



Shine®

# WHY FRANCHISING WORKS

Most people lack the expertise in the essential disciplines needed to develop a successful business within an acceptable timeframe. Franchising offers a cost-effective way to *increase your chances of success* by leveraging proven systems and processes, allowing you to build a valuable asset with greater confidence. As a business owner, investing in a franchise provides a clear path to building a profitable business while minimizing the risks typically associated with starting a business on your own.







## OUR HISTORY & STORY

**1999**

Shine is founded by Chris Fisher

**2006**

Expands to include holiday lighting to tackle the seasonality

**2011**

Begins franchising application with the FTC

**2012**

Shine Awards First Franchise Owner | Arrows + Hope

**2024**

Shine Brings on Integrator & partners with Blue Maven

**TODAY**

48+ Franchise Owners

78+ Territories awarded across 18 states



**Chris Fisher**  
Founder of Shine®

# CORE VALUES

## HOW WE SHINE



### Servant Leadership

We have a Heart for People  
and follow the Golden Rule



### Pursue Excellence

We strive to give our best in  
EVERY situation while being  
humble and coachable



### Positive Energy

We choose Joy even in  
challenging circumstances



### Safety

We are safe with each other and  
on the job



### Have Fun

We look for ways to make it fun  
and generously share smiles

**MISSION: BE A LIGHT IN OUR COMMUNITIES**

**VISION: CREATING A BRIGHTER WORLD**



## OUR PREMIUM OFFERINGS

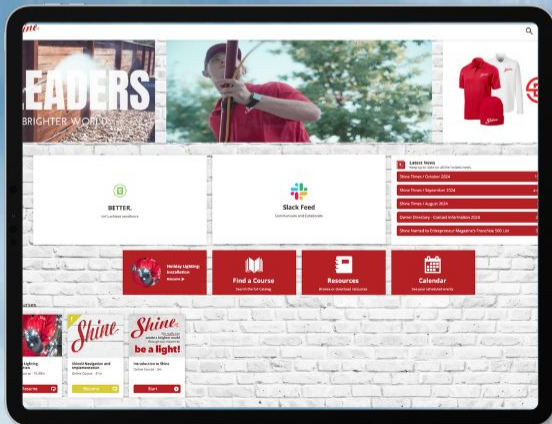
- Window cleaning
- Pressure washing
- Roof soft washing
- Gutter cleaning
- Interior glass cleaning
- Solar panel cleaning
- Holiday lighting
- Landscape lighting
- Permanent lighting

*Shine*®



# INDUSTRY LEADING TRAINING

- 7-Weeks Virtual Training | Shine University
- 1-Week Home Office Training
- 12-Weeks Launch Coaching
- Graduate to Franchise Business Coach



Shine®

# DISCOVERY PROCESS



## DISCOVERY CALL

We'll discuss your background, goals, and values, and address any initial questions you may have. Then, we'll walk our business model and what to expect in our 6-8 week Discovery Process.



## VISIONARY CALL

Connect with our Founder & CEO, Chris Fisher to gain firsthand insights into our vision and mission while reviewing your vision through our Shine Launch Planner.



## INVESTMENT & UNIT ECONOMICS

Let's explore the financials, operations, and support in detail. Following this stage, we will send you a copy of our Franchise Disclosure Document (FDD) to sign & review.

**UP NEXT**



## CONFIRMATION DAY

Your final step toward franchise ownership—a chance to connect with the team that will directly support your launch and beyond—and our chance to ensure you're the right fit to represent the Shine brand.



## FDD EXPLORATION

We'll review key items in the FDD to give you a clear understanding of the business relationship between you and Shine. We'll also verify financials and complete profiling.



## SIGNING DAY CALL

This quick, celebratory call walks you through the final steps of signing your franchise agreement using our secure e-signature platform—officially making you a Shine Franchise Owner!



## DUE DILIGENCE

Review your territory, complete your budget webinar with our VP of Operations, and schedule validation calls with current Franchise Owners to get any remaining questions answered by those who have already invested in a Shine franchise.



## FRANCHISE AWARDED

Once we receive your initial fees, we'll schedule your Welcome Call and kickstart onboarding. This is the beginning of something incredible—and we can't wait to help you launch, grow, and Shine!





Shine®