

Franchise Times®

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■ Newcomers

Mobile franchise targets affluent homeowners as well as construction projects.

Squeegee Squad

Initial investment: Starts at \$45,000

Franchise fee: \$20,000

Royalty: 5 to 7 percent

Ad fund: 1 percent with yearly cap of \$1,200

Under pressure Squeegee Squad starts up

By Michael Moriarity

It was a case of too many windows, not enough time.

Brothers Jack and Joe Ruegsegger realized they had an idea worth franchising when even at full capacity—with more than 30 window cleaners on the job—they couldn't meet the customer demand for their services.

The two started Squeegee Squad, which offers window cleaning and other services, such as pressure washing, gutter cleaning, snow plowing, roof shoveling and holiday light installation. Headquartered in Blaine, Minn., the franchise targets affluent residential clients as well as builders and contractors of new homes and other construction projects, rather than just commercial and office buildings like their competition.

They began cleaning windows in high school and noticed that, "residential clients were willing to pay more for the service and were more loyal," Jack Ruegsegger said.

The Ruegseggers started the business in 1999 as Jack & Joe's Window Cleaning Inc. In 2004, they renamed the business "Squeegee Squad," inspired by Best Buy's Geek Squad.

Squeegee Squad sold its first two franchises in 2006 for the Twin Cities area of Minnesota. The franchise offers marketing tools, a corporate Web site, proprietary office software and two weeks of training, including four days of sales training at corporate headquarters.

Founders
Joe
Ruegsegger (left) and brother Jack are rolling out a window-cleaning franchise, starting in the Midwest.



Genevieve and Joe Antonello bought a Squeegee Squad franchise for the Twin Cities' south metropolitan area in January and averaged 10 to 12 jobs daily during their first spring season.

Squeegee Squad charges \$4 to \$6 per window for inside and outside cleaning, depending on the size of the window.

Though the number of jobs slowed to five or six per day during the summer months, Joe Antonello expects job counts to pick up again in the fall as customers increasingly tap Squeegee Squad for services such as gutter cleaning.

The Ruegseggers are targeting Milwaukee, Chicago, Madison, Wis., and Des Moines, Iowa next, with plans to be nationwide one day. "There's no brand name in window cleaning," Jack Ruegsegger said. "We want to become that brand name." FT

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SqueegeeSquad.com**

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