

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 cleaning equipment in the 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 to apply, or email your inquiry to 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 everyday, everywhere, and the Hotsy offering – including many consumable products – provides customers a way

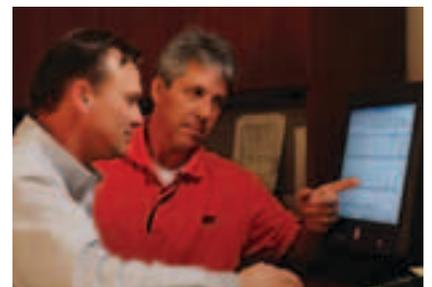


Detergents - Hotsy has a broad selection of consumable soaps and cleaning agents formulated specifically for hot and cold water pressure washers.

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

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



Hear what others have to say about Us...

"While searching for the right pressure washer line to compliment our existing business we wanted a company that could provide top-of-the-line products with a superior reputation and support staff. Our first full year with Hotsy has been much more successful than I could have imagined. The sales and service training we received has been instrumental in getting our company moving in the right direction immediately. Our company represents multiple product lines but we have never enjoyed the margins like we do when selling Hotsy. In addition, the opportunity to sell parts, accessories and service are a continual source of revenue for us."

- Chris Ensminger; AJ's Outdoor Power Equipment (Mansfield, PA)

"As a women owned company it was important to me to find a Company that would support me with integrated pressure washer equipment, interactive corporate support, protected territory, education and networking with fellow distributors. Hotsy answer all of my requirements in a clear voice that has provided me with 30 years of pressure washing sales and service in my area. The broad range of services offered by Hotsy has added value to my business. With the advertising support, product reputation, competitive pricing and distributor margins, Hotsy has given me the opportunity to become a very successful women owned business in a mostly masculine industry."

- Mitzi Lutz-Moore; Savannah Cleaning Systems (Savannah, Georgia)

"Working with Hotsy for over 30 years has been a profitable and enjoyable opportunity. Our Regional Sales Manager works extremely well with our team leaders by supporting us with sales meetings, special visits to resolve factory concerns and regularly keeps us up-to-date with the best practices from the field so we can continue to grow our business. The marketing support is fantastic and the free internet leads we receive from Hotsy are the best they've ever been. We could not have achieved the growth levels that we did last year without the Hotsy teams high level of professional support."

- Bill Isler; Hotsy Cleaning Systems (Delafield, WI)



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:

- **Sales 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, commercial spots, viral marketing campaigns, 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 suggestions**... 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 Regional Sales Managers 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.



TV Commercial Spots - Available for Distributors to personalize with contact information and run in your local market.

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



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.

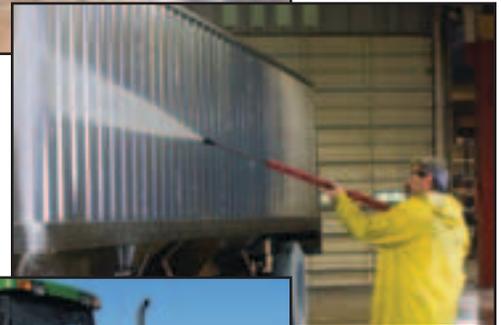
- equipment, service and detergents - affords you the opportunity to lock in customers for life so they never have a reason to look anywhere else.

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



Construction

Manufacturing



Agribusiness



Transportation



Food Processing



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