

*Window cleaners carrying branded bucket.*

*Katie Wesselschmidt sitting in a room with a lamp and tree in the background.*

**Katie Wesselschmidt**

**Concord, CA – September 2008**

**Katie Wesselschmidt:** The service industry there are many models, right? And FISH appealed to me so much because it fit a lifestyle.

*Window cleaner cleaning commercial storefront windows.*

You know, I'm not 20 starting a business, I'm 60 starting a business and so what could I do that really fit the rest of my lifestyle and this business model really did that.

*Window cleaner walking into tire shop and setting down branded bucket.*

**Eric Silver**

**Fort Worth, TX – June 2008**

**Eric Silver:** Once we found out a little bit more about the franchise itself and what goes into making a FISH franchise operate it felt like it really fit with our goals.

*Eric Silver sitting in a room with a lamp and tree in the background.*

**We ended up choosing FISH for a couple of different reasons.**

*Window cleaner cleaning interior storefront windows of tire shop.*

**Mostly because the family friendliness of the franchise itself and the people that worked there.**

*Aerial view of branded van pulling into Fish Window Cleaning office parking lot with other branded vehicles. Window cleaners walking into office.*

**We felt really good after visiting the Home Office. We really liked the model of focusing mostly on commercial accounts rather than residential.**

*Window cleaner cleaning storefront windows in the snow.*

**We really liked that you were not putting all your eggs in one basket so to speak. That you're diversifying your income across hundreds or thousands of accounts as you build your business**

*Branded van driving down a residential street.*

**and so we really liked the way that the business model was put together.**

*Tim Weissman sitting in a room with a lamp and tree in the background.*

**Tim Weissman**

**Houston, TX – 2008**

**Tim Weissman:** What really sealed the deal for my wife and I from literally the beginning we knew instantly when we met Mike Merrick that this was an individual who had integrity, was honest,

*Window cleaner setting up water-fed pole unit and cleaning office windows.*

and who genuinely wanted to help us build a business and it was true then and we knew it and it's been true ever since.

*Andy Winig sitting in a room with a lamp and tree in the background.*

**Andy Winig**

**Arlington, MA – May 2002**

**Andy Winig:** It was funny because when I came out for training, everyone had gone through the same experience that I bought it despite the fact that it was a window cleaning business. I bought it because I loved the business model.

*Aerial view of branded van driving down residential street.*

I loved the people who were there and that was really what I was looking for.

**Chad Gilding:** There's a common theme with the people that are successful in FISH.

*Employee writing an estimate on a branded clipboard.*

Number 1 they follow the system. You spent the money on the system, follow the system.

*Window cleaner placing branded yard sign with red and white Fish Window Cleaning logo, phone number, "Commercial & Residential", and website URL in yard.*

It's pretty simple. And the other thing is drive.

*Bridget and Chad Gilding sitting in a room with a lamp and tree in the background.*

**Bridget & Chad Gilding**

**Madison, WI - 2008**

**Bridget Gilding:** I feel like the system can work for anybody. I mean, I feel like if you go through training and go back to your office and just implement what you learned it will work.

*Two window cleaners putting on branded shoe covers in foyer of home.*

*Two window cleaners cleaning interior residential windows.*

*Eric Silver sitting in a room with a lamp and tree in the background.*

**Eric:** It was a very family friendly environment with the idea that we would be working mostly during the week and not on nights or on the weekend.

*Employee placing door hanger bag with branded material on home front door.*

*Lori Minter sitting in a room with a lamp and tree in the background.*

**Lori Minter**

**Fort Collins, CO – 2004**

**Lori Minter:** This is a proven system that works. It's a proven business that works. That's what I paid for and so for me there was really no other choice.

*Window cleaners cleaning residential exterior windows.*

I followed the system to the letter because I knew that it worked. It changed our lives in ways that I never thought that it would. Things that mean the most to me like being able to help all four of our children through college so they didn't have to be in debt when they got out of college. I got to have a beautiful custom home that every day I still wake up and can't believe that it's mine.

*Bridget and Chad Gilding sitting in a room with a lamp and tree in the background.*

**Chad:** I have nightmares of having to go back to a product engineering job again. The 8 to 5, 5 days a week of yeah it's scary.

**Bridget:** I think that's the best part about this is the freedom it has given us.

**Red and white Fish Window Cleaning logo**

**FishWindowCleaning.com**