

BIN THERE DUMP THAT FRANCHISE INFORMATION KIT



**HELLO, AND THANK YOU FOR YOUR
INTEREST IN BIN THERE DUMP THAT.**

In today's economy, entrepreneurs are looking to invest with individuals and organizations that have a proven track record of success. Bin There Dump That has grown and developed throughout North America over the course of over 15 years. In fact, we have achieved many major accomplishments and gained recognition within the franchise world along the way. Some of our proud accomplishments include:

- Awarding our 200th franchise! To put this in perspective, fewer than 20% of all franchise businesses ever grow beyond 100 units.
- Ranking amongst the top franchises in the world every year through Entrepreneur Magazine's Franchise 500 listing from 2016 onwards
- Being awarded many accolades through Franchise Business Review and Entrepreneur Magazine.
- Emerging from the Covid-19 pandemic with year over year **GROWTH** in sales, while many other businesses were forced to close.

Regardless of how great a business' track record is, the act of taking your career into your own hands by becoming a franchise owner is a huge decision. There is lots of information to absorb, analyze and discuss with your family. We are here to guide you through the learning process step-by-step and answer all your questions along the way.

This franchise kit will provide you with the basic details of the franchise setup and a general overview of the opportunity. What it won't do is allow you to fully experience who we are... both as a brand and as a collective of like-minded individuals who share a common goal. We would wholeheartedly encourage you to **book an introductory call with our development team** so that we can begin to introduce you to our company culture and our team of devoted professionals. Afterall, people do business with people they like. Right?

We are proud of our humble beginnings, and even prouder to continue our growth throughout North America. The Bin There Dump That franchise network is building momentum, so if you're truly interested in becoming a Bin There Dump That franchise owner, now is a fantastic time to get involved!

*Thank you,
again, for your time
and interest. We truly look
forward to working with
you and determining
together if we have the
potential for a successful
partnership.*



A LITTLE BIT ABOUT US

Bin There Dump That is a Residential Friendly Dumpster system that reliably disposes of almost anything. Our unique system allows us to respond quickly to customer requests to deliver clean, compact container sizes that vary from 4 yards to 20 yards.

Our bins are placed on the property with a unique roll-off system in a manner that is quick and convenient. Our Residential Friendly Dumpster system is clean, customer friendly and protects against damage to the customer's property. With a quick conversation with one of our Dumpster Consultants, we are able to arrange a bin delivery where and when the customer needs it. They don't even have to be home when we stop by.

Our courteous and professional Dumpster Delivery Experts will arrive at the property in a clean uniform with a tidy vehicle. Customers will be given a price and thorough explanation of overage fees in advance so there is no confusion or major surprises when it's time to charge the credit card. Once the bin is full, the customer simply calls to arrange a time to pick-up the bin.

Customer service is our main focus. This dedication to customer service means that our service is consistently friendly, quick and reliable. These ideas may not be new to the service industry, but they give us an edge that is rarely seen when it comes to the dumpster rental industry.

Our equipment and vehicles are specially outfitted for Bin There Dump That. They have been designed with the idea to keep things simple yet versatile, and above all, Residential Friendly! Bin There Dump That vehicles are able to squeeze into spaces that companies with larger dumpster rental equipment simply can't even consider.

Mark Crossett, Co-Founder
Bin There Dump That



OUR NICHE

The marketplace for dumpster rental services is growing rapidly. Trash in North America is a 60 billion dollar per year industry. Consider also that each year 10% of North Americans will move, and almost half of all homeowners will perform some type of home improvement. Combine these numbers with the growing restrictions on curbside trash pickup or the inconvenience of making a trip to the local transfer station or landfill, and you have a niche!

The time is right for Bin There Dump That. We are a low-tech business that has a system that is repeatable and recognizable. We offer needed services in a way that is systematic and customer-centric. The process is easy to learn and easy to teach. In no time your staff will be answering requests and delivering bins.

The originators of Bin There Dump That recognized early on that this innovative service, combined with their experience in the franchising world would help them become recognized as one of the most successfully emerging and fastest growing dumpster rental businesses in North America.

THE OPPORTUNITY

TRAINING AND SUPPORT

Bin There Dump That recognizes that knowledge is the key to success. You will be trained by Bin There Dump That management experts in every aspect of operating a Bin There Dump That franchise business for the greatest profit potential.

PRE-OPENING SUPPORT

In the Bin There Dump That pre-opening support phase you will be guided through every detail required for the opening of your business item-by-item. This will include tasks such as, licensing, equipment ordering, and marketing - including establishing an online presence.

NEW FRANCHISE TRAINING

Prior to opening your Bin There Dump That location every new Franchise Operator will attend a live, 5-day New Franchise Training Session, which will typically occur at our headquarters in Toronto, Canada (however New Franchise Training may be held virtually if required). Your training will be facilitated by the Bin There Dump That Support Team, and is a comprehensive and hands-on program which covers all aspects of the business model. This training will prepare you to manage and grow your Bin There Dump That business efficiently and effectively.



ONGOING SUPPORT

Your training and support doesn't stop in the classroom. Through the Bin There Dump That Support Team, you will have daily access to our team of Franchise Support Staff. Our professional staff are here to ensure that each and every Bin There Dump That business is fully operational and is receiving ample and ongoing support in the following areas:

- Operations and On-site support with individual Franchise Support Coaches
- Digital Marketing
- National Relationships
- Administrative Assistance
- Business planning and financial projections
- Management - our team of franchise executives have over 100 years of combined franchising experience, both from the franchisee perspective and as the franchisor. We are here to listen when you have new ideas, need help when you are facing a challenge or stumbling block, and will continue to push everyone in the network to be better.

PEER SUPPORT

Furthermore, we have worked hard to establish peer-support within the network of Franchise Operators, through the Peer Performance Program and at our Annual Business Development Conference.

FRANCHISE BENEFITS

CASH FLOW

There are cash flow advantages to joining an established franchise business. You will gain access to:

- Bulk buying power
- Financing for service vehicles and equipment
- Co-operative advertising initiatives
- Use of proven, profitable systems to avoid trial and error
- Brand awareness within a vibrant service industry with solid growth potential

SPEED TO MARKET

A Bin There Dump That franchise offers the ability to become operational quickly and with access to best practices (avoiding costly mistakes!).

Our equipment ordering system is a streamlined process which allows you to order service vehicles and dumpsters with quick turnaround times, branded and ready to go.

Our Support Team will help you establish a marketing plan that will bring hits to your website, phone calls into your business and attention to the brand, helping you to build brand awareness early.



ACCESS TO SUPPLIERS

As a Bin There Dump That Franchise Operator you will gain access to our roster of trusted suppliers who will help you in the following areas of your business:

- Financing - start up and expansion
- Insurance
- Equipment leasing
- Human resources
- Web marketing
- Point of sale

OPERATING SOFTWARE

Bin There Dump That has developed a proprietary software system that allows our business owners to operate in a manner that is efficient and organized. Our web-based system allows for cross-communication between the Dumpster Consultant (dispatch) and the Dumpster Delivery Expert (driver) so each delivery and pickup is scheduled, fully tracked, properly invoiced and catalogued.

INVESTMENT OPTIONS



Close to 95% of Bin There Dump that dumpster rentals are placed in a driveway. Since the franchise fee is calculated by population, we take a very hard look at the number of single family homes located in the territory (read: driveways!), as well as the median family income of the people living in those houses. These are important considerations in creating a territory and we work hard to make sure every Bin There Dump That franchise territory we award is robust and dynamic. We only succeed if every Franchise Operator succeeds.

At Bin There Dump That, a 'franchise territory' is a set of well-defined zip codes which become your protected territory. This area is for you to market, promote and conduct business in.



As a successful franchisor, we know that it's far better to have fewer Franchise Operators commanding larger areas and multiple territories than more Operators in limited areas. We're awarding our franchise opportunity to candidates who envision building a robust business, controlling an entire city, multiple contiguous cities, or parts thereof. One way to do this is by investing in the City Builder 3-Pack program.

There is also the option to start smaller, with a single territory, and build from there.

This is a more conservative and lower investment way to grow and expand a franchise.

CITY BUILDER INVESTMENT:

For high networth individuals, traditional offerings may not be enough to achieve your goals. In your career you've honed your skills at evaluating opportunities, being decisive and embodying the big picture visionary. The City Builder 3-Pack program may be just the option you've been seeking.

The features that make Bin There Dump That attractive to any investor include:

- Simplicity
- Recession-resistant nature
- Scalability
- Predictability
- Unique niche in a booming industry
- Indestructible & tangible assets (dumpsters)
- Few (loyal) employees needed
- Investment ROI potential
- Lifestyle-friendly nature

If your vision is to start large, grow quickly and control a large portion of a major market, the City Builder investment is an option worth considering.

Investment required is approximately \$350K, which when broken down includes:

- \$180K - \$260K for start-up costs - what's required to get in and get started. This will cover items including the franchise fee, down payments on leased equipment, training costs, etc.
- \$130K - \$210K in opportunity capital - required to add equipment (dumpsters and truck(s)) into the business to support growth.

City Builder territories will have a minimum of 350,000 single family homes

- There is a flat franchise fee of \$120K for a 3-territory package (included in the breakdown above). This rapid ramp up approach is designed to allow the City Builder to grow quickly and establish Bin There Dump That as the local market leader in a short amount of time.
- Based on the structure of this package, the incentive to start with a larger investment means that the territory will have an additional approximately 50,000 single family homes at no additional franchise fee.



Equipment required:

- 1 truck upon opening (Ford F600), with the intention of adding a second truck within the first 8 weeks of operation.
- 24-36 dumpsters of varying sizes upon opening with the intention of adding additional dumpsters as business begins to scale.

Office and dumpster storage yard:

- A 500 square foot office outside of the home is a good way to start off on the right foot and create boundaries between personal life and business.

Employees:

- General manager (that may be you to start and then you'll fill this role as the business scales), Dumpster Consultant and Dumpster Delivery Expert.

SINGLE TERRITORY INVESTMENT:

Investment required is approximately \$150K, which is broken down as follows:

- \$75K for start-up costs required to get in and get started. Will cover items such as the franchise fee, down payments on leased equipment, training costs, etc.
- \$75K in opportunity capital - required to add equipment (additional dumpsters and truck) into the business to support growth.

Single territory franchise locations will have a minimum of 100,000 single family homes.

- To achieve an area encompassing 100,000 single family homes, typically the population base will be 350,000-450,000 people. Using our franchise fee formula, you can expect to pay approximately \$38-\$42K in franchise license fees, which is included in the total investment required (above).
- As part of your franchise investigation, we will provide you with a detailed Market Preview map for the entire area you're exploring. This usually encompasses greater metro areas, surrounding counties and neighboring cities.

Equipment required:

- 1 truck upon opening (Ford F600)
- 12-24 dumpsters of varying sizes

Office and storage yard space:

- Although it is common to start out in a home-based office, a 500 square foot office outside of the home is a good way to start off on the right foot and create boundaries between personal life and business.

Employees:

- Dumpster Consultant and/or Dumpster Deliver Expert (may be part time to start). When starting a Bin There Dump That business it may seem possible to do everything by yourself. However, it is not possible to do everything by yourself *right*. It is important to have at least 1 employee when starting out.



ROYALTIES

Royalties are based on the number of production vehicles in the business. This flare-rate royalty is a unique approach in franchising and is one which truly emphasizes mutual success, as the franchisor will only earn increased royalty when the Franchise Operator adds vehicles into the business.

Royalties are discounted in the first 2 years of business operations, giving the Franchise Operator time to build their customer base and establish market presence.

Royalties are as follows:

- Year 1 royalty = \$6,000 per year, per truck
- Year 2 royalty = \$9,000 per year, per truck
- Year 3+ royalty = \$12,000 per year, per truck
(adjusted in subsequent years using cost of living index)

THE FRANCHISE AWARDING PROCESS

The awarding process begins as you perform a structured investigation into Bin There Dump That called “due diligence”. The whole process starts by exploring www.bintheredumpthatfranchise.com. Once you are ready to begin a serious investigation of the business you should schedule a **15 minute intro conversation with a Bin There Dump That development representative** to get the process started.

By The end of this exploratory process, you will know if Bin There Dump That is the right franchise business for you. Please do not confuse this with a sales process, somewhat like buying a house. Franchising is not a buyer-seller relationship. It is a mutual evaluation. The process should progress similar to an executive interview, both from your perspective and ours.



Here is the six steps that will lead you through the discovery process:

STEP 1:

Introductory phone call/video call with a Bin There Dump That representative

STEP 2:

60-Minute online Business Overview Webinar

STEP 3:

Complete the application and participate in the Marketing & Competitive Analysis Webinar

STEP 4:

Begin Franchise Operator validation calls. Phone call/video call with company executives, including John Ferracuti, Chief Development Officer

STEP 5:

Territory evaluation and review of Franchise Disclosure Document

STEP 6:

Phone/video calls to satisfy remaining questions, and decision day.

Thank you very much for your interest in Bin There Dump That. We truly look forward to starting the conversation about helping you become a business owner and a member of our team.

Good luck with your investigation.



The information provided is intended as a guideline only and is not intended in any way to represent earnings claims. For more detailed information and discussion, please contact Bin There Dump That. Bin There Dump That Franchise Businesses are offered by Franchise Disclosure Document only. Please contact us directly for all the details.

