



AdvantaClean featured in Inc. Magazine's "First in Franchising: What it Takes to **Be the Best.**"

Would-be entrepreneurs in any market like the low initial investment and high potential business opportunity from AdvantaClean, says Jeff Dudan, founder and CEO of the Huntersville, North Carolina-based franchisor of air duct cleaning, mold remediation, and emergency services. The company's home-based franchisees enjoy modest ongoing overhead costs. "That's as a result of a lot of the background service we provide franchisees, such as answering the phone, customer service follow-ups, and operating platform," Dudan says.

AdvantaClean also make a claim that its market demand is not much affected by economic trends. "These are non-discretionary services," Dudan says. "When your house floods, you have mold or vermin in your air ducts, or you're bringing a baby home, people are going to buy this service; they don't have a choice."

From 40 locations currently, AdvantaClean anticipates growing to 100 stores by the middle of 2011. Dudan says that they have locations in the northeastern, southeastern, northwestern, and southwestern United States east of the Mississippi and are building on that in their expansion plans. "We have the corners tagged, and we're filling in quickly. We also have several deals in the pipeline moving out toward the West Coast," he says.