



# Premium Franchise Brands

## Company Profile

**HEADQUARTERS:**

Alpharetta, GA

**INDUSTRY:**

Business Services

**TRANSACTION TYPE:**

Recapitalization

**INVESTMENT DATE:**

October 2016

**EXIT DATE:**

III

*This portfolio company case study offers summary information, is provided as an example that clarifies and typifies Incline's investment approach, and may not be representative of Incline's investments. Past results are no guarantee of future results and no representation is made that an investor or portfolio company will or is likely to achieve results that are similar to those of the company described. This investment was not chosen for its returns on investment.*

## Overview

Premium Franchise Brands is a leading franchisor of light commercial and residential cleaning services through its Jan-Pro and Maid Right franchise brands.

## Transaction Dynamics

A partnership with management to purchase the company. Management made a significant investment in the company as part of the transaction.

## Investment Thesis

- ▶ Consistent royalty revenue growth driven by recurring, non-discretionary cleaning services
- ▶ Established player in a fragmented market
- ▶ Franchise model provides significant operating leverage as well as "owner/operator" alignment that ensures high-quality service
- ▶ Attractive financial profile and free cash flow conversion
- ▶ Multiple avenues for growth, including further penetration of existing markets and expansion into new territories

## Incline Value Enhancement

- ▶ Support existing franchisee growth
- ▶ Develop pipeline of potential franchisees
- ▶ Add management talent to support future growth
- ▶ Explore new franchise concepts