

# VAVIA

Easy Go.

DUMPSTER RENTAL

FRANCHISE OPPORTUNITY



**VAVIA** is backed by more than 7 decades of experience in the waste, franchising, and technology development industries. Utilizing smaller trucks and 10yd and 15yd containers, VaVia Franchise Partners provide a “smart”, easy disposal service for both residential and commercial customers alike. Whether you need trucks and containers that can fit into tight spaces with minimal impact to your site, or just dependable disposal partners so you can stay focused on your project, we are here for you on projects of any size. VaVia has created a brand that provides each franchisee a competitive market advantage through our strategic disposal networking and unique technology solutions, allowing for quicker returns on investment. We have developed partnerships with key national brokers, digital marketing and a “go-to-market” sales playbook that ensures quick business growth.

- Initial Investment: \$119,191 - \$563,571
- \$60 Billion Dollar Industry
- No Brick and Mortar needed
- Onboard and Open for Business in 60 days
- Asset Heavy Business

[OWNAVAVIA.COM](http://OWNAVAVIA.COM)

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## SIX REVENUE STREAMS

Our model features 6 important revenue streams: Delivery Fees, Overage Fees, Haul Rates, Rental Charges, Dry Runs and Live Loads. VaVia Owners enjoy having multiple revenue streams to hit price points which create quick returns and exciting margins. Overage fees are one of the most lucrative and are found in 90% of markets (some charging up to 50%). Franchise Partners also get to work with a diverse customer base ranging from B2C and B2B both residential and commercial. We form mutually beneficial partnerships to grow our business and encourage customers to keep coming back to us for all their disposal needs.



## OUR CULTURE

As a company, we live by our core values: We are Grateful, We do the right thing, and We are obsessed with customer service. Our vision is for Franchisees to feel like they are part of a gold-standard franchise company, and we achieve this by investing in their future and forging authentic relationships with each Owner. Our values are represented throughout our business and we build our industry relationships with these values at the forefront. We deliver on these values through our high-touch support, the ready availability we extend to our Franchisees, and our passion for what we do. This leads everyone that's a part of VaVia to be ambitious and work within a team to reach and exceed our goals.



## HIGH CUSTOMER ACQUISITION & RETENTION

We are a relationship driven business which creates immediate advantages in the marketplace. We make sure to provide quality service and support in order to keep customers satisfied. Our contractor customers, both residential and commercial, are repeat customers who move from job to job. Excellent service gets you in the gate and a continuance of that keeps customers coming back. We have a 95% retention rate! In the industry there is a general lack of high-level customer service which is our "calling card". We meet our commitments and form a personal relationship with customers to generate strong recurring revenue clients. Our technology stack, Docket, encompasses our customer acquisition reports as well as many other company aspects so we can stay consistently updated and create a mutually beneficial partnership for all involved.



## WE HAVE 2 MAIN TYPES OF CUSTOMERS:

- 1 CONTRACTORS:** residential & commercial which is roughly 80% of our business
  - Commercial Construction - especially space constraint/low site impact needs
  - Residential Construction - Homebuilders
  - Remodeling/Renovation Construction - both commercial and residential
  - Property Management Companies - Both commercial and residential, usually look for low site impact
  - Real Estate Investment Companies - Both commercial and residential
  - Roofing Companies - need smaller dumpsters due to weight of shingles
  - Landscaping Companies - mostly for residential job sites
  - Swimming Pool Companies - typically need low site impact services
- 2 RESIDENTIAL HOMEOWNERS:** makes up around 20%



## OUR IDEAL FRANCHISE OWNER

Our Franchise Owners are people with ties and good relationships to their community that are well-connected in their target market. We think those that have owned or managed a business previously are the ones that will have the most success and will be the best fit in the role.

Individuals that are organized, time-efficient, and dedicated to putting in the time and effort to create lasting business relationships are the kind of customer-centered leaders that will excel within VaVia. Below are some characteristics and skill sets that would make a great potential new owner:

- Relatable, enjoys talking with people
- Hands-on & loves being in the outdoors
- Passionate about providing superior customer service
- Well-connected in their community
- Basic financial skills related to P&L and balance sheets
- Leadership & management experience
- Comfortable with technology
- Dedicated to building lasting business relationships
- Aligns with our core values
- Multi-territory growth capabilities

# FRANCHISOR SUPPORT

## TRAINING

Our initial training program is structured to ensure that our new Owners quickly familiarize themselves with the most important aspects of the business. We offer 10 hours in classroom training and 23 hours of on-the-job training to become educated on hauling operations, field training and safety, sales principles, pricing, inventory control, marketing, advertising, technology platforms, equipment management, reporting and more.

## ON-GOING SUPPORT

Our Executive Team is absolutely committed to the success of our Franchise Owners. We're available at any time for what we consider our family. In addition, we have developed KPI's as it relates to revenue and pricing, disposal cost, driver incentive pay plans/cost, maintenance plans/cost, as well as all other costs. We review these monthly with all Franchisees and focus on best performance and best practice sharing in an open dialogue. We encourage best practice ideas as it relates to growing the business and customer retention plans. We also plan to establish a Franchise Advisory Council that can help prepare Franchises and increase the support that is available to them.



## FIELD SUPPORT

We're there with you to open and launch your business. We have the ability to provide unmatched support to our franchisees. We know that your success is our success and we're there to answer any question and solve any problem that may arise. Going forward, we're committed to staffing our Executive Team appropriately in order to provide needed on-going field support as our family grows

## MARKETING

For digital marketing, we have an introduction to our digital marketing team and onboarding that has been proven to be helpful. We have built and invested in a marketing and lead generation model that allows each franchisee's local market to generate positive monthly return within 4-6 months. For our traditional marketing, we build relationships throughout the community via local government involvement, non-profit, and related associations.

## ANNUAL MEETINGS

We understand the power of Franchise Owners learning from and supporting each other. In line with this, we have annual meetings that will focus on the following: Industry and franchisor updates, technology advancements, best practices forums, fun competition, fellowship, and a look ahead to the coming year.