

## TIMELINE



## PRESS KIT

### ABOUT US

1-800-GOT-JUNK? is pioneering an industry that is helping residents and businesses remove junk and regain space. Whether it's a pile of household junk in the garage or a warehouse full of office furnishings, 1-800-GOT-JUNK? removes it for you, making the ordinary business of junk removal exceptional. We are passionate about recycling and donating to charity. 1-800-GOT-JUNK? was founded in 1989 and now operates in approximately 180 locations throughout North America and Australia.

### THE 1-800-GOT-JUNK? STORY

The inspiration to build a professional, customer-focused junk removal service came to 1-800-GOT-JUNK? Founder and CEO Brian Scudamore in 1989 while he waited in line at a McDonald's drive-through. Seeing the potential of this seemingly simple idea, he bought a used pickup truck and started The Rubbish Boys. Over the next 10 years, the business blossomed in Vancouver, B.C. In 1999, the company's name changed to 1-800-GOT-JUNK?, and a new business strategy was implemented to facilitate rapid expansion. In just five years, franchise locations were opened in most major metros throughout North America. 1-800-GOT-JUNK? is now the World's Largest Junk Removal Service with locations in three countries, 41 American states and eight Canadian provinces.

### OUR SERVICE

1-800-GOT-JUNK? is recognized for outstanding customer service that is based on a simple, yet effective concept: friendly drivers call customers in advance; arrive at the customer site on schedule; and provide a full cleanup after the junk is removed. Whenever possible, items are recycled or donated. We service both the residential and commercial markets. You may see our truck teams hefting old junk from your neighbor's attic, removing leftover items from a commercial storage locker, or clearing renovation debris from a construction site. Our commercial industry focus includes: property management, retail, waste management, real estate, government, disaster relief, construction and renovation, and many more. For more information, visit our website at [1800gotjunk.com](http://1800gotjunk.com).

#### 2010

Online booking exceeds 30% of revenue. Season 3 of A & E's Hoarders makes the brand a household name.

#### 2008

Brian Scudamore is recognized as International Franchise Association's Entrepreneur of the Year.

#### 2006

First franchise opens in Quebec and we staff bilingual agents. Brian Scudamore gets quoted on 10 Million Starbucks cups. 1-800-GOT-JUNK? case study is published by the Harvard School of Business.

#### 2004

Updated website and online booking system are launched and 100th franchise is sold.

#### 2003

First ever 1-800-GOT-JUNK? Convention is held in Whistler, BC with 50 1-800-GOT-JUNK? Franchise Partners.

#### 2001

Eleven franchises are sold in Canada and the US. Annual revenue reaches \$4 million.

#### 1999

First 1-800-GOT-JUNK? Franchise opens in Toronto, Ontario.

#### 1996

The Rubbish Boys hits \$1 million in annual revenue.

#### 1994

The Rubbish Boys operates 3 full time truck teams and opens a small office in Kitsilano, BC where first call center staff are hired.

#### 1991

Brian attends The University of British Columbia and picks up junk between classes.

#### 2009

Net Promoter Score (NPS) loyalty program is launched with an outstanding score of 73! Environmental audit reveals 61.3% of junk system wide is diverted from the landfill

#### 2007

1-800-GOT-JUNK? is named No. 2 Best Workplace in Canada and is featured in Canadian Business Magazine.

#### 2005

1-800-GOT-JUNK? is ranked No. 1 in a survey of Best Companies to Work for in BC for the second consecutive year. First Australian location opens in Sydney

#### 2002

1-800-GOT-JUNK? moves the call center and head office into a 9,000 square foot ex-Dot Com space, officially called The Junktion. Annual sales forecasted at \$7 million.

#### 2000

First US franchise opens in Portland, Oregon Annual revenue exceeds \$2 million.

#### 1998

The Rubbish Boys changes its name and phone number to 1-800-GOT-JUNK? and is recognized by Profit Magazine as one of Canada's 100 fastest growing companies.

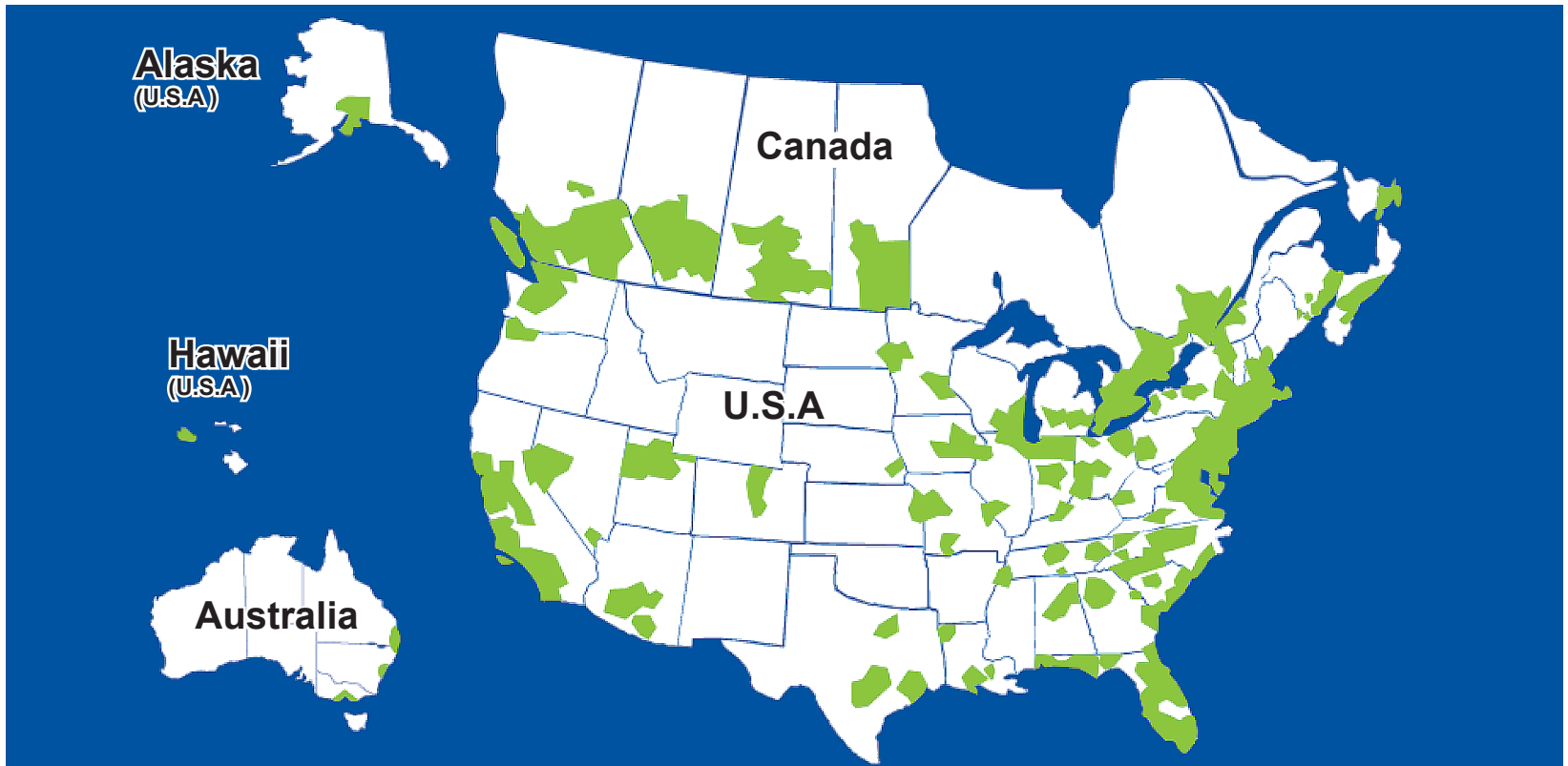
#### 1993

Brian drops out of University to focus full time on the business.

#### 1989

Brian Scudamore invests \$700 in an old pickup truck starting the Vancouver-based junk removal service - The Rubbish Boys.

# MARKETS SERVED



## FRANCHISE MODEL

In 1999, 1-800-GOT-JUNK? adopted franchising as a way to achieve rapid market penetration and revenue growth.

Investment – 1 Territory	LOW	HIGH
Isuzu/GM truck with dump box (deposits only)	\$4,000	\$12,000
Franchise Fee (first territory)	\$12,000	\$2,000
Franchise Fee (each additional territory)	\$6,000	\$6,000
Start-up Marketing / Advertising Package	\$12,000	\$12,000
Legal	\$500	\$500
Deposits and Business Licenses	\$600	\$2,600
Training Expenses	\$1,500	\$5,000
Office Set-up	\$1,650	\$4,300
<b>TOTAL</b>	<b>\$38,250</b>	<b>\$56,400</b>
Working Capital	\$45,000	\$62,000
<b>TOTAL Capital Requirement</b>	<b>\$83,250</b>	<b>\$118,400</b>

## KEY FRANCHISE MILESTONES

- March 1999: First franchise opened in Toronto, ON
- April 2000: First US franchise opened in Portland, OR
- September 2005: First Australian franchise opened in Sydney

## WEIRD JUNK

Although the junk removed typically includes things like old mattresses, sofas, and office furniture, over the years the 1-800-GOT-JUNK? team has also hauled away some pretty strange stuff.

The weirdest junk we've seen includes:

- An antique birthing chair
- Trophies from a nudist colony
- Warehouse full of 1000 collector dolls
- Mummified cat
- Pricey designer handbags
- Antique, parlor vacuum
- Clark Gable's piano
- John Wayne's bible from an estate cleanout of his sons (Hollywood)
- A one-month old kitten named 'Freon' rescued from a fridge
- 400 brand new wedding dresses
- Five moose heads
- Aluminum newspaper printing plate, circa 1973
- Urns with ashes
- A couch full of bees
- A horse buggy
- Old, un-cashed security and rebate checks
- 25 truckloads of clothing
- A full shed of roller skates and bowling balls
- 18,000 cans of expired sardines
- 13 huge porcelain Buddha statues
- 19,000 pounds of frozen animal carcasses
- Antique rifles
- A diffused World War II bomb
- A mechanical bull
- A freezer chest of rotten seafood
- An old school movie projector
- Sex dolls made from chicken wire, expanding foam, and mannequin heads
- A research project amounting to a 1/4 truckload of used diapers
- Hydroponic lighting systems from illegal grow-ops
- A full McDonald's Playland set
- A 1954 Martin parlor guitar valued at over \$8,000
- 50 Garden Gnomes
- A unicorn-shaped coffee table
- Six-foot tall, hot pink, working Walkie Talkies
- A mortician's cabinet
- A truckload of denture molds
- A Sears catalogue from 1905

## OUR PEOPLE



"It's All About People" is a core belief at 1-800-GOT-JUNK?. Hiring great people and treating them well is one of the reasons that, as an employer, the company has won numerous workplace awards. Focusing on people ensures that 1-800-GOT-JUNK? delivers an exceptional customer experience to everyone who interacts with our team.

## WHAT HAPPENS TO THE JUNK?

Environmental responsibility is important at 1-800-GOT-JUNK?. We recycle or donate as much as possible. We are committed to improving our environmental practices and have a system to measure how many tons of waste we divert from the landfill. 1-800-GOT-JUNK? currently recycles and donates to local non-profit organizations and resources including:

- Thrift stores and charitable organizations
- Non-profit housing programs
- Wood recyclers
- Electronics and computer recyclers
- Glass and bottle depots
- Local artists
- Educational programs

# FACT SHEET

## INTERNATIONAL OPERATING NAMES

(Canada and the United States)

**1-800-GOT-JUNK?**  
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

(Quebec)

**1-800-GOT-JUNK?**  
LEADER EN COLLECTE ET RECYCLAGE D'OBJETS DIVERS

(Australia)

**1800-GOT-JUNK?**  
THE WORLD'S LARGEST JUNK REMOVAL SERVICE

## FOUNDING INFORMATION

### Company Founder

Brian Scudamore, Founder CEO. Born March 16, 1970.

### Founding City

First operation started in Vancouver, British Columbia in 1989.

### Initial Investment

A \$700 investment in an old pickup truck.

## TRUCK INFO

### No. Operational Trucks

Approximately 1000

### Truck Size

15 cubic yards / 400 cubic feet

## LOCATIONS & EMPLOYEE STATISTICS

### No. franchise locations

180 (approx)

### No. corporate employees

100 (approx)

### System-wide employees

1500 (approx)

## GROWTH NUMBERS

### YEAR SYSTEM WIDE REVENUE

1999	\$1.0 Million
2000	\$2.1 Million
2001	\$5.4 Million
2002	\$7.5 Million
2003	\$13.0 Million
2004	\$31.1 Million
2005	\$55.5 Million
2006	\$90.4 Million
2007	\$119.3 Million
2008	\$110.6 Million
2009	\$85.4 Million
2010	\$88.2 Million

\*Figures in absolute dollars

