

# **hotsy**®

**Own your future.**



Build your own success story as a **Hotsy Distributor.**

# Join the best in the industry... **BAR NONE!**



**For a certain breed of men and women, the desire to own their own businesses is not a dream, it is a career goal...a way to apply their skills to a profit-making enterprise that capitalizes on their knowledge and experience. For these kind of people, ownership of a Hotsy Sales & Service Center is well worth the investigation.**

Hotsy is not a franchise. Rather it's a prime opportunity to be an independent business owner representing the most well-known and respected brand of pressure washers in the cleaning industry.



The Hotsy brand, which is produced under the umbrella of Kärcher North America, has been building and supporting successful Distributor partnerships – like yours – since 1970. In fact, 80% of our Distributors have represented Hotsy for over 20 years.

For our part, the Hotsy brand offers you the top products, protected territory, a proven marketing plan, operational guidelines, training, advertising and sales promotion support, financial programs and entry into a marketing network that has been consistently successful for more than 40 years. You contribute investment, passion for business ownership, salesmanship and commitment.

For people with the right experience - in marketing, business-to-business sales, sales management, operations maintenance, service and a dozen other areas of expertise - this is an opportunity of a lifetime.

Decide for yourself. A quick reading of this booklet should tell you if a Hotsy business is right for you. Visit us at [www.Hotsy.com](http://www.Hotsy.com) to apply, or email your inquiry to [info@Hotsy.com](mailto:info@Hotsy.com).

Our selection criteria is high, but if you qualify, our Hotsy team will help you reach your business goals!

## **Solving Cleaning Needs**

Industrial cleaning is a fact of life, crucial to efficiency and dependability in all industries. It goes on every-day, everywhere, and the Hotsy offering – including many consumable products – provides customers a way



**Detergents** - Hotsy has a broad selection of consumable soaps and cleaning agents formulated specifically for hot and cold water pressure washers.

to clean faster, better and more economically than any other method. Hotsy pressure washers take water from the tap and heat it to as much as 210°F at pressures from 1000 to 4000 pounds per square inch. Biodegradable detergent is combined with this heated, pressurized water and applied directly to the surface that needs cleaning. This combination of water, heat, pressure and detergent blasts dirt and grease away safely, efficiently and economically.



You will be amazed at the widespread uses of high-pressure cleaning equipment. From golf courses to car dealerships, from manufacturing and food processing to heavy equipment and transportation, virtually every business has need of a Hotsy pressure washer. This creates an enormous opportunity for Hotsy Distributors.



**Our Trained Mentors** can help with all the operational details of office and shop setup.

Providing system installations for wash bay cleaning, as opposed to equipment only is a profitable service you can offer businesses.



**Service** - Much of your cash flow will come from the repair and maintenance of all brands of pressure washers

The #1 name in North America for high pressure **cleaning equipment.**

**Hotsy**

#### 40 Years of Success and Growth

Kärcher is the world's largest manufacturer of industrial pressure washers marketing the top names in the cleaning industry. Hotsy has enjoyed sustained growth since 1970 and by 1985 had surpassed all competitors, a leadership role they've never relinquished.

Today, the Hotsy name can be found on hot-and cold-water pressure washers, high-pressure pumps, accessories, replacement parts, and biodegradable detergents engineered specifically for high-pressure, high-temperature cleaning. No other manufacturer offers such a total package for meeting the cleaning needs of your customers.



*A Hotsy Showroom will help you stock the right equipment, parts, accessories and detergents to meet all of your customers' needs.*

#### Industry-Wide Brand Preference

In agribusiness, trucking, construction, manufacturing, food processing, and dozens of other industries, Hotsy has become the recognized brand name in cleaning equipment. More businesses specify Hotsy equipment than any other industrial brand.

The Hotsy brand has earned such a reputation for ruggedness and reliability that customers come back time and again to buy another Hotsy...or to trade in their old model for a new one. The repeat business is truly exceptional. Plus, our fine-tuned, three-prong selling program



*Parts & Accessories - Hotsy Distributors have more than 20,000 parts and accessories available to them for assisting customers.*

- equipment, service and detergents - affords you the opportunity to lock in customers for life so they never have a reason to look anywhere else.

**Hotsy** has become the recognized brand name in dozens of industries...



*Construction*

*Manufacturing*



*Agribusiness*

*Transportation*



*Food Processing*

Hotsy offers unparalleled support unlike any other **manufacturer today.**



**Training** - Hotsy Distributors receive regular training on site and at seminars.



**Support Materials**- Hotsy marketing support is considered the best in our industry



**Internet Support** - Hotsy has both a public and a secure Distributor website brimming with easy-to-access information designed to make you the industry expert in your market area.

### Support System

The solid Hotsy reputation has been established over the years by high-octane and highly professional marketing programs, including:

- **Marketing schools, service training, annual conventions, regional dealer summits and on-site training** from the professionals who wrote the book on success in our industry...in fact you'll be making sales calls with your seasoned Hotsy mentor the day you open your shop.
- **National branding campaigns, telemarketing and tools for your own direct mail campaigns**...you won't be crossing your fingers wondering if customers will come through the door.
- **Leads and prospect lists** - Hotsy's public website will generate leads for you. We also provide prospecting lists free of charge!
- **4-color sales literature, vehicle signage, sales and training materials, sales support newsletters, sales incentive programs and contests**...all tools to insure you succeed and succeed big.
- **Cash management plans such as factory financing, flooring programs, and factory-sponsored leasing along with warranty programs, training manuals, policy handbooks, and software**... we've trimmed the learning curve so you're making a profit faster.

### The Hotsy plan can put you in business within 90 days

Our trained team will advise you on all of the operational legwork...business permits, lights, phone, even trucks and signs...while you're getting trained. You can be up and running the day you turn the key to the front door of your new business. In short, it's as close to a turnkey business as you'll find yet with NO franchise fees!

### Proven profitability

Over 80% of Hotsy's 130 Distributors have been with Hotsy for 20 years or more. While the average sale is \$8,700 some transactions — especially the environmental systems — can range up to \$40,000 and \$50,000. Obviously, there's substantial revenues to be realized from selling the broad selection of Hotsy equipment. Energy, marketing sophistication, market penetration, sensible management and plain hard work dictate the success of a Hotsy Distributor. If you're the kind of individual who rises to a challenge, becoming a Hotsy Distributor can be all you hope for in personal achievement and financial success.



Hotsy Cleaning Systems  
4275 NW Pacific Rim Blvd., Camas, WA 98607 USA  
Toll-free: (800) 525-1976 Tel: (360) 833-1600 Email: info@Hotsy.com  
Website: www.Hotsy.com ©2010 Hotsy Cleaning Systems