

Own your future.



Build your own
success story
with a Landa®
Dealership.

For a certain breed of men and women, the desire to own their own business is not a dream, it is a career goal... a way to apply their skills to a profit-making enterprise that capitalizes on their knowledge and experience.

For these kind of people, ownership of a Landa® Dealership is well worth the investigation.

Landa is not a franchise. Rather it's a prime opportunity to be an independent business owner representing the largest—and most well-known and respected—brand of pressure washers in the cleaning industry.

The Landa brand, which is produced under the umbrella of Kärcher North America, has been building and supporting successful Dealer partnerships since 1969.

For our part, the Landa brand offers you the top products, a proven marketing plan, operational guidelines, training, advertising and sales promotion support, financial programs and entry into a marketing network that has been consistently successful for more than 30 years.

You contribute investment, passion for business ownership, salesmanship and commitment.

For people with the right experience—in marketing, business-to-business sales, sales management, operations maintenance, pollution control and a dozen other areas of expertise—this is an opportunity of a lifetime.

Decide for yourself. A quick reading of this booklet should tell you if a Landa dealership is right for you.

If this sounds right for you, we invite you to further investigate this opportunity. Just visit us at www.landa.com and complete the online questionnaire. Or, email your inquiry to info@landa.com.

Our selection criteria is high, but if you qualify, our Landa team will help you reach your business goals!

Solving Cleaning Needs

Industrial cleaning is a fact of life, crucial to efficiency and dependability in all industries. It goes on everyday, everywhere, and the Landa offering—including many consumable products—provide customers a way to clean faster, better and more economically than any other method.

Landa pressure washers take water from the tap and heat it to as much as 210°F at pressures from 300 to

5000 PSI. Biodegradable detergent is combined with this heated, pressurized water and applied directly to the surface that needs cleaning. This combination of water, heat, pressure and detergent blasts dirt and grease away safely, efficiently and economically.

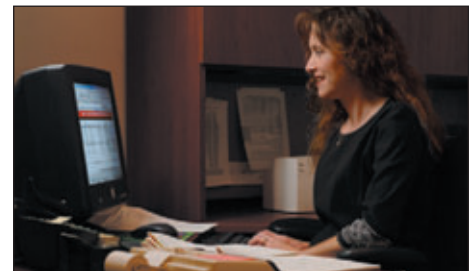
You will be amazed at the widespread uses of high-pressure cleaning equipment. From golf courses to car dealerships, from manufacturing and food processing to heavy equipment and transportation, virtually every business has need of a Landa pressure washer. This creates an enormous opportunity for Landa Dealers.



Landa has become the most prestigious and trusted name in North America for industrial pressure washers.



Detergents Landa has a broad selection of consumable soaps and cleaning agents formulated specifically for hot- and cold-water pressure washers.



Administrative assistance to get your dealership up and running as soon as possible.



Service Much of your cash flow will come from the repair and maintenance of all brands of pressure washers.

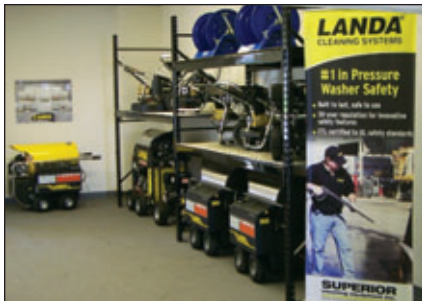


Our trained mentors can help with all the operational details of office and shop setup.

40 Years of Growth and Success

Landa is a member of Kärcher North America, which is North America's largest manufacturer of industrial pressure washers, marketing the top names in the cleaning industry. Landa has enjoyed sustained growth since the late 1960s and by 1985 had surpassed all competitors.

Today, the Landa name can be found on an extremely broad range of cleaning products including hot-and cold-water pressure washers...high-pressure pumps...accessories...replacement parts...biodegradable detergents engineered specifically for high pressure, high temperature cleaning...automatic aqueous parts washers...and even environmental water cleaning equipment through the Water Maze product line that treats and recycles wash-water. No other manufacturer offers such a total package for meeting the cleaning needs of your customers.



A Landa Showroom We'll help you stock the right equipment, parts, accessories and detergents to meet all of your customers' needs.

Industry-Wide Brand Preference

In agribusiness, trucking, construction, manufacturing, food processing, and dozens of other industries, Landa has become the recognized brand name in cleaning equipment. More businesses specify Landa equipment than any other industrial brand.

The Landa brand has earned such a reputation for ruggedness and reliability that customers come back time and again to buy another Landa...or to trade in their old model for a new one. The repeat business is truly exceptional.

Plus, our fine-tuned, three-prong selling program...equipment, service and detergents...affords you the opportunity to lock in customers for life so they never have a reason to look anywhere else.

Landa has become the recognized pressure washer brand leader in dozens of industries...



Construction



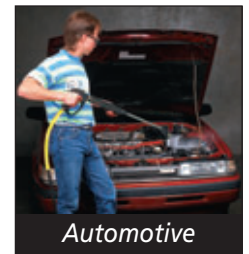
Manufacturing



Trucking



Food Processing



Automotive



Agribusiness



Marketing The Landa formula includes a full array of marketing support materials from building signs to database management.



Parts & Accessories Landa Dealers have more than 30,000 parts and accessories available to them for assisting customers.



Landa Opportunity There are scores of markets across the U.S. and Canada ripe with potential for a start-up business in sales, service and support of high pressure cleaning equipment.



Training Dealers receive regular training on site and at seminars.



Support Materials Landa marketing support is the best in our industry.



Internet Support Landa hosts both a public and a secure Dealer web site brimming with easy-to-access information designed to make you the industry expert in your market area.



More than a Job Owning a Landa Dealership is so much more than a career. Rather it's a way to build equity in a satisfying business and security for the future.

Support Systems

The solid Landa reputation has been established over the years by our highly professional marketing programs, including:

■ **Marketing schools, service training, annual conventions, regional dealer summits and on-site training** from the professionals who wrote the book on success in our industry...in fact you'll be making sales calls with your seasoned Landa mentor the day you open your shop.

■ **National trade advertising campaigns, co-op advertising programs, public relations support, web marketing and direct mail campaigns** complete with customer and prospect lists...you won't be crossing your fingers wondering if customers will come through the door.

■ **4-color sales literature, building and vehicle signage, uniforms, sales and training materials, sales support newsletters, sales incentive programs and contests...**all tools to insure you succeed and succeed big.

■ **Cash management plans such as factory financing, flooring programs, and factory-sponsored leasing along with warranty programs, training manuals, policy handbooks, and software...** we've trimmed the learning curve so you're making a profit faster.

The Landa plan can put you in business within 90 days

Our trained team helps you handle all of the operational legwork...business permits, lights, phone, even trucks and signs... while you're getting trained. You can be up and running the day you turn the key to the front door of your new business. In short, it's as close to a turnkey business as you'll find yet with NO franchise fees!

Proven Profitability

Up to two-thirds of Landa's Independent Dealerships have been in business for 20 years or more. While the average equipment sale is over \$5,000, some transactions can range up to \$50,000 or more. Add recurring parts, accessory and detergent sales, and obviously there's substantial profit to be realized from selling the broad selection of Landa products.

Energy, marketing sophistication, market penetration, sensible management and plain hard work dictate the success of a Landa Dealer. If you're the kind of individual who rises to a challenge, ownership of a Landa Dealership can be all you hope for in personal achievement and financial success.

**To apply for a Landa Dealership,
visit us at www.landa.com
or email us at info@landa.com.**



Landa Cleaning Systems
4275 NW Pacific Rim Blvd., Camas, WA 98607 USA
Phone: 800-547-8672 or 360-833-9100 Ext.226
Email: info@landa.com or visit our website:
www.landa.com
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Form #9.841-643.0