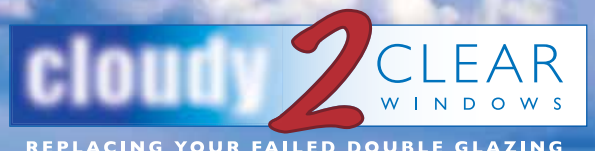


Welcome To The Cloudy2Clear Franchise Proposition Summary...

...Our Business Is Your Future



The UK's Original Glass Replacement Franchise – And Still The Best!

Our Company

Cloudy2Clear was originally founded in 2005 in recognition of a gap in the market that existed for a 'reputable' glazing company who could offer customers the correct advice to solve a range of problems with their window systems – rather than the traditional answer of replacing the complete unit for big money. In short, we exist in order to save the public money!

The company had operated for a number of years previously as a purely local operation and with great success. However, we soon realised that there was a national need for our service and so we created a pilot Franchise operation in the North West of England.

After the pilot operation proved a huge success we then decided to offer the Franchise to the public as a simple, local business that could be operated successfully anywhere. Our first franchisees came on board in January

2006 and since then we have expanded throughout the UK.

With a number of highly successful Franchisees now in operation Cloudy2Clear continues to lead the way in changing the face of the glazing industry across the UK. Overseas expansion is planned for the future, along with impressive plans to make Cloudy2Clear the household name for glass replacement.

We truly believe in the strength of our Franchisees, they are the reason for our success and the foundation of our business. There is nothing more rewarding than helping our Franchisees realise their goals – that of building a successful, local business and being able to live the lifestyle that success brings.

If, after reading this Proposition Summary you feel that you could add to our network, then please contact us as soon as possible.

We only have a limited number of exclusive territories left. Remember, once your area has a Franchisee operating in it, then unfortunately it will have gone forever. To Your Success!



Marcus McGee - MD



> Pictured - Cloudy2Clear franchisees at the Latest AGM in the North West

> Making Our Franchise Perfectly Clear

The purpose of this brochure is to help you decide whether to take the next step to joining our Cloudy2Clear Franchise Network. During this process we feel it is our responsibility to make your decision as informed as we possibly can. Therefore we hope you find this prospectus answers many of your questions and is easy to digest.

In our experience one of the biggest concerns candidates have when looking for the right franchise is whether the business is well established and can demonstrate a track record of success. Cloudy2Clear have now been recruiting and supporting Franchisees successfully all over the UK for over 6 years and we are able to prove this by putting you in contact with our Franchisees later on in the process.

As with all the best ideas the Cloudy2Clear business concept is an extremely simple one. We replace Steamed Up, Broken, or Damaged double glazing...Just the glass! Hundreds and thousands of double glazed units are replaced every year because they have failed, so why not save money and replace only the glass instead of the entire window system? Our franchisees have saved householders thousands of pounds and helped them to avoid dealing with the pushy double glazing salesmen.



C2C have now been supporting franchisees successfully for over 6 years



What Does A C2C Franchisee Do?

There are two successful models that are being operated within the franchise.

The first model sees the franchisee taking the orders, providing the quotes, fitting the glass, and managing the business. This demonstrates a much more hands on approach to ALL aspects of the franchise.

Many franchisees like to adopt this strategy as it gives them a 'ground floor up' insight into the business thus enabling them to run the business more effectively as a consequence.

The second model sees the franchisee in a management style role employing staff to do the quotes and the fitting, whilst he/she focuses on the sales, marketing, and management of the business. In this instance the franchisee is able to grow the business faster and achieve his / her goals quicker. In both scenarios franchisees are provided with on going sales, marketing, technical, and managerial support by the franchise support team.



'I was first made aware of Cloudy2Clear around 2 years ago whilst I was working away in Sheffield' comments Andy.

'I am originally from East Anglia and so I started my C2C Franchise there. I really liked the idea of being able to own my own local business whilst benefiting the support and know how of an established national company.'

One thing that Head Office does particularly well is share the knowledge of success around the network so that businesses like mine can take off like a rocket from a standing start, and that is exactly what happened'

Andy Kerridge, Ipswich

Call 0845 052 3402

Email:
freshstart@cloudy2clear.co.uk

Website
www.cloudy2clearfranchise.co.uk

> Testimonial

> Why Franchising?

It's a question we're often asked. Why invest in a franchise when you could set up on your own? There are two main reasons – cost and support. When you invest in a reputable Franchise you effectively 'short circuit' the learning curve you would go through normally. It's one of the biggest reasons why almost 70% of Franchisee businesses in the 2010 BFA/Natwest Survey reported themselves as profitable.

Let's be honest, going into business is tough, especially in the first year. If you're moving from salaried employment (as 70% of Franchisees do) there's an awful lot to take on. The rewards are obvious but it's easy for your goals to get lost in the day to day running of the business.

Imagine, for a moment, that you've had a great idea for a product or service. There's a lot to consider as you can see opposite...



70% of franchisees in 2010 reported themselves as profitable

(BFA/Natwest survey 2010)



- How are you going to set up your company?
- Who is your 'Target Market'?
- What price should you charge?
- How do you get your message to them?
- What should your website look like?
- How do you build a 'brand'?
- How does your tax differ from PAYE?
- What are normal accountants fees?
- How do you source any insurance's you need?
- Do you need premises? How do you get them?
- Where should you advertise?
- What should your marketing material look like?
- How do you monitor your marketing activity?
- Who can you turn to for independent help and advice?
- What software will you need?
- How do you source suppliers?
- How much should you be paying a supplier?
- Do you need a vehicle? How much should you pay?
- How do you recruit staff?
- Who should you recruit?
- How do you get credit terms?
- How do you monitor cash flow & profits?
- What profits can you expect?

> Considerations



'The decision to expand wasn't difficult', explains Alan, 'it was more a question of timing. The Chester & Wirral business had really taken off in the second 6 months of it's first year, just as Cloudy2Clear had explained it would do, but I hadn't expected to open a second branch so quickly.'

'We're now in the position where I can afford for my partner to work in the business and she's taken over the administration. I've also taken on extra staff to cope with the demand we've generated. Cloudy2Clear have been brilliant throughout in assisting me in training and keeping a close eye on how I'm running the 2 businesses. I lean on them heavily and it's great to know they're there.'

Alan Ball - Chester & Wirral



Once you've considered all of this then you've got to continuously promote your services and monitor the business whilst at the same time fending off your suppliers who will want you to spend more and more – particularly in the field of advertising. Before you know it all your cash has gone. It's probably the biggest reason why over 80% of small businesses fold within a year, whilst 88% of Franchised businesses succeed!

When you invest in a reputable Franchise then all the normal headaches are taken away. With Cloudy2Clear you're investing in a tried and tested business model. We know where our customers are and the most cost effective ways to attract them. In addition to this it is our job to know exactly what is required for you to run a successful business both from a cash point of view but also from a systems standpoint. This information allows us to protect your cash flow whilst confidently predicting your sales figures which results in one thing... Great profits!!!

Remember, we **ONLY** earn our money from your success therefore we constantly monitor all our Franchisees businesses through our 'state of the art' software system and regular franchisee meetings.

> Testimonial

Cloudy2Clear Franchisee Achieves Sales Of £200,000 in 2011, And Discovers His Franchise Is now Worth Well Over 6 Times His Franchise Fee.

> C2C-A Case Study

Trevor Skidmore, the Cloudy2Clear Franchisee for the Northampton Area is celebrating his record year and was amazed at the results when he took the opportunity to have his business valued by the support team at C2C head office.

'I'd never considered having the business valued to be honest', comments Trevor; 'We're just busy getting on with the job locally! The exercise was commissioned by Cloudy2Clear Head Office as they wanted to demonstrate to everyone in the network that we were building real businesses with a value that could, if we so wished, be sold on at some point'.

More impressive still is that Trevor has achieved this figure in the last 3 years alone, at the height of the recession. 'The valuation is based on the last 3 years accounts and I have seen a leap in demand over this time. It's amazing to think that while I've been concentrating on building a profitable business which gives me a very nice return indeed that this figure has effectively been building up in the background. The guys at C2C have been instilling into us for some time now the fact that profit is the driver, not turnover, and it seems all the initiatives we've put in place together are really paying off.'

So, does Trevor intend to cash in on his investment? 'Not on your life', he laughs, 'There's exciting times ahead in the C2C Group and I have a very clear plan to expand, not just within my own area but I have been looking to open further branches in other areas too. Cloudy2Clear actively encourage us to open multiple branches when the time is right and this has really spurred me on. Having done the hard part and got the first business established I'm really

looking forward to moving on to a second area and then possibly a third. If they were all valued at a similar sum... well, I don't think I need to do the math's for you.'

Cloudy2Clear Director Martin Waite is equally delighted. 'It's great that that all the hard work our Franchisees put in is reflected in these sorts of figures. We're very conscious that to build a sustainable network our franchisees need to maximise their profitability. Not only does it mean that they get the best return on their investment but it also helps us grow across the country as potential new Franchisees can see the rewards they can expect if they join us', he says. 'At the end of the day any Franchise should be a true partnership where everyone succeeds, not just one side or the other and I'm proud to say that our organisation is moving forward very quickly with everyone sharing in the benefits'.



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> Supporting Our Franchisees

We consider the C2C support structure to be one of the best in the country, aimed at ensuring our franchisees start their businesses in the right way, and progress them sensibly and successfully. One of the main reasons for this is that the C2C support team is headed up by franchise consultants who have extensive experience in supporting franchisees and running successful franchises themselves.

The reason why we lay so much emphasis on the support element of the franchise is because many prospective franchisees are making the transition from employment to self employment for the first time. In these circumstances franchisees are uncertain about a number of issues as they embark on a new and exciting career. Some of these issues are listed below:

- Setting up a Ltd company (as a requirement of the Franchise Agreement)
- Applying for VAT registration
- Help with arranging suitable finance (if required)
- Advice on choosing a suitable accountant and the cost

> Possible Issues

Once you have been successful in your application you will be assigned an experienced franchise management team assisting you all the way in the running of YOUR business.

We'll ensure that your business is completely ready to trade from day one. Before you attend the training course we'll have in place everything you need to successfully start your business including all your tools, uniforms, a signwritten van and your initial marketing in place to allow a steady stream of customers immediately.

In addition to this all C2C franchisees are given access to a truly world class software system that virtually runs your business for you. We have invested heavily in this area of our business so that our franchisees are able to operate their businesses smoothly and profitably. So what does the software system actually help you with?

- Sales
- Lead Generation
- Lead Management
- Buying
- Stock Control
- Marketing
- Admin – Invoicing, MSF management

> Software System

The Training Course

C2C franchisees learn how to provide the unique C2C service by embarking on a 5 day residential training course. The course is held at our head office in Burscough, Nr Ormskirk and is designed to cover all aspects of the C2C franchise business including business management, sales & marketing, C2C systems, software training, and detailed technical training, both practical and academic. Again, on going technical and managerial support is provided by the C2C support team who are dedicated to support the franchisees at all times.

From the moment you leave the course you will be working alongside the team who will have prepared the launch of your business enabling you to hit the ground running!



'I've been working away for a number of years', says James, 'but I'd had enough of travelling the world. It's a great experience but eventually the truth is that there's no place like home. It was also time for a change. Although I'd been running my own business before joining Cloudy2Clear that was basically an extension of the job I'd had previously. I'd pretty much been doing the same thing for 18 years so it was time to move on.'

The next question for James was move on to what? 'As I have experience of running my own business I could have set something up on my own. But I wanted to buy in to a proven business model. I'm very aware of how tough it is in your first couple of years so what I wanted was to be involved in an organisation where my new business would be kick-started from day one and that I would then get ongoing help which would allow me to grow quickly and that led me to Franchising. Therefore I was looking to partner with a Franchise that not only could demonstrate a demand for its product or service but also one that was a mature, proven company that had systems and structures in place.'

**James Moncrieff -
Devon & Cornwall**

> Testimonial



> Could You Qualify As A C2C Franchisee

Due to the fact that we are already committed to doing national advertising for our existing franchisees we would like to expand the group as quickly as possible. However, we don't just accept anyone, as that would be pointless for both parties.

Please read some of the attributes required below and see if this opportunity really is for you...



- Highly motivated
- Successful in your current role
- Like to work with people
- Physically fit
- Have a desire to succeed
- Ambitious
- Can motivate and lead staff
- Wish to lead a full and rewarding life
- Are willing to follow a system
- Comfortable earning profits
- Want to work locally

> Attributes

> The Franchise Fee & Your Rewards

If you do qualify you may be on your way to changing your life for the better. Not only will you be your own boss and be able to enjoy more time with your family but you'll be earning good profits from your business.

Our Franchise fee is currently **£19,995 + VAT**. A £6,000 deposit is required to secure your exclusive territory with the balance payable 28 days before the training course. Included in the fee is all the equipment you need to get started, along with a full marketing plan to launch your business to ensure that you are cash flow Positive ASAP. Our 5 day residential training course will ensure that you are fully conversant with every aspect of the business so you can hit the ground running.

You will also need **£10,000** of working capital (this will be explained at the meeting) to ensure that you don't put yourself under financial pressure in the early months.


What can you expect for your time and money? If you follow our systems and work hard you can easily surpass **£37,000 earnings** in your first year with this figure rising dramatically in years 2 and 3.

As your business grows the profits become easier as you'll employ fitters which increases your capacity to meet demand. If you qualify we'll be happy to go through the figures in more detail at our meeting.

If you like what you've seen in this Proposition Summary and you think you can add to our growing network then why not take the next step to joining our success?

For your **FREE** no obligation meeting call **0845 052 3402** or e-mail us at freshstart@cloudy2clear.co.uk

We look forward to hearing from you!



Husband and wife team **Graham & Susan Bayley** have now successfully launched their new **Cloudy2Clear Franchise** for the **Bristol & Bath** areas. The couple, from **Cleeve**, decided to partner with the double glazing replacement franchise after they both hit a crossroads in their careers.

'I was recently made redundant from my engineering job', explains Graham. 'This was the second time this has happened in the last couple of years and, at 47, I was really beginning to look at where I was going in life. Jobs aren't that easy to come by at the moment and, if I'm honest, I was also getting a bit sick of other people holding my future in their hands. With the kids growing up now and Susan also wanting to get her teeth into a new venture it all seemed to point to starting our own business.' better.

Graham & Susan Bayley - Bristol & Bath

> Testimonial



- Licence to operate in your own large exclusive territory
- 5 day residential training course
- 3 months lease deposit on van
- Full van signwriting
- First 3 months Yellow Pages ad
- Laptop & software
- Tablet computer
- C2C business management software
- Full set of tools
- Marketing & PR launch
- Branded Uniforms
- Stationery pack

> Included in your fee

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> What Our Customers Say...

Thank you for the recent work you did on our windows. As you promised when you surveyed, the timber beading shows no sign of removal and we are really impressed that you matched up the leading design so well. Thanks for a truly professional job, carried out with very little disruption and to such high standards. We will be contacting you again when any of the others fail. P.S. Maria had a little girl, both are well.

Chris Hillson, Wellingborough

I have a first floor flat with a magnificent view overlooking Tynemouth Priory and the mouth of the River Tyne. Unfortunately I could not see any of this because my front window was steamed up. Cloudy2Clear identified the problem and replaced the glass within 10 days and all at a very reasonable price. Thank you so much, I now have my view back!

Mrs Laidler, Tynemouth

We just wanted to say thank you for fixing our patio door. After 2 companies told us that you could not replace the glass in aluminium patio doors and we would need new ones, we were so pleased when you told us you could do it. We saved hundreds of pounds!

Your fitters were also excellent, they turned up on time and even cleaned the glass before they left. Thanks once again,

Mr Hayworth, Blackburn

Chris has my third job on order to be done when I return from holiday. This, I think, says it all about the level of service delivered by C2C.

Angela Olsen, Purley, Surrey

I have used Cloudy2Clear ever since they started over 2 years ago and continued to call on them on several occasions as and when my double glazed units have steamed up. The fact that I have used them so many times speaks for itself. The service is very impressive particularly the fitter, Keith, who is always pleasant, smartly turned out in his uniform and does the fitting when the office says he will do it. I am only too happy to recommend Cloudy2Clear to anyone.

**Mr Heywood,
Thornton Cleveleys, Fylde**

Our Partners



Call **0845 052 3402**

or freshstart@cloudy2clear.co.uk for enquiries
www.cloudy2clearfranchise.co.uk

cloudy2 CLEAR
WINDOWS
REPLACING YOUR FAILED DOUBLE GLAZING