



OWN YOUR FUTURE.

BUILD YOUR SUCCESS STORY
AS A **HOTSY** DISTRIBUTOR.

hotsy[®]

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The Hotsy name is familiar to buyers everywhere seeking quality.

We have happily sold these superior pressure washers for the last two years. The tech support personnel is available to resolve any challenging repairs. The Sales, Tech and Management classes provided by Hotsy have helped us learn and grow. They provide great promotions to keep the cash flowing. Candice, our Regional Sales Manager, answers our questions and helps make it all happen. **We are continuing to grow as customers learn to rely on our commitment to service.** All of us at Hotsy of Western Montana are happy to be teamed up with Hotsy. Thank you, Hotsy!”

*Craig & Elizabeth Jantz
Hotsy of Western Montana
Missoula, MT*



JOIN THE BEST IN THE INDUSTRY. **BAR NONE.**

For a certain breed of men and women, the desire to own their own businesses 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 Hotsy Sales & Service Center is well worth investigating.

Hotsy is not a franchise. Rather, it's a prime opportunity to be an independent business owner representing the most well-known and respected brand of cleaning equipment in the industry.

The Hotsy brand has been building and supporting successful distributor partnerships as industrial equipment sales and service providers since 1970. 80% of our distributors have represented Hotsy for over 20 years.


OVER 80%
of Hotsy distributors
have been in business
for more than 20 years.

For our part, the Hotsy brand offers you the top products, protected territory, a proven marketing plan, operational guidelines, training, advertising and sales promotion support, financial programs and entry into a distributor network which is consistently successful. 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, service 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 Hotsy business is right for you. Visit us at www.Hotsy.com to apply, or email your inquiry to info@Hotsy.com.

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



"When the opportunity was presented to align our business with Hotsy, we did not hesitate. The Hotsy line of pressure washing equipment is an excellent compliment to our existing business. The products are top of the line. The customer service and technical support teams are always ready with an answer, and **the ongoing support from our Regional Sales Manager has been incredible** – with training, marketing and recruitment programs.

We have definitely seen the benefits in our bottom line and we are looking forward to growing with Hotsy!"

Shannon Gregory
Epic Industrial Services, Inc.
Tacoma, WA

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HOTSY SOLVES CLEANING NEEDS.

Industrial cleaning is a fact of life, crucial to efficiency and dependability in all industries. It goes on everyday, everywhere, and the Hotsy offering – including many consumable products – provides customers a way to clean faster, better and more economically than any other method. Hotsy pressure washers take water from the tap and heat it to as much as 210°F at pressures from 1000 to 4000 pounds per square inch. 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 contract cleaning, agriculture, car dealerships, manufacturing, food processing, construction, heavy equipment and transportation are some of the most common applications. Virtually every business has the need for a Hotsy pressure washer. This creates an enormous opportunity for Hotsy Distributors.

Providing system installations for wash bay cleaning, as opposed to equipment only, is a profitable service you can offer customers.



In addition to pressure washers, additional opportunities may be available for access to floor care equipment, aqueous parts washers and water treatment systems.



AGRICULTURE



CONSTRUCTION



FACILITIES



FOOD PROCESSING



MANUFACTURING



OIL & GAS



MARINE



TRANSPORTATION



WASTE MANAGEMENT

50 YEARS OF SUCCESS AND GROWTH.

Hotsy has enjoyed sustained growth since 1970 and by 1985 had surpassed all competitors, a leadership role we've never relinquished.



Today, the Hotsy name can be found on hot-and cold-water pressure washers, high-pressure pumps, accessories, replacement parts, and biodegradable detergents engineered specifically for high-pressure, high-temperature cleaning. No other manufacturer offers a total package for meeting the toughest cleaning needs of your customers.

INDUSTRY-WIDE BRAND PREFERENCE.

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

The Hotsy brand has earned a reputation for ruggedness and reliability that customers come back time and again to buy another Hotsy...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.

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Everyone we have ever interacted with at Hotsy, from our RSM, to service techs, to class instructors, have embodied the **‘partnership between customer and distributor’** that we believe in.

The product sells itself more often than not, and it has allowed us to build our business in ways we had not anticipated.

Hotsy does so much of the heavy lifting for us, they make it easy. It is a pleasure working with them, and we look forward to seeing our partnership grow in the years to come.”

*Jonathan Kimm
Churchill Equipment
Bozeman, MT*





PROVEN **PROFITABILITY.**

Over 80% of Hotsy's 170+ Distributors have been with Hotsy for 20 years or more. While the average sale is \$8,700 some transactions — especially the environmental systems — can range up to \$40,000 and \$50,000. Obviously, there's substantial revenues to be realized from selling the broad selection of Hotsy equipment. Energy, marketing sophistication, market penetration, sensible management and plain hard work dictate the success of a Hotsy Distributor. If you're the kind of individual who rises to a challenge, becoming a Hotsy Distributor can be all you hope for in personal achievement and financial success.

The Hotsy plan can put you in business within 90 days. Our Regional Sales Managers will advise you on all of the operational legwork, like an initial inventory list, layout/display, even trucks and signs... all 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!

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“We have been working with Hotsy since 2015. They have an unbelievable support staff that are just as excited as you are to expand your business. Our Regional Sales Manager helps us in any way possible. He is more than a support system for us; we consider him family here at RJP Hotsy. The way Hotsy handles dealer-to-dealer networking is by far the best we've seen in business and has helped us grow exponentially. The reputation of Hotsy products is in an upper echelon, from what our customers tell us. They always say once they get a Hotsy, they never looked back, as nothing else can compete with them in the market.

**We move other products
but nothing in our shop
moves faster than a Hotsy.
It's what the pros sell!”**

*Ryan Wig
RJP Hotsy
New Egypt, NJ*



HOTSY'S UNMATCHED **SUPPORT SYSTEM.**



TRAINED MENTORS

Let us help you with all of the operational details of your office and shop setup.



SERVICE

Much of your cash flow will come from repair and maintenance of pressure washers.



WEB SUPPORT

The Hotsy internal portal provides a wealth of info and our public website drives leads right to your door.



SHOWROOM

We'll advise you on how best to display equipment, detergents, parts and accessories.

Any supplier can tell you they want to be your partner but do they provide the training, support and services to back it up? Hotsy's goal is to drive traffic to our distributors. It's pretty simple... the more you sell the more you'll buy from us. Hotsy's support sets us apart from competitive brands. Consider the following when making the decision about which supplier you want to partner with:

- Hotsy generates leads which are sent to distributors via email notifications which you update through our Leads Management system
- Hotsy also provides prospect lists for the top SIC codes in your market free of charge
- Hotsy spends hundreds of thousands of dollars annually in online advertising, social media, video production all to drive brand awareness and generate leads
- Hotsy provides free product sheets/target market brochures/literature to help you sell Hotsy products
- Hotsy apparel, signage and training materials are available
- Hotsy holds regional and national distributor meetings to keep distributors up to date on the latest product innovations, and to give you an opportunity to connect with your peers
- Hotsy offers a customized fee based marketing program for distributors; use Hotsy corporate marketing as an extension of your local marketing
- Hotsy sponsors a Monster Truck which travels North America marketing the brand name and also makes it available for trade shows and select distributor events
- Hotsy's marketing team works continuously on Search Engine Optimization (SEO) to ensure Hotsy's at the top of search engine results so you'll receive more leads
- Hotsy offers to place Demo equipment on your floor
- Hotsy offers 120 Day special financing to keep equipment in your showroom
- Hotsy staff will attend trade shows to help promote your business and sell your products
- Hotsy will train your sales reps, sales managers and service technicians – on site and corporate trainings available each year
- Hotsy Regional Sales Managers will help you with a marketing program for your business
- Hotsy will pay percentage points on lease promotions
- Hotsy gives distributors an opportunity to earn an annual growth rebate
- Have they ever offered a Business class that's #1 goal is to help you make your business more profitable? Our Master's Program is offered free of charge to you.

Good luck finding another supplier who offers these benefits. Hotsy support is unparalleled. Support the brand that supports your business. Choose wisely. **Choose Hotsy. It's the brand the pros use.**

THE BRAND
THE **PROS** USE.



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