

FRANCHISE OPPORTUNITY



**WINDOW
GENIE®**

a neighborly company

**MUCH
MORE THAN
WINDOW
CLEANING**

Make your business
ownership wish come true.



WHO WE ARE

Founded in 1994, Window Genie® has grown to become the country's **largest residentially-focused window cleaning service brand**. In addition to window cleaning, we offer four other service verticals to generate a range of year-round income streams for franchise owners.



100+

franchise locations
in the U.S.



30+

years of
experience



43.3%

revenue from
recurring customers¹

Our goal is to help homeowners **maintain the beauty, safety,** and **cleanliness** of their homes. With Window Genie, homeowners can avoid costly repairs by maintaining and enhancing their homes to their full glory, increasing curb appeal and maximizing property value.

Window Genie is a **trusted brand** that customers rely on to beautify and maintain their homes. We provide expertise with a "done right" promise, and we save homeowners time and stress. When it's time to bring a home back to life, we can help!

We are a well-respected service provider in the home cleaning industry, which is a **recession-resilient industry** that can't be outsourced overseas and won't fall victim to automation. As a Window Genie franchise owner, you'll have all the **training, support,** and **resources** you'll need to serve your customers and build a successful business.

Our Culture

The real magic behind Window Genie's success is the culture. We are a **community of selfless business owners united around a common goal** of serving customers and helping each other succeed. It is a culture that feels like family, a culture of inclusiveness, and most of all, a culture of integrity. The Window Genie franchise owners are a close-knit group of leaders who support each other at every turn.



The infrastructure, the marketing, the help, the programs... everything is there. All you have to do is focus on the business itself.

Misty Daniels
Franchise Owner

Learn more at franchise.windowgenie.com

1. The financial figures are calculated based on data from 90 (2023), 20 (2024) and 94 (2025) businesses, which were all in operation and reporting sales for the full 52 weeks of the Reporting Period (the "Reporting Businesses"). Refer to Item 19 of the 2026 Window Genie SPV LLC FDD for additional details.

OWNERSHIP MODEL

Franchise owners are empowered to take charge of their lives and create lifestyles they deserve.

✓ Executive Ownership

Our model encourages franchise owners to lead, not to clean windows. We provide resources to help owners hire and train staff so they can **focus on developing the business**.

✓ Proven Business Model

We give franchise owners a **roadmap** and the **systems** they need to succeed.

✓ Flexibility to Control Your Destiny

Our systems provide a framework, and franchise owners are encouraged to **add their own flair** to grow their businesses.

✓ Multiple Revenue Streams

With a variety of service offerings, customers can mix and match services, resulting in **more revenue** for franchise owners.

✓ Recurring Revenue

We offer “**Pre-Pay and Save**” maintenance plans to generate steady, predictable cash flow. Customers can establish “**set it and forget it**” advance service schedules, resulting in reliable, predictable revenue for the franchise owners.



Continuous Hands-On Support

With Window Genie, franchise owners enjoy the benefits of business ownership without going it alone.

- **Community of Support:** You'll get access to a network of owners with over 100 franchise locations ready to provide guidance and advice.
- **Work/Life Balance:** You can maintain a family-friendly work week with no on-call or emergency work.
- **Marketing-Driven Model:** You'll leverage a direct-to-consumer advertising model with no cold calling required.
- **Small Footprint:** Our franchises have low overhead with no initial office space required.
- **Simple Operations:** This is a cash and credit card business with limited receivables.
- **Prime Territories:** You'll have a protected territory with room to grow your business.
- **Scalable Model:** Franchise owners can start with one truck and two technicians, and grow their business from there.
- **Extensive Small Business Experience:** You'll have access to a highly knowledgeable corporate team with over 50 years of combined small business ownership experience to guide you and address any questions you may have.



The Window Genie corporate office made me feel comfortable and helped me through this journey 150%.

Robin McKenna
Franchise Owner, Princeton, NJ



DRIVE BUSINESS YEAR-ROUND

Customers can **mix-and-match services**, which creates opportunities for cross-sell “stickiness.” Our set-it-and-forget-it **subscription plans** and the **recurring nature** of our services generate steady, predictable cash flow for franchise owners.



Our trained technicians **clean interior and exterior windows** for homes and business properties. This involves removing dust, dirt, smudges, mold, and other pollutants from all window surfaces.

We pressure wash houses, driveways, sidewalks, patios, and more. This service involves **removing dirt, mold, grime, and more** from siding, concrete, and other surfaces. It improves curb appeal and keeps residential and business properties in healthy condition.



We provide **holiday lighting design consultation, custom cutting, installation, takedown, and storage**, so homeowners can stay inside and focus on enjoying the holidays, not on dealing with their outdoor decorations.

Gutter cleaning helps homeowners **prevent the number one cause of basement water damage and cracked foundations**. This service is important because it removes debris from gutters to ensure water moves freely and flows into downspouts.



With window tinting, our customers can enjoy **lower utility bills**, prevent harmful **effects of ultraviolet rays**, and **enhance privacy** for their homes.

The Customers We Serve

Window Genie serves a broad base of customers. Our primary customers are **homeowners** who lead busy lives. For them, paying for home services is worth it because it saves them time that they can use to do things they enjoy, like spending time with their families. We also serve many **senior citizens** who are becoming more safety conscious, so they want to avoid strenuous tasks.

We establish and grow relationships with **business partners** who provide a steady stream of customer referrals. Those partners include **realtors** and **property managers** who want to increase the appeal of homes, as well as **maid services** that don't have the equipment or expertise to offer services that Window Genie provides. We also receive referrals from **glass companies** that want to focus on installing and repairing windows, not cleaning them.

RESOURCES AND SUPPORT

Extensive Training

Franchise owners start with our **six to eight virtual week Sure Start training program**. This is led by one of our expert Franchise Business Coaches. This is followed by a 4 day in-person business training at our Dallas headquarters and 6 days in-person technical training. After that, franchise owners have access to extensive **ongoing training** in video, webinar, and in-person formats. We'll also set you up with web-based point-of-sale software that assists with all aspects of your business.

Marketing Tools

Window Genie® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones. **Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.

Rebates and Discounts

Through **ProTradeNet**, Window Genie owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through the Neighborly system, Window Genie franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

The Neighborly® Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



5,500+
franchise locations

\$4.6B
systemwide revenue

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing respect for all people



Integrity

Acting with integrity in all dealings



Customers

Serving customers with enthusiasm



Having Fun

And having fun in the process

OUR FRANCHISE RELATIONSHIP

Between our proven model and your leadership, we'll partner to build a **mutually beneficial relationship**.

We provide:

- An established business model
- A strong, recognizable brand
- Proven, effective systems
- Training and support
- Turnkey marketing programs

You provide:

- Team leadership
- Local networking
- Your unique talents and style



Window Genie franchise owners don't need prior home services or window cleaning experience. We're looking for people from all backgrounds who share some key traits:



Leadership

A desire to lead your own team



Service Oriented

A passion for serving customers



Teamwork

A willingness to learn and play a key role as a business owner

Investment Overview

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$136,064 -
\$305,683**

estimated initial investment range¹

Ask us about financing options that might be available.

- Territories available nationwide
- \$50,000 in available liquid capital required
- As a Founding Member of VetFran, we proudly offer active or retired U.S. military members who were honorably discharged and who meet our qualifications for purchasing a franchise an additional 8,000 qualified households at no cost after purchase of at least 50,000 qualified households; equates to \$4,000 in savings.²

Strong Revenue Potential

The Window Genie business model delivers excellent results for owners and their customers.

2025 reported annual gross sales³

\$475,663

**Average Annual
Gross Sales³**

\$1,015,513

**Average Gross Sales
Top 25%³**

\$549

**Average Gross Sales
Per Job⁴**

\$138,879

**Average Gross Sales
Bottom 25%³**

3. All figures are based on annual Gross Sales as provided by Reporting Businesses during the Reporting Period of January 1, 2025 through December 31, 2025. Refer to Item 19 of the 2026 Window Genie SPV LLC FDD for full details. All Reporting Businesses: Based on 94 Reporting Businesses, 38/(37%) achieved or exceeded this average. Top 25% of franchised businesses: Based on 24 Reporting Businesses, 8/(33%) achieved or exceeded this average. Bottom 25% of franchised businesses: Based on 24 Reporting Businesses, 9/(38%) achieved or exceeded this average. 4. The financial figures are calculated based on data from 101 businesses, which were all in operation and reporting sales for the full 52 weeks of the Reporting Period (the "Reporting Businesses"). Refer to Item 19 of the 2026 Window Genie SPV LLC FDD for additional details.

1. See Item 7 of 2026 Window Genie SPV LLC Franchise Disclosure Document for complete details.

2. Refer to Item 5 of the 2026 Window Genie SVP LLC Franchise Disclosure Document for complete details.



GET STARTED TODAY

To learn more about **joining the Window Genie community** and starting your successful business, contact us now at:

833-439-0325 or
franchise.windowgenie@nbly.com

You can also get **more information** about Window Genie at:

franchise.windowgenie.com

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.



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