggers for indoor allergies is dust — especially after the heat is turned on for the first time of the season and it has stirred up in the air throughout the home.

The tips below can help you advise homeowners on how to minimize dust and other indoor allergens this fall season.

Tricks for Trapping Allergens

It is important to inform homeowners that carpet, upholstery, and other soft furnishings act as the number one filter to keep allergens out of our breathing zone. Placing rugs at doorways both inside and outside will help trap allergens and prevent them from entering and spreading throughout the home.

In addition to placing rugs and mats at entry and exit points, educate homeowners that frequent vacuuming of the carpet, area rugs, upholstery, mattresses, and any hanging drapes will also help remove dust, pet dander, dust mite allergens, and other allergic triggers. Washing their bedding, bathing pets frequently, and changing out the furnace or air filters on a regular basis are other great ways to cut down on allergen-causing contaminants in the home.

Frequency of cleaning

To keep indoor spaces as healthy as possible, advise homeowners to professionally clean and sanitize the items at the frequency presented in the following infographic. (Feel free to download for use.) For homes with kids and pets, it's best to recommend staying toward the earlier side of the above ranges.