



BREAKING DOWN THE CHHJ INVESTMENT EBOOK



Savvy investors know that College HUNKS Hauling Junk & Moving® is the fastest-growing moving and highest-rated moving and junk hauling franchise in America. Since the end of the COVID lockdown, more people are moving than ever before, and there's a viable business opportunity in joining our moving and junk hauling company.

We've designed our investment opportunity to benefit our franchise partners. We help them break into billion-dollar industries with many advantages, and thanks to a highly fragmented market, our well-branded and professionally run company quickly wins market share and dominates the markets we operate in.

There's tremendous potential to take our opportunity to the next level when you franchise with College HUNKS!

“In the past 5 years that I've been with the company, I've seen College Hunks become a juggernaut that dominates the competitive landscape. We added over 50 new owners last year – 103 in the past two years – and we're seeing new owners posting revenue numbers that we never dreamed possible! The amazing thing about it is that these are owners from diverse backgrounds; all ages, all industries, all education levels and work experiences.... As long as they are driven, coachable and willing to bet on themselves, this can be an unbelievable opportunity.”

– Dana Hansen, College HUNKS Director of Franchise Development

KEY INVESTMENT NUMBERS



College HUNKS Hauling Junk & Moving® has incredible growth potential. Our low-cost franchise opportunity features a recession-resistant business model and many advantages that help franchise partners win over customers and generate outstanding reviews, creating more business.

Since launching our franchise opportunity:

- Our franchise system has **more than doubled in size** since 2018.
- The average revenue per location that has been in business for at least one year has grown from \$442K in 2013 to \$1.63M in 2021.

Purchasing a College HUNKS franchise is an affordable investment and, as such, requires a relatively low initial investment.



INVESTMENT INFO

Initial Franchise Fee:	\$45,000 - \$65,000
Rent – 3 Months:	\$3,600 - \$9,000
Lease, Utility, and Security Deposits:	\$3,600 - \$7,200
Paint and Signage:	\$3,100 - \$5,500
Service Vehicle – Deposit on Lease or Finance:	\$0 - \$22,000
Equipment and Hand Tools:	\$2,000 - \$6,000
Office Equipment and Supplies:	\$2,000 - \$6,000
Business Licenses & Permits:	\$500 - \$3,000
Professional Fees:	\$1,000 - \$2,500
Insurance Deposit:	\$1,500 - \$7,000
Training Expenses:	\$1,500 - \$5,000
Business Ramp-Up Advertising:	\$10,000 - \$20,000
Additional Funds (6 months):	\$40,000 - \$120,000
TOTAL ESTIMATED INITIAL INVESTMENT:	\$108,700 - \$273,200

These costs are estimates, as the total costs may be higher if you launch the junk-hauling and moving concepts simultaneously. At the same time, your costs will be lower if you choose just one service.

We encourage new franchise partners to offer both services as they complement one another and create additional revenue streams. Often, customers who need one service require the other as well. When you offer both moving and junk removal services, you can fulfill more customers' needs, generate additional revenue, and enjoy higher levels of repeat business.

If you're ready to become a franchise partner, you should have:

- A net worth of at least \$200,000
- At least \$75,000 in liquid capital
- The "all in" for the average College Hunks location is approximately \$250K

The College HUNKS royalty rate is 7% of gross sales. Franchise partners pay a 2% Brand Development Fee that supports our national-level marketing efforts. There is also a 1% technology fee to utilize the ever-evolving technology that we've developed in-house to provide our franchise owners!



LOTS OF FINANCING OPTIONS!

Most College HUNKS Hauling Junk & Moving® franchise partners finance the startup costs. If you have at least \$75,000 in liquid capital (cash, home equity, 401(k) or IRAs, sellable assets like extra vehicles, etc.) and a net worth of \$200,000, there's a good chance you will be able to finance your franchise.

Our franchise team can work with you to explore a range of financial assistance options, including home equity loans and SBA loans, or you can utilize retirement funds. When you reach out, we'll discuss your options based on your current financial standing and find what works best for you.

Common ways that franchise partners finance their businesses include:

Home equity loans

Owning your home or other real estate comes with benefits. If you've owned property for several years, you may have equity that can be easily tapped and is generally the least expensive way to finance a small business. Additionally, the loans can be advantageous thanks to the ability to deduct interest payments from your taxes.

SBA loans

College HUNKS is a part of the US Small Business Administration (SBA) Franchise Registry. This is a big advantage for franchise partners seeking an SBA loan, as inclusion in the registry allows banks to skip several steps in the approval process, making the lending process faster. As one of the most common financing options for new businesses, you'll be asked for extensive documentation about your proposed business, your financial information, and collateral for the loan.

Tap retirement funds without penalty

You may not need a loan if you have a 401(k) or an IRA. By rolling your savings over into a self-directed IRA, you can use those funds to start a business without incurring any early withdrawal penalties. We encourage prospective franchise partners to work with a skilled financial advisor if you're interested in this option, as the process can be complex.



POTENTIAL REVENUE AND EXPENSES TO PONDER

The average College HUNKS Hauling Junk & Moving® franchise revenue sales were \$1.3M in 2020 for locations in business for at least a year.

Monthly Sales Per Truck

A breakdown of all income and costs of a single truck per month.

Monthly Sales Per Truck – Junk

Jobs Per Day – 3.5 – Assuming truck performs 3.5 jobs per day and operates 10 hours per day

Average Revenue Per Job – \$346 – Not including recycling income

Work Days Per Month – 26 – Based upon operation six days per week (Mon-Sat)

Monthly Gross Sales – \$31,000

Monthly Cost Per Truck – Payroll Related (6 Days Per Week Operating 10 Hours Per Day)

Driver Lead – \$3,380 – \$13.00 per hour at 3,120 hours per year (6*10*52) (assumes bonus incl.)

Wingman – \$2,860 – \$11.00 per hour at 3,120 hours per year (6*10*52)

FICA/FUTA/SUTA – \$665 – 10.65% (7.65% + 3%) of personnel costs (driver + navigator)

Workers Comp – \$936 – 15% of personnel costs (driver + navigator)

Monthly Costs – Fuel Per Truck and Other Variable Costs

Fuel & Other Variable Truck Costs – \$1,240 – 4% of monthly Gross Junk Sales (Tracking, Fuel, Parking, Tolls)

Disposal/Transfer Fees – \$2,170 – 7% of monthly Gross Junk Sales

Vehicle Insurance – \$750 – Per truck - decreases as additional trucks are added

Truck Payment – \$1,000 – Assuming truck is financed/leased

Local Advertising – \$3,100 – 10% of Sales

Truck Maintenance – \$300 – Oil changes, tires, tarp replacement, etc.

Continuing Royalty Fee – \$2,170 – 7% of monthly Gross Sales

First Contact Sales & Loyalty Center Fund – \$2,210 – Assuming \$945 (\$799 Junk Only) flat fee plus call center bookings needed for 4 jobs per day (\$19 per booking)

National Brand Development Fund – \$620 – 2% of monthly Gross Sales

Total Monthly Costs – \$21,206

Plus Recycling Income – \$620 – Approximately 2% of monthly Gross Sales

NET OPERATING PROFIT PER TRUCK – \$10,414



WE'RE PROUD OF OUR AWARDS AND ACCOMPLISHMENTS

It's no surprise College HUNKS Hauling Junk & Moving® ranks within the top 3% of all franchise opportunities in the US. In 2021, our company grew by 23% with the addition of 53 new locations followed by 50 additional new locations in 2022, while achieving record sales and employee retention.

We're proud to have been featured on shows such as Undercover Boss, Shark Tank, House Hunters, and Military Makeover. We've also been featured in many publications, including *Time Magazine*, *New York Times*, and *The Wall Street Journal*.

By adding new franchise partners nationwide over the past two years, we've achieved record sales and growth and additionally exceeded revenue goals by the millions. We also celebrated finalizing our 200th location!



We're proud of the recognition we've received for our franchise opportunity, including:

- Entrepreneur – Top Franchise Opportunity for five consecutive years
- Entrepreneur – Franchise 500
- Entrepreneur – 2022 Top Low-Cost Franchise
- Entrepreneur – 2022 Top Franchise for Veterans
- Entrepreneur – 2022 Franchise 500 Ranking
- Entrepreneur – 2022 Fastest-Growing Franchise
- Forbes – Top Franchises to Buy from Shark Tank
- Franchise Business Review – Top 200; Best Mid-Sized Franchises
- Franchise Business Review – 2022 Top Franchise for Veterans
- Franchise Business Review – 2022 Top Recession-Proof Franchise
- Franchise Business Review – Top 200 Franchises of 2021
- Franchise Business Review – 2021 Best Multi-Unit Franchises
- Franchise Business Review – 2021 Franchising@Work Gold Award Winner
- Franchise Business Review – Franchise Hall of Fame – Top Culture in Franchising 10+ years
- Franchise Chatter – Top 15 Most Profitable Franchises in the US 2021
- FranCompare – Best in Hauling & Junk Removal
- Franchise Gator – Top 50 Franchises; Fastest-Growing Franchises

- Franchise Times – Fast and Serious Awards – Top-Rated Franchise Opportunity 2022
- Franchise Times – Top 500 Franchises
- Franchise Times – Best Franchises to Buy
- Inc. 5000 – Fastest-Growing Companies in America
- Inc. 5000 – 2021 Fastest-Growing Consumer Products & Services Companies in America
- International Franchise Association – Franchising Gives Back Award
- Tampa Bay Business Journal – 2021 Largest Private Companies Corporate Philanthropy
- Tampa Bay Business Journal – Best Places to Work
- TINYpulse – Happiest Employees Award
- U.S. Hunger – Hunger Hero Award



9 REASONS WE'RE A WORTHWHILE INVESTMENT

From a small operation to big franchise opportunities, College HUNKS is proud of our history and the growth we've experienced, and we're ready to help fellow entrepreneurs achieve their dreams, too!

If you're looking for reasons why you should invest with us, here are some to consider:

01. We're Built to Stand Out

More than bright colors and a catchy name that grabs the public's attention, College HUNKS has become an iconic brand with over 150,000 5-Star Reviews on Google and a Net Promoter Score higher than brands like Amazon, Apple, Costco, and Nordstrom. Our commitment to offering complete, end-to-end professional services helps us further differentiate ourselves from the competition. Our franchisees go above and beyond for our customers, thanks to our franchise system and branded attire and trucks.

02. We Have a Smart Business Model

Franchise partners are able to start and run their businesses with confidence when they invest with College HUNKS. We'll teach you everything you need to know about the business, how to market to your community, and the leadership skills your team needs to succeed. Our coaches share best practices of our most successful locations and help push our new owners to profitability as soon as possible. Using the knowledge and resources you'll gain, you can become an executive in your business while molding your team into the leaders of tomorrow.



03. We're Entrepreneurially Focused

In our entrepreneurially focused culture, it's our goal to help you succeed, deliver high-quality customer service, and develop your team. Our new owners are getting off to the best starts in our history with two main profit centers and our 15+ years of franchising experience behind them. We include the secrets to our success in our comprehensive training, ongoing support, and extensive marketing strategies. Together, we're able to continue seeing growth and success.

04. We're the Fastest-Growing Moving and Junk Removal Franchise

Since we started franchising in 2008, we've grown rapidly by providing a complete, low-cost system for franchise partners. So much so that we've become America's fastest-growing moving and junk-hauling franchise!

Our arsenal of training and support programs, manuals, resources, and tools is designed to help you grow your business and generate outstanding recommendations. We're invested in you because when you're successful, we're successful!

05. We're Well-Positioned in Two Huge Industries

College HUNKS is your opportunity to break into two growing industries while providing a valuable service to your community. The moving services industry in the US was valued at \$19.4B in 2022 and is expected to reach \$21.7B in 2023. Additionally, the waste management and remediation services industry was valued at \$208B in 2019, with projections showing a CAGR of 5.3% to reach \$230B by 2027.

With the variety of quality services we offer, you can take advantage of market demand and multiple revenue streams to bolster your revenue. As a brand, we're more than strong enough to compete in both the moving and junk-hauling industries, and we encourage our franchisees to do the same.

06. We're Looking to the Future

One key element that sets us apart from other opportunities is our vision to be a launch pad for entrepreneurs and hard workers. We encourage our franchise partners to use the lessons they've learned while growing their businesses and driving their success to launch other concepts and power the economy.

Our franchisees embrace our core values to build leaders, always branding, creating a safe and fun team environment, and listening to, fulfilling, and delighting our customers. They pay it forward by teaching their team members important business skills to help them reach their maximum potential and achieve greatness.

07. We Go Above and Beyond

Delivering 100% customer satisfaction with every job, being positive, and pursuing community-oriented service are big parts of our mission to strive for excellence with our franchise partners. Our customers trust us in their homes and with their belongings, so it only makes sense that we go above and beyond.

Paying close attention and showing extra courtesy are just some of the little extra steps our franchisees and their teams can take throughout the day that add up to make a big difference.



08. We're Nationally Recognized

What comes to mind when you hear “College HUNKS?” If it’s our green and orange logo, you already know our brand awareness is a major asset. Our franchise partners can greatly benefit from our catchy name and brightly colored trucks, in addition to our many awards and accolades.

We provide national brand exposure through national and local media outlets, news coverage, an award-winning website, and much more to help our franchisees grow their businesses and bolster our position as a leader in our industry. It’s this trusted reputation that brings more business to our franchisees and keeps customers coming back.

09. We Know How to Have Fun!

It’s hard not to have a fun work environment when you have a name like College HUNKS! We’re proud of our company culture and have made creating a fun, enthusiastic team environment part of our core values. Having fun fosters high morale within your team and gives individuals the opportunity to flourish.

Enthusiasm is contagious, and it’s what brings us together as a team. The entire company immerses itself in our welcoming, fun, teamwork-based environment, from new employees to franchise partners to corporate staff.

We want to help others live out the American dream of owning their own business while positively impacting the communities we serve. When you invest in a moving company franchise with College HUNKS, you can build a business, become financially independent, and gain a greater sense of purpose.

10. In Summary:

College Hunks is a \$250,000,000 company with over 200 franchise owners that provides Moving and junk hauling services in an industry littered with mediocrity.

Our net promoter score is 88, higher than iconic brands like Apple, Costco, Nordstrom and Amazon. College Hunks has over 150,000 5-Star reviews on Google.

We have the IFA franchisee of the year for 2022 and 15 locations on the Inc 5000 list for fastest growing companies in America.

The average revenue for our locations in business for at least a year is \$1.63M but beyond the numbers, we are very community centric and we donate 2 nutritious meals for every job we do to the US Hunger Project and began offering free moves for victims of domestic violence and continue to work with battered women's shelters.

We also donate items that we pick up that are no longer needed/wanted to national partners like Habitat for Humanity, Goodwill, Salvation Army and also local churches or charities.

It's \$250K all in. We provide all the training, technology, coaching and resources to be hugely successful including our own, in-house call center that books the jobs for you. They handled a million calls last year alone and our new national accounts team added over \$5,000,000 in marketing free jobs for our franchise owners last year.



If you're interested in learning more about College HUNKS' world-class franchise investment opportunity, get in touch with us today!



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