



Operations Manual

Version 06.25

Overview

This Confidential Operations Manual is a guide and contains important information on standards, methods, policies and procedures with which you shall comply. We may revise its contents, and you shall comply with each new or changed standard at your own expense. The Confidential Operations Manual will remain our sole property and must be kept in a secure place at your business.

No Manual, however, can contemplate every situation that may arise in your business. When you have a question or situation that is not covered here, email the support team at redbox+ Headquarters at support@redboxplus.com. Our support specialists are career professionals who have decades of experience. You never have to go it alone.

The redbox+ Dumpsters TEAM's SOLE FOCUS IS THE SUCCESS OF YOUR BUSINESS!

Our Mission

To offer the patented redbox+ Dumpsters combination portable restroom-waste container design and our proven business process to dedicated, hardworking entrepreneurs who will strive to become leaders in the waste disposal industry within their marketplace.

Our Vision

Our vision is to redefine the standard in the waste disposal industry with our combination portable restroom-waste containers, offering improved efficiencies and responsible environmental practices while exceeding the expectations of our franchisees and their customers.

The redbox+ Dumpsters Credo

Our franchisees are expected to adhere to redbox+ Dumpsters' best practices, which means being disciplined with the customer's time by returning calls in a timely fashion and showing up on the job site when they say they will be there. Franchisees are expected to be professional in their appearance, attitude, actions, values, and dedication to service after the sale. The redbox+ credo is based on building pleasant, honest, and meaningful long-term relationships with every client we serve.

Our Core Values

Study shows that companies with clear Core Values have better financial performance, customer and employee satisfaction. Core Values foster a company culture. They convey what you stand for and are a guidepost for how you conduct business, communicate, how you make decisions. We recommend that Franchisees establish their own Core Values. Below are the Redbox+ Dumpster's Core Values:

Safety

We make informed choices to keep our team members, owners, customers, partners, and communities safe each day. Safety protects our most important asset, our people.

Integrity

We do the right thing. We keep our promises, and we follow through. Our actions speak louder than words.

Customer Excellence

We deliver solutions that exceed customer expectations, setting the standard for excellence in the waste industry. Our customer care standards separate us from the competition.

Commitment

We make decisions that drive profitability. We share knowledge that develops our business, our people, and the brand.

Team

As a team, we are stronger than the sum of our parts. We are respectful. We foster a culture of open and honest communication. We collaborate to grow a strong organization that serves all stakeholders.



redbox+ Dumpsters is a member of the BELFOR Franchise Group.

Legal Disclaimer

Important: Nature and Use of this Manual

This Operations Manual ("Manual") is the confidential and proprietary property of redbox+ International, LLC ("Franchisor," "we," "us"). It has been developed for the exclusive use of licensed redbox+ Dumpsters franchisees and their employees.

1. Not a Contract and Subject to Change

This Manual is for informational and guidance purposes only; it is not a contract and does not create any contractual obligations. The terms of your Franchise Agreement always supersede the contents of this Manual. The Franchisor reserves the right to modify, amend, or delete any part of this Manual at any time, with or without notice, at its sole discretion.

2. Independent Contractor Relationship

You, the franchisee, are an independent business owner. Nothing in this Manual is intended to create an employment, partnership, or agency relationship between the Franchisor and you or any of your employees. The Franchisor is not the employer of the franchisee or its employees. You are solely responsible for all of your own employment policies, decisions, and practices.

3. Franchisee's Sole Responsibility for Legal Compliance

While this Manual provides operational guidance, you are solely responsible for ensuring your business complies with all applicable federal, state, and local laws, rules, and regulations. This includes, but is not limited to, laws and regulations concerning:

- Health, safety, and environmental protection;
- Waste and refuse disposal, including all local disposal restrictions;
- Employment practices, including hiring, wages, and providing an anti-discriminatory work environment in compliance with the Americans with Disabilities Act (ADA), Title VII of the Civil Rights Act, and all equivalent state and local regulations.

4. Not Legal or Professional Advice

The contents of this Manual should not be interpreted as legal, accounting, financial, or other professional advice. You are strongly encouraged to consult with your own qualified legal counsel, accountants, and other professional advisors to address your specific business needs.

Table of Contents

1.0 Franchisee/Franchisor Requirements	10
1.1 Overview of Franchisee/Franchisor Requirements	11
1.2 Central Support and Subject Matter Experts	11
1.3 What You Can Expect from redbox+ International, LLC	13
1.4 Your Role as an Independent Business Owner	14
2.0 Products & Services	15
2.1 Customer Types	16
2.2 Service Terminology	16
2.3 Containers	17
2.3.1 How Much Do Roll-off Containers Hold	17
2.3.2 Prohibited Items	19
2.3.3 Minimum Elite Container Inventory	20
2.4 Approved Services	21
3.0 Marketing Your redbox+ Dumpster Business	22
3.1 Introduction	23
3.2 Developing and Maintaining Your Customer Base	23
3.3 Your General Obligations	24
3.4 Educating the Public	25
3.5 Guidelines for Using Logos / Marks	25
3.5.1 Marketing Standards	26
3.5.2 Logo Specifications	26
3.5.3 Full-Color Logos	26
3.5.4 Logo design	26
3.5.5 Typography	26
3.5.6 Vehicle Graphics	27
3.5.7 Use of Logo in Electronic Media	27
3.6 Website and Web Design	29
3.7 Search Engine Optimization (SEO)	29
3.8 Pay Per Click (PPC)	29
3.9 Website Support	30
3.10 Obtaining Marketing Approval	32
3.11 Required Marketing Expenditures	33
3.12 System Marketing	33
3.12.1 National Media	34
3.13 Local Marketing Requirements	34
3.14 Local Marketing Introduction	35
3.15 Local Marketing Planning and Budgeting	35

3.16 Local Marketing Plan.....	36
3.16.1 Pre-Launch Marketing (Required):.....	36
3.16.2 Grand Opening Marketing (Depending on demand):	36
3.16.3 Ongoing Local Marketing (Depending on demand):	36
3.16.4 Secondary Local Marketing (Depending on demand):	37
3.17 Pre-Launch Marketing (Required).....	37
3.17.1 Pre-Launch Market Research Guide.....	37
3.17.2 Direct Mail Campaign.....	37
3.17.3 Office Visits	38
3.17.4 Press Releases	39
3.17.5 Networking	39
3.18 Grand Opening Marketing	40
3.19 Ongoing Local Marketing	40
3.19.1 Guerrilla Marketing (High Visibility Parking)	40
3.19.2 Social Media	41
3.19.3 Newsletters.....	41
3.19.4 Direct Mailer Campaign (with Coupon if necessary)	41
3.19.5 Contractor Yard Signs.....	41
3.19.6 Word of Mouth/Customer Reviews	41
3.20 Secondary Local Marketing (Depending on demand):.....	42
3.20.1 Team Sponsorships	42
3.20.2 Local Events	42
3.20.3 Community Service	43
4.0 Operating Procedures	44
4.1 Introduction	45
4.2 Hours of Operation	45
4.3 Who Are Your Customers?.....	46
4.4 The Customer Experience	47
4.4.1 Handling Customer Complaints.....	47
4.4.2 Customer Service Tips	48
4.5 Daily Procedures	49
4.5.1 Customer Order	50
4.5.2 Customer Questions.....	50
4.5.3 Routing.....	51
4.5.4 Deliver redbox+ Dumpsters	52
4.5.5 Service Toilets	53
4.5.6 Emptying into Wastewater Aggregating Tank.....	54
4.5.7 Pick Up redbox+ Dumpsters.....	54
4.5.8 Empty redbox+ Dumpster	55
4.6 Cleaning and Maintenance Guidelines.....	55
4.6.1 Container	56
4.6.2 Toilets.....	56
4.6.3 Truck, Hoist and Vacuum Tank Systems.....	56
4.6.4 Cab	56

4.7	Safety and Security Procedures	57
4.7.1	Job Safety.....	57
4.7.2	Truck Security.....	57
4.7.3	Driving and Driver Safety	57
4.8	Tire Repair and Patch Guidance.....	58
4.9	Office Responsibilities	61
4.10	Managing Inventory	61
4.10.1	Recurring Items Include:	62
4.11	Third Party Hauler/Subcontractor.....	62
5.0	Human Resources	63
5.1	Human Resource Introduction.....	64
5.2	Jobs to Fill.....	65
5.3	Understanding Employee Types and Classifications	65
5.4	Recruitment & Hiring	66
5.4.1	Recruitment Strategies - Getting the Word out.....	67
5.4.2	Screening Resumes	68
5.4.3	Getting Ready for the Interview.....	68
5.4.4	Conducting the Interview.....	69
5.4.5	Selection Process:	70
5.4.6	Extending an Offer	71
5.4.7	FMCSA & USDOT Hiring Compliance Requirements	71
5.4.8	CareerPlug.....	72
5.5	Onboarding	75
5.5.1	New Hire Orientation	75
5.5.2	Employee Handbook.....	75
5.5.3	Driver's License	75
5.4.4	DOT Driver Hiring Checklist.....	76
5.4.5	Training your Employees.....	77
5.4.6	Employee File	78
5.4.7	Dress Code	78
5.6	Expenses and Payroll.....	79
5.6.1	Expenses	79
5.6.2	Payroll	79
5.7	Human Resources Forms	80
5.8	The Law	80
5.8.1	Employment Liability Insurance	81
5.8.2	Posting Labor Laws.....	81
5.8.3	Required Postings	82
5.8.4	Immigration Reform and Control Act of 1986 (IRCA).....	82
5.8.5	Fair Labor Standards Act (FLSA)	82
5.9	OSHA	83
5.9.1	OSHA Record-Keeping.....	83
5.10	Handling Discrimination and Harassment in the Workplace	84

5.10.1 Investigation Checklist	84
6.0 Finance / Accounting.....	87
6.1 Accounting	88
6.1.1 Invoicing/Accepting Payments.....	88
6.1.2 Accepting Payment	89
6.1.3 Accounts Receivable/Collections	89
6.1.4 Banking Procedures	89
6.2 Franchise Fees/Reporting Requirements/Equipment Minimums	90
6.2.1 Royalty Fee.....	90
6.2.2 Brand Development Fee	90
6.3 Financial Statements and Required Reporting.....	90
6.3.1 Monthly Revenue & KPI Reporting	91

1.0 Franchisee/Franchisor Requirements

In the context of redbox+, the franchisee/franchisor relationship is pivotal to its business model. To become a franchisee, individuals must meet specific requirements set by the franchisor, including financial investment capabilities, a commitment to uphold the brand's standards, and an entrepreneurial drive. The franchisor, in turn, provides comprehensive support, including training, business operations guidance, marketing strategies, and access to the proprietary products and services that set redbox+ apart in the market.

This symbiotic relationship is designed to ensure that each franchise operates successfully, maintaining high-quality service and customer satisfaction across all locations while expanding the brand's reach and reputation in the waste management and sanitation industry.

1.1 Overview of Franchisee/Franchisor Requirements

Welcome to the redbox+ Dumpster family. As a member franchisee, the agreement you have entered into entitles you to the support and expertise we can help provide you. In return, it is your obligation to abide by our guidelines and to devote your best efforts towards making your business a success.

In this section, we highlight the expectations we have of you and the various ways we are here to support you and your new business. Here is where we:

1. Review the full suite of redbox+ support personnel and channels so you can quickly see the scope and breadth of who to go to, for what, and when.
2. Highlight a few of the formal expectations (as outlined in the Franchise Agreement) of what you can expect from us in terms of this business agreement.
3. Review some business-opening requirements.

1.2 Central Support and Subject Matter Experts

Operations and Franchise Regional Business Coaches (RBCs) are Franchise Support Channels for Franchise Owners and can provide support in the following areas:

- Onsite Container Assembly
- On-site equipment and sales coaching and overall support during launch week
- Operational Efficiencies
- Business Consulting (Sales, Safety, Equipment, and Productivity)
- Sales Coaching
- Equipment Troubleshooting and Maintenance
- Promoting a safety culture

Your Regional Business Coach and Operations Support Teams:

Stephan Wiles (Swiles@redboxplus.com) Brand President

Amanda Cole (acole@redboxplus.com) RBC

Your Management Team

Stephan Wiles, Brand President

Dave Robertson, Chief Financial Officer

Melanie Parker, Sr. Vice President Legal and Franchise Administration

Abigail Baker, Sr. Vice President Marketing

Lyle Blanchard, Director of Marketing

Devyn Nelson, Franchisee Support Specialist

Beth Cunane, Associate Director of Operations
Steve Jahner, Vice President of Equipment & Logistics
Max Leventis, Marketing Coordinator
David Dudley, IT Support

Your Subject Matter Experts

Stephan Wiles, Brand President

- Brand Strategy
- Organizational Development
- Franchise Operations
- Franchisee Support and Business Development Coaching

Devyn Nelson, Franchisee Support Specialist

- Pre-Launch & Onboarding
- Transfer Jumpstart
- Licensing & Permitting SME
- Pre-Launch Manual

Steve Jahner, Vice President of Equipment & Logistics:

- Equipment Orders & Re-Orders
- Equipment Scheduling and Delivery Coordination
- Supplier Management
- Franchisee Support

Amanda Cole, Regional Business Coach

- Operations Support
- Business Coach
- Residential & Commercial Sales Support
- Docket SME

Beth Cunane, Associate Director of Operations

- Training and Onboarding Program
- The Sphere - FranConnect Franchise Management CRM
- CareerPlug SME & Support
- Development and Documentation of Franchise Systems, Programs, Processes

Lyle Blanchard, Marketing Director

- Local Marketing Plan
- Lead Gen Programs
- Brand and Web Support
- Network Communications

Additional Resources:

- Online access 24/7 at support@redboxplus.com

- Support documents and resources for redbox+ Dumpsters are available on redbox+ Insider.
- Training - Initial training takes place over 4 days at our office location in Ann Arbor, Michigan, or any other location we may designate. Training for you and up to 2 other people is included in the initial franchise fee. However, you will be required to pay personal expenses, including transportation, lodging, meals, and salaries for your employees. At our discretion, additional training may be provided to up to 3 additional people if all are trained at the same time or in conjunction with already scheduled training classes at a then-current rate for additional training as disclosed in the Franchise Agreement. We may require that you complete additional training, too. If we provide you with additional training, we reserve the right to charge you for such training. Additional training will be charged at our then-current rate for additional training, which is disclosed in the Franchise Agreement. You are also responsible, at your own expense, to pay for all travel, room and board and wages for you and your employees during this training.

We have the right to offer refresher courses from time to time to you, your manager and/or your employees. You and your manager are required to attend the additional training at your cost and at our then-current tuition if we, in our sole discretion, consider the training necessary. Our tuition for refresher courses is stated in the Franchise Agreement. You are solely responsible for your expenses and your managers' and/or employees' expenses which are incurred during training.

1.3 What You Can Expect from redbox+ International, LLC

Redbox+ International, LLC is required by the franchise agreement to provide certain support. In some cases, redbox+ Franchisor will provide greater support than required, but doing so does not create any obligation beyond that required by the Franchise Agreement. During the operation of your franchise, we will:

1. Provide, in addition to the assistance rendered to you prior to opening and in connection with your opening, continuing consultation and advice as we deem advisable regarding inventory, equipment re-orders, sales techniques, hiring strategies and other business, operational and advertising matters that directly relate to the Franchised Business. This assistance may be provided by telephone, email, postings to our intranet, periodically through on-site assistance by appropriate personnel, and/or other methods.
2. Furnish you with any specifications for required equipment, parts, products and services.
3. Review and approve or disapprove any advertising and/or promotional materials you propose.
4. Administer the Brand Fund.
5. Provide you with access to all modifications or additions to the Operations Manual electronically via your owner email login, which we may update at our sole discretion.

6. Schedule, in our discretion, a national business meeting or convention for up to 3 days per year at a location we designate. If we schedule a national business meeting or convention, you and your Operating Principals and managers must attend. You must pay our then current registration fee, if any, your transportation, lodging, meals and other expenses to attend any national business meeting or convention.



1.4 Your Role as an Independent Business Owner

It is essential to understand the legal nature of the franchisor-franchisee relationship. While redbox+ International, LLC provides comprehensive brand standards, operational guidance, and support, you are an independent contractor and business owner.

- **No Agency or Employment Relationship:** Nothing in this Manual or in the course of your business relationship with us is intended to create a partnership, joint venture, agency, or employment relationship. You are not an agent or employee of redbox+ International, LLC, and you have no authority to bind or act on our behalf. You are solely responsible for the employment, supervision, and conduct of your employees.
- **Your Responsibility for Legal Compliance:** The guidance in this Manual does not substitute for your obligation to operate in full compliance with all applicable laws. You are solely responsible for identifying and adhering to all federal, state, and local laws, regulations, and ordinances. This includes, but is not limited to, laws governing business licensing, employment practices (such as ADA and Title VII), workplace safety (OSHA), and environmental protection.

2.0 Products & Services

Redbox+ is a unique provider that combines two essential services into one convenient package, specially designed for construction sites and large events. They offer an innovative solution by combining the convenience of portable toilets with the necessity of dumpster rental, making job sites more efficient and manageable. This dual service ensures that project managers and event organizers can address both waste management and sanitation needs with a single service provider. By doing so, Redbox+ significantly simplifies logistics and planning while also promoting a cleaner, more organized work or event environment.

2.1 Customer Types

Redbox+ Dumpsters customer types fall into two main categories:

1. Reoccurring Customers – Contractors
2. One-Time Customers – Residential Homeowners

Contractors are your repeat customers. You will want to build a good working relationship with your contractors which will help you build a sustainable business. Contractors are:

- Residential Roofing, Windows, and Siding Contractors
- Commercial Roofing Contractors
- Property Managers
- Insurance Remediation: Fire, Flood, Etc.
- Residential Remodelers

Other:

- Demolition Contractors
- Landscaping Contractors

Your Residential Homeowners are your local homeowners who are typically one-time renters who come from paid marketing. These include Local Search Engine Optimization (SEO), Quick Start (Pay-per-Click (PPC), Social Media), Lead Generation Services, and Dumpster Brokers.

2.2 Service Terminology

Dumpster Drop and Pickup – The information collected as part of the order is size of dumpster, when to deliver (day and time), and where on the jobsite to drop the unit. If the order is a closed ended order, confirm pickup date and time of day.

Swap Out – A Dumpster swap out is when the customer receives the same sized roll off or different size to the location originally renting the dumpster. A new container is delivered, while the full one is picked up.

Toilet Servicing – Toilets are serviced based on the length of the order. If the order exceeds 5 days, a service call for toilet cleaning is established and invoiced. (Contractors Discretion)

Trucks are outfitted with a pump and vac system to service restrooms onsite. Customers will call when there is a need for waste containment to be removed and restrooms are to be serviced within 24 hours.

When removing the container, to avoid spillage from the restroom waste, it is required that the toilet holding tank be completely vacuumed before the box is mounted on the truck.

2.3 Containers

2.3.1 How Much Do Roll-off Containers Hold

- A 20-yard roll-off container can hold up to twenty cubic yards of material. This is approximately the same as filling up the beds of six pick-up trucks with debris (approx. size: 8 ft. x 22 ft. x 3.5 ft.)
- A 30-yard roll-off container can hold thirty cubic yards of material. This is approximately the same as filling up the beds of nine pick-up trucks with debris (approx. size: 8 ft. x 22 ft. x 5 ft.)
- A 40-yard roll-off container can hold up to 40 cubic yards of material. This is approximately the same as filling up the beds of twelve pick-up trucks with debris (approx. size: 8 ft. x 22 ft. x 7.5 ft.).



- Franchise Owners need to know their truck's Gross Vehicle Weight and dumpster capacities (located on redbox+ insider under Operations, Equipment Weights.)

redbox+ Dumpsters Equipment Weights (approximate)								
TRUCK TYPE		GROSS VEHICLE WEIGHT			EMPTY WEIGHT			
Kenworth Single Axle		33,000			17,378			
Kenworth Tandem Axle		52,000			23,320			
Kenworth "Baby 8"		66,000			25,760			
Ford F550		19,500			10,300			
Ford F600		22,000			11,280			
Freightliner 108SD Plus		66,000			27,300			
Western Star 47X		66,000			27,300			
Available Weight/Pounds <i>INSIDE</i> the Dumpster (approximate)								
Dumpster Size/Type	Dumpster Weight	Kenworth Single Axle	Kenworth Tandem Axle	Kenworth Baby 8	Ford F550	Ford F600	Freightliner 108SD Plus	Western Star 47X Available
***10 Mini Can	1700	***8,000	***8,000	***8,000	7,500	***8,000	***8,000	***8,000
***15 Mini Can	2752	***10,000	***10,000	***10,000	6,448	***8,000	***10,000	***10,000
20 Suburban Elite	4,300	11,322	**20,000	**20,000	N/A	N/A	**20,000	**20,000
20 Elite	4,400	11,222	**20,000	**20,000	N/A	N/A	**20,000	**20,000
30 Elite	5,000	10,622	**20,000	**20,000	N/A	N/A	**20,000	**20,000
20 Suburban Standard	4,139	11,483	24,541	36,101	N/A	N/A	34,561	34,561
15 Suburban Standard	3,784	11,838	24,896	36,456	N/A	N/A	34,916	34,916
10 Suburban Standard	3,474	12,148	25,206	36,766	N/A	N/A	35,226	35,226
20 Standard	4,605	11,017	24,075	35,635	N/A	N/A	34,095	34,095
30 Standard	5,014	10,608	23,666	35,226	N/A	N/A	33,686	33,686
40 Standard	5,787	9,835	22,893	34,453	N/A	N/A	32,913	32,913
*1500 Gallon Agg Tank	1,697	Full Load	Full Load	Full Load	N/A	N/A	Full Load	Full Load
Satellite Toilets	180	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MD400 Waste Tank	2000	Full Load	Full Load	Full Load	Full Load	Full Load	Full Load	Full Load
All weights listed in US imperial pounds; 2,000 pounds = one ton								
* Aggregating Tank Limited to 1,500 gallons = 12,450 pounds								
** Note: the maximum weight inside the ELITE cans is limited to 20,000 pounds (10 tons)								
*** Note: the maximum weight inside the 10 YD Mini is 4 tons and the 15 Mini is 5 tons								
UPDATED 11/6/2023								

- Material (concrete, sand, dirt, gravel...) weighs one ton per cubic yard, so a full 20-yarder is 20 tons (use only 10- or 20-yard standard dumpsters only but cannot fill them over ½ full...never use an Elite). Again, 20 tons is too much weight!
- Asphalt Roof Shingles – a 20 yarder can hold about 40 squares (10' X 10'). Some say more. 30 squares are used as a 20-yard dumpster planning factor because they always overload them (contractors usually

know what they need). Any size dumpster can be used for asphalt shingles. Variables include the number of layers of shingles, wood, rain gutters, etc. Because of the variables, it is recommended to always use 30 squares to be safe.

4. Elite dumpsters are limited to 10 tons (20,000 pounds) and it is lasered into the front panels.
5. Other considerations:
 - a. 10 yarder = 3 pickup loads
 - b. 20 yarder = 6 pickup loads
 - c. 30 yarder = 9 pickup loads
 - d. 40 yarder = 12 pickup loads

2.3.2 Prohibited Items

As a rule of thumb, any waste item that is considered flammable, toxic, hazardous, or corrosive is strictly prohibited from being placed in any type of waste container.

Following is a breakdown of categories outlining materials prohibited from being disposed of in waste containers and roll-off dumpsters:

- Tires: more than 250 million scrap tires are generated annually in the U.S. All tires must undergo a special recycling process instead of being thrown in a landfill.
- Paints: paints, lacquers, and even their cans sometimes contain harmful elements. Mercury and lead are the most common culprits.
- Motor oils: oils that are used in vehicles and industrial equipment are generally considered to be hazardous.
- Asbestos: this is a highly dangerous mineral fiber that was once used to make construction materials more flame-resistant. It was used for ceilings, roofing, flooring, insulation, and more primarily in structures built before the late 1970s.
- Batteries: the chemicals, metals, and corrosive materials in batteries can pose a serious threat. This is particularly true for car batteries, which have a lead-acid composition.
- Fuels: petroleum and gasoline are highly flammable and for that reason alone, they are banned at landfills. Unusable fuels can be disposed of at a local hazardous waste center.

Promoting environmental stewardship, especially in today's "green" society is appreciated by all. Making sure you have a clear understanding of what it is you can dispose of beforehand will help us eliminate serious issues after the fact.

Franchisee's Responsibility for Compliance: The list above provides examples of commonly prohibited items; it is not a complete or exhaustive list. Landfills, transfer stations, and local regulations vary significantly. To avoid serious environmental liability and potential fines, you are solely responsible for:

1. Confirming all local disposal restrictions and prohibited items for every disposal facility you use.
2. Maintaining documentation of these local rules and your compliance with them.
3. Ensuring your customers are aware of these restrictions.

Failure to comply with local disposal laws is a violation of your Franchise Agreement and exposes your business to significant risk. This is not legal advice; consult with local authorities and your own legal counsel to ensure compliance.

2.3.3 Minimum Elite Container Inventory

You must maintain a minimum of 24 Elite dumpsters and 48 portable toilets in your fleet throughout the entirety of your operation as a redbox+ Dumpsters franchise. Therefore, if an elite dumpster is damaged so that it is no longer usable, is lost, stolen or otherwise compromised such that it cannot be rented or used, you are obligated to purchase a replacement elite dumpster within 60 days.



2.4 Approved Services

As your franchise agreement states, redbox+ franchisees may only provide approved services through their franchised business.

The “Approved Services” currently include:

- Patented Roll-off Dumpster Rental Services – Franchisee may be engaged to provide the patented roll-off dumpster portable toilet combination (Elite) for commercial or residential uses for the rental period agreed to by the Franchisee and consumer.
- Standard Dumpster rental services—The franchisee may be engaged to provide a Standard dumpster for commercial or residential use for the rental period agreed to by the Franchisee and the consumer.
- Dump-trailer rental services—The franchisee may be engaged to provide dump trailer services for commercial or residential uses for the rental period agreed to by the Franchisee and the consumer. Prior to providing dump trailer services, Franchisees on the flat rate, per dumpster, per week royalty system must sign an agreement allowing them to do so.

Franchisees should be aware that this requirement applies to all business activity conducted through the franchisee entity, using the Redbox+ System, Marks, and proprietary technologies, the proprietary software, and/or using the customer/client information the franchisee has obtained by operating the franchised business.

3.0 Marketing Your redbox+ Dumpster Business

Marketing your redbox+ Dumpster Business is essential for driving growth and ensuring the success of the enterprise. Through effective marketing strategies, you can significantly enhance brand visibility, setting your business apart in a competitive market. It enables you to communicate the unique value proposition of your redbox+ Dumpster services, such as convenience, efficiency, and reliability, directly to your target audience. This not only aids in attracting new customers but also in retaining existing ones by keeping them engaged and informed about your offerings. In essence, marketing is the engine that fuels business growth by creating awareness, fostering customer relationships, and driving sales.

3.1 Introduction

Developing repeat customers is the most important thing you can do for your redbox+ business.

Marketing your business is not the application of one single campaign. Rather, you need to market your new business in your territory in a variety of ways and using various sales and marketing methods. These include online business listings, print media, internet advertising, networking, guerilla marketing, and direct B2B selling. It also requires you and your entire team to always be marketing the business through excellent customer service and referrals. This section will provide you with general information about marketing.

3.2 Developing and Maintaining Your Customer Base

The Marketing Section of the Franchise Operations Manual has outlined several concepts, strategies, and tactics, which are critical for the development of your redbox+ Dumpsters business. In this section of the manual, we will guide you through these steps so that you can create, manage, and execute your local marketing plan. We have also developed the redbox+ Dumpsters Sales and Marketing Manual that can be found on the redbox+ Dumpsters Insider.

Marketing your business effectively and efficiently is critical to creating a successful redbox+ Dumpsters franchise operation. What follows are best practices and concepts which you can employ to establish your business, establish repeat customers, develop referral partnerships and to launch the brand in your market as the only roll-off company to call in the future.

When we review marketing, we cover topics surrounding communications, development, and promotion. We need to share information about the products and services you offer in your redbox+ Dumpsters business to the local community.

Don't just think of marketing as offering a redbox+ Dumpsters unit for rent or placing an ad in the local paper and waiting for customers to call. Think of all the activities you will need to complete to earn new customers.

To start, you will need to complete the Pre-Launch Market Research Guide located in the Pre-Launch Manual, as well as a competitor pricing analysis to determine proper pricing for your market. Keep in mind that you are offering a premium product and will charge a premium price for your redbox+ Dumpsters containers.

Once you have completed that, you also need to figure out how best to obtain attention – in a positive way – from the media and press. Think about things you can do to attract attention to redbox+ Dumpsters, you as the owner and your staff. Promote the brand to show that you are part of a bigger whole and have access to more resources than other independent service providers in this industry.

Marketing will encompass every aspect of your business and how you should be continually promoting the redbox+ Dumpsters brand. Any way that you can promote the brand, no matter how subtle, goes towards enhancing and strengthening the brand, from direct mail pieces to office visits and from employee appearance to the branded materials you and your staff will “leave behind” in the offices, such as brochures and business cards.

Be consistent and true to the redbox+ Dumpsters brand, including use of logos, colors and images, but also being priced according to your market.

Marketing is a true art that requires a successful mix of targeted messaging and frequency of appearance. It is critical to understand exactly which segment of the population is most likely to need and seek out our rental services. Know who it is that you want to reach.

In general, this would be defined as follows: Contractors who need on-site waste containers and temporary bathroom facilities on a job site. You may have identified your perfect customer mix during your Pre-Launch Market Research.

More specifically, it may include:

- Residential Roofing, Windows, and Siding Contractors
- Commercial Roofing Contractors
- Property Managers
- Property Restoration Contractors: Fire, Flood, Etc.
- Residential Remodelers

Other:

- Demolition Contractors
- Landscaping Contractors
- Homeowner associations that will specify redbox+ containers used within the property limits for home remodel projects.
- Event planners / community group coordinators who need trash and toilet facilities for local events
- Local homeowners who want to minimize on-site impact from temporary trash and toilet equipment rentals on their property.

Combining this understanding with our marketing experience and training will result in greater efficiencies from your marketing dollars and media buys and will enable you to refine your advertising message.

3.3 Your General Obligations

Marketing to our target audience can include online advertising, direct mail, event marketing, networking, and the use and distribution of promotional items, business cards, brochures and flyers. All these activities will help keep the brand top of mind when someone is thinking about waste hauling or temporary toilet facilities.

3.4 Educating the Public

Developing both new and repeat customers is essential in the long-term growth of your business. It is very important to eliminate inefficient customers and add efficient customers to maximize the utilization of your equipment. It is key to develop a trusting relationship with your customers that will earn you positive “Word of Mouth” referrals.

Starting to develop the business so that you can earn repeat rentals needs to be done through a combination of both online, traditional media advertising and non-traditional marketing efforts. Developing your customer base will only occur through regular communication of the unique services and redbox+ Dumpsters products offered.

Obtaining new customers or referral partners is key to getting started quickly. redbox+ Dumpsters containers are a powerful sales tool. The sooner they are on job sites, the sooner you will generate calls from potential clients.

Customer education and brand building will likely be communicated via online advertising, e-mail marketing, direct mail, or local marketing material distribution such as brochures, flyers and/or door hangers with redbox+ info and an introductory discount offer. All these efforts will reinforce the message that your redbox+ Dumpsters containers are available for rent and that as the redbox+ Dumpsters owner, you are seeking new customers, contractor rentals and referral partners, too.

3.5 Guidelines for Using Logos / Marks

Whenever you use the redbox+ Dumpsters logo and marks, you must be sure that it conforms to the specifications of the marks owned by redbox+ International, LLC. All uses of redbox+ Dumpsters trademarks must be consistent with the design, style, colors, and image set forth by the franchisor.

This would include use on the following:

- Business Cards
- Letterhead and envelopes
- Print and Online Advertisements
- Brochures, direct mail pieces and flyers
- E-mail communications
- Vehicle and any exterior (office) graphics used
- Uniforms - It is a System Standard that all employees wear approved professional attire and/or the uniform according to their position or area of work. As a sole employer, you are responsible for implementing this standard and for complying with all federal, state, and local laws regarding your

employees, including providing reasonable accommodations to the dress code for religious beliefs or disabilities.

3.5.1 Marketing Standards

All printed materials – business cards, door hangers, brochures, letterhead, logo envelopes, invoices, receipts, flyers, or any other marketing materials used shall conform to the brand specifications set forth by the franchisor.

3.5.2 Logo Specifications

The redbox+ Dumpsters logo shall be shown only in the exact color and style provided by the franchisor as shown in Section 3.5.3. Logo and design files are for use on all materials used in marketing and/or advertising the business.

3.5.3 Full-Color Logos

Full color logos shall conform to the following color match:



Pantone 1795
c0, m94, y100, k0
r238, g53, b36



Process Black
c0, m0, y0, k100
r0, g0, b0

3.5.4 Logo design

This is the brand logo for all redbox+ signs as well as printed marketing and advertising materials.



3.5.5 Typography

Helvetica Neue LT Std is used for all communications, print and online. It is also the primary font for all headings.

primary font

Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&

Palatino LT Std is used for all secondary copy applications.

secondary font

Palatino LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&

Do not distort or change the fonts in any way

3.5.6 Vehicle Graphics



All vehicles and redbox+ Dumpsters roll off containers must be identified with the redbox+ logo.

3.5.7 Use of Logo in Electronic Media

The redbox+ Dumpsters full-color logo shown can be used in e-mail communication, as a follow-up to a customer in networking online, and in supplier communications if needed. Refer to the redbox+ Dumpsters Social Media policy in email and newsletters, which is found later in this manual.



E-mail signatures must include the franchisee's contact information and be formatted as per the sample below:

Sincerely,

Your Name

redbox+ Dumpsters of "Your Territory"

name@redboxplus.com

555-555-5555

www.redboxplus.com

Visit us on [Facebook](#)

Connect with us on [LinkedIn](#)

Watch how it works on [YouTube](#)

This redbox+ is independently and locally owned and operated.

Below are the "back end" links for these Social Media sites:

Facebook:

<http://www.facebook.com/redboxplus>

LinkedIn:

<http://linkedin.com/in/redboxplus/>

YouTube:

www.youtube.com/watch?time_continue=6&v=nU5H6uxNvns

<https://www.youtube.com/@redboxplusdumpsters>

3.6 Website and Web Design

All redbox+ Dumpsters franchises will be identified and listed on redboxplus.com and connected to their own franchise microsite. Potential customers will be able to see specific details relating to the franchisee's business, including owner information, service areas, local pictures, contact phone numbers, and direct e-mail information to help promote their local operation.

redbox+ International, LLC has developed the official website for the entire redbox+ Dumpsters brand. To ensure the consistency of our brand, the website is controlled exclusively by the Franchisor. However, your local microsite can be edited by a preferred digital marketing partner to assist with local search engine optimization.

You are not permitted to create your own website using redbox+ Dumpsters in the domain name nor its branding. It is required, however, for you to market redbox+ Dumpsters products and rental services by promoting the [www.redboxplus.com/\(local extension\)](http://www.redboxplus.com/(local extension)) website on all advertising materials and in accordance with this manual.

You will have access to the **BFG** preferred digital marketing consultants' team as well as the Operational Software Team as you prepare for your business launch. Both partners are committed to helping redbox+ Dumpsters Franchisees throughout the entire process, have distinct roles, and have a shared goal of improving the customer experience and generating lead flow for your business.

3.7 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the process of optimizing the redbox+ Dumpsters website. Optimizing the redbox+ Dumpsters website will enhance traffic to your website, improve your online presence, increase brand awareness, help you retain customers, generate revenue, and increase conversions. SEO works to make your website more relevant with regard to organic search results. Currently, Web Marketing Services (WMS) is our digital support provider for basic web support. Additionally, SEO (specifically Local SEO) services are encouraged and may be pursued by the franchisee.

Depending on the terms of your franchise agreement, local SEO activities may be optional. If optional, we strongly recommend that you spend no less than \$300.00-\$500.00 per month to conduct local SEO activities to increase traffic to your www.redboxplus.com/yourlocation landing page. Local SEO activities are mandatory, your agreement will state how much you must spend on SEO activities during your launch. These fees may be applied toward your minimum monthly local advertising requirements.

3.8 Pay Per Click (PPC)

Pay-per-click (PPC) Search Engine Marketing campaigns are a valuable way of attracting targeted traffic to your website. They allow advertisers to choose suitable keywords of interest to their target clients that relate

to their businesses. When a potential customer searches for a business, relevant listings appear above and to the right of the organic search listings. When the person clicks on your ad, they are taken directly to your site. You only pay when someone clicks your ad.

Depending on the terms of your franchise agreement, PPC activities may be optional. If optional, we strongly recommend that you conduct PPC campaigns if you have additional redbox+ Dumpsters containers available for rent.

3.9 Website Support

The Marketing Team will work to ensure your local microsite reflects your territory, your location, and your owner/operator team.

A preferred Digital Marketing Partner will also assist in setting up your directories (Facebook, Google Business Profile, Yext) and is the approved vendor for SEO Services as part of the KickStart program required at your opening.

It is recommended that you continue to build and drive Search Engine Optimization (SEO) and Digital Marketing budgets as part of a recurring SEO, PPC, and Social Media Advertising program.

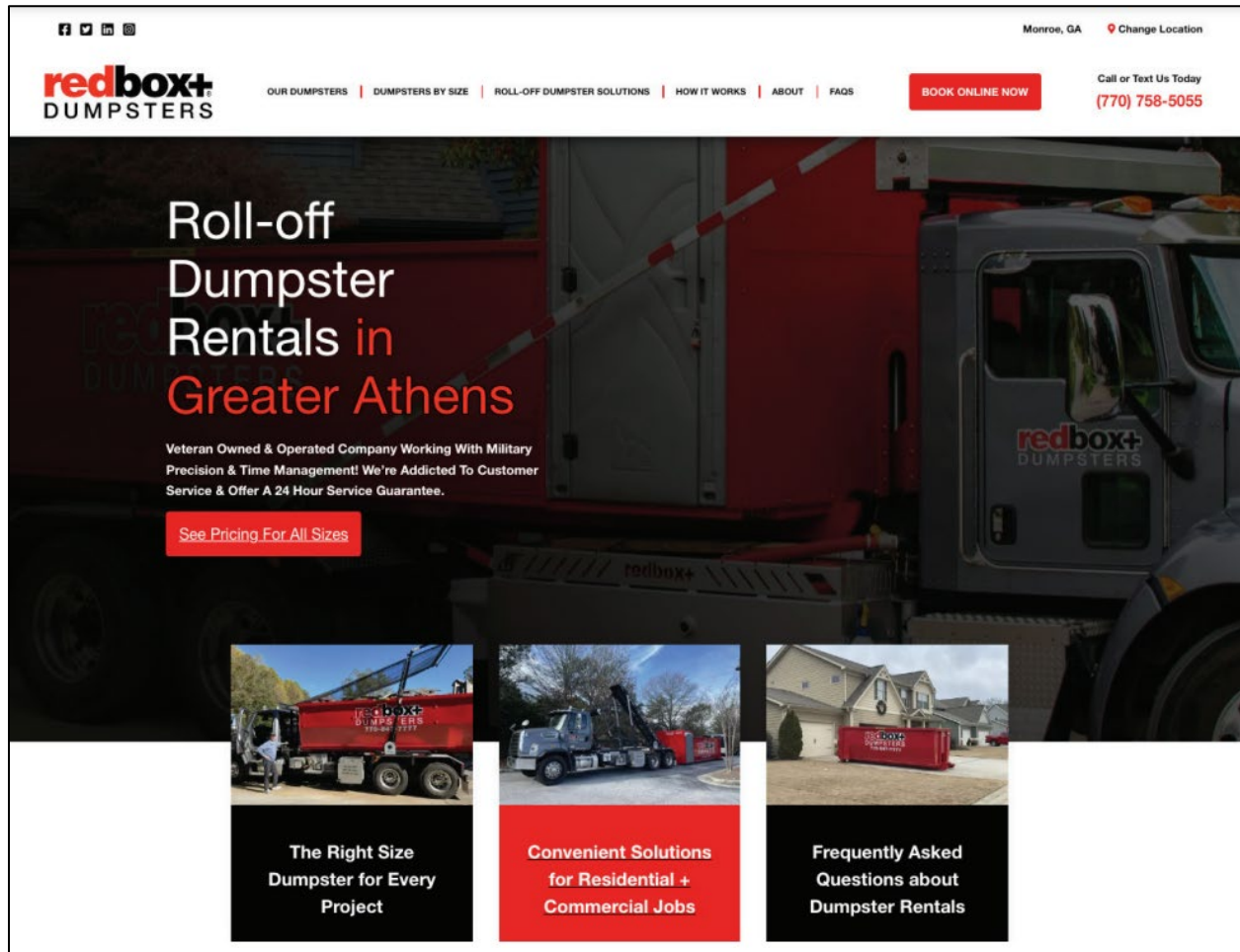
Operational Software Provider

Docket is responsible for integrating your operations software into your microsite which houses the commerce, scheduling, and contractor application page.

- You should have already completed the Docket Kick-Off Link as part of your pre-launch.
- Docket is the commerce, inventory, and operations portion of your site.
- Your website will operate in conjunction with Docket.

“Your Microsite” – LOCATION Homepage

The following is an example of what your page could look like. Your territory name will be prominently displayed on your microsite landing page. Your local phone number is also displayed on the landing page, as well as the city your redbox+ Dumpsters business is located in.



“Your Microsite” – Commerce page

Your microsite commerce page will display the dumpster types and sizes that you offer specifically within your service area “territories”.

The following is an example of what a dumpster selection page looks like.

Most Popular Dumpsters

MOST POPULAR		20-Yard Standard Dumpster - Size: 8'W x 5'H x 22'L - Days: Up to 7 Days - Ton(s): 2 tons included - Capacity: About 6 pickup truck loads	\$400
		40-Yard Standard Dumpster - Size: 8'W x 8'H x 22'L - Days: Up to 7 Days - Ton(s): 3 tons included - Capacity: About 12 pickup truck loads	\$575
		30-Yard Elite Dumpster - Size: ~8'W x 7'H x 22'L - Days: Up to 7 Days - Ton(s): 3 tons included - Capacity: About 9 pickup truck loads	\$575

[See Pricing for All Sizes](#)

3.10 Obtaining Marketing Approval

We have worked long and hard to develop redbox+ Dumpsters as the trusted name and brand as the best solution for roll-off containers and temporary on-site portable toilets. Our brand name is what the public identifies with our products and services. We have gone through great effort and expense to select the proper name, design, and image to create the redbox+ Dumpsters brand, and we will continue to work on your behalf to ensure that this trade name and its marks are legally protected. Brand name, slogan, and character are often the only things that distinguish one service provider from another.

You must use all redbox+ Dumpsters trademarks in strict accordance with the established guidelines. It is not to be recreated or manipulated in any way without prior written approval. To do so weakens our legal trademark protection and can open the door to a competitor's use of a copycat name. This confuses prospective customers and can harm your business and the businesses of your fellow franchisees as well as the franchisor. The following mark should be used when including the name without using the logo:

redbox+ Dumpsters®

We provide approved standard designs for advertising and marketing material. Any non-standard marketing material, or custom requests will require approval from the redbox+ Dumpsters marketing team. Additional cost for custom design is the responsibility of the franchisee.

If you choose to design your own, regardless of the type of media in which it will be used, your design should focus on the brand and the messaging that we have trained you to use when representing the brand.

The procedure for requesting approval is as follows:

- Do **NOT** print or order any marketing material without it being approved first.
- Please allow up to 30 days for the review and approval process. Keep this in mind when sending any outsourced marketing material that needs to be reviewed and approved.
- Submit the proof of the proposed advertisement, signage, print collateral or promotional material to the redbox+ Dumpsters Marketing Coordinator.
- We will distribute the proof to all that need to approve it. A design and copy review will be required.
- We will notify you if your material is approved or not, or if changes are required.
- If we do not notify you of our approval of the proposed material(s) within this 30-day period, the material(s) are deemed not approved and may not be used.

3.11 Required Marketing Expenditures

As a part of the redbox+ Dumpsters franchise system, you are required to spend a minimum amount of marketing and advertising dollars within a given time frame. For clarification, we have broken this spending into two areas: System Marketing and Local Marketing.

System Marketing is for the purpose of Brand Development of the redbox+ Dumpsters image, name, and the overall brand identity. This will be spent on your behalf by the Franchisor.

Local Marketing is an expense that you will incur and spend locally to develop your specific trade area of business or territory.

3.12 System Marketing

At this time, we have established a Brand Fund, and you are required to pay a fee of \$2 per container per week if you are on the flat-rate royalty system or 1.25% of your monthly gross revenues if you are on the percentage-based royalty system as your contribution to the Brand Development Fund. The Brand Development Fund's purpose is to generate awareness for the redbox+ Dumpsters brand.

The franchisor's accounting and marketing personnel will be responsible for administering this fund and will report spending in the publishing of the Franchise Disclosure Document. Keep in mind that the Franchisor can spend this money at their discretion in the development of the brand, not necessarily in any one market area or territory belonging to a franchisee.

The contributions may be used to pay the costs for the development, production, and placement of advertising, marketing, promotional, and public relations materials, and programs. It also may be used for market research, services of advertising and/or public relations agencies, and website development and maintenance.

3.12.1 National Media

The franchisor will control all “national media” and share them with the franchise system as it develops new or revises existing content.

3.13 Local Marketing Requirements

We do not require ongoing local advertising, however, if more than 50% of your container fleet is not in use for more than 30 days, we will require you to spend a minimum of 5% of revenue on approved local advertising strategies, until utilization has increased above 70% for 2 consecutive months

You may find that you need to spend more than this budgeted minimum amount to advertise to a broad audience and to draw in customers via the internet, direct mail, or other media options available to you in the marketplace.

This budget amount should be comprised of ad placement and media production costs, direct mail printing and postage, and sponsorship of community organizations; consider the wide variety of media outlets available to you in your market and make the most of your budget.

You need to consider your monthly advertising needs, keeping in mind the seasonality of our key business clients such as the home remodeling and roofing industries. It is worth considering a larger portion of your budget to promote the upcoming “construction season” in the late winter and early spring if you are in a seasonally driven or temperate climate.

We require you to submit your Annual Advertising and Marketing Plan for our review and approval.

If you have questions when collecting information from the various media outlets and agencies you may want to use for advertising and marketing of redbox+ Dumpsters, do not hesitate to ask us for assistance.

If you have a deadline pending, make sure to review with us no less than 30 days in advance of the ad deadline/commitment due date.

Brand Marketing Fund

We have established a Brand Marketing fund (the “Brand Marketing Fund”) to be administered for the common benefit of System franchisees. Under the flat rate, per dumpster royalty system Franchise Agreement, the brand marketing fund contribution is \$2 per week per dumpster for your first 167 dumpsters. Once your dumpster inventory exceeds 167, you will pay no brand marketing fund contribution for dumpsters 168 and up.

Brand Marketing Fee requirement for the percentage-based royalty system is up to 2% of Gross Sales and is payable monthly. The current contribution is 1.25% of Gross Sales

3.14 Local Marketing Introduction

It is your responsibility to promote the redbox+ Dumpsters roll off container and portable toilet combination units for rent within your territory, both to launch your business and to continue to develop it throughout your tenure as a franchisee.

Initial marketing efforts, based on the established expenses, should include a variety of different activities that will drive customers to you to rent redbox+ Dumpsters roll-off containers and portable toilets within your exclusive territory. You will use a wide variety of advertising methods during the start-up of your redbox+ Dumpsters business.

You may find what works at the beginning of starting your business or in a season, doesn't work year-round. To help you get started, we have covered tactics that have worked for us in the development of redbox+ Dumpsters over our years in the business. In addition, we have included information on other marketing tactics and strategies, which may work in your local market based on your community's construction and outdoor events that benefit from our unique product rental services.

Local event marketing, being active in your community, in both residential and commercial areas will help promote the brand through networking and establishing goodwill with residents and business owners alike. Strive to achieve positive word-of-mouth referrals so that your paid efforts can be expanded through free mentions of your unique business model and the services offered.

3.15 Local Marketing Planning and Budgeting

During Initial Franchisee Training or shortly thereafter, redbox+ Dumpsters Headquarters will assist you in the development of your Pre-Launch Marketing and Local Marketing Plan based on the marketing tactics outlined below.

Planning a detailed quarterly calendar based on your annual marketing plan is essential for the development of your redbox+ Dumpsters business (which has been approved by redbox+ International, LLC already.) This detailed plan will help you budget spending, keep track of targeted markets and help you reach more customers throughout the year. A plan will help you to stay on track with required spending and help build your new and repeat clients. In addition, knowing what you spent on a quarterly or annual basis will allow you to measure performance and thus the effectiveness of your efforts.

A key marketing activity used to develop your business may have a relatively low cost, such as attending networking breakfasts and association meetings. You should also consider non-business group coffee or lunch meetings with local business owners who have clients in the construction industry. Meeting with other business owners who offer corollary products or services will just "cost" you time and energy. Remember to

keep in mind that your time is valuable and if you are not developing your business through a specific group or business associates then reconsider and re-allocate your limited and precious resources.

Keep in mind that not every activity will result in an immediate customer. We recommend you keep records of your activities. Review results of your efforts to help you narrow down the activities that are paying off and eliminate those that waste time.

3.16 Local Marketing Plan

The goal of your Local Marketing Plan is to get your redbox+ Dumpsters containers rented out and on jobsites as quickly as possible. You will find that once your redbox+ Dumpsters containers are on job sites, they become billboards for your business and the contractors that are working in your territory will see them on job sites and the phone will start to ring. Getting containers on job sites is the most important thing you can do to help grow your redbox+ Dumpsters business during the start-up phase.

Below are several marketing tactics, some required, some optional, that will help you build a sound local marketing plan to get your redbox+ Dumpsters containers rented.

3.16.1 Pre-Launch Marketing (Required):

1. Pre-Launch Market Research Guide (During Pre-Launch Phase)
2. Direct Mail/Email Campaign (Approximately 4 weeks before Grand Opening, 1-2 weeks before Opening, and Ongoing, if necessary, with promotional offers)
4. Office Visits (2-3 weeks before Opening and ongoing)
5. Press Releases (Anytime)
6. Networking (BNI, Homebuilders and Remodeling Associations, etc.)

3.16.2 Grand Opening Marketing (Depending on demand):

1. Website (SEO, PPC, etc.)
2. KickStart Digital Launch Program
3. Networking (BNI, Home Builders, and Remodeling Associations, etc.)

3.16.3 Ongoing Local Marketing (Depending on demand):

1. Office Visits
2. Road Shows
4. High Visibility Parking
5. Kite Media, PPC, & Social Media
6. Quarterly Newsletters

7. Direct Mailer with promotion if necessary
8. Driver Takes Pictures of Contractor Yard Signs in your territory
9. Networking
10. Customer Reviews
11. Newsletters

3.16.4 Secondary Local Marketing (Depending on demand):

1. Team Sponsorships
2. Local Events
3. Community Service

3.17 Pre-Launch Marketing (Required)

The items listed in the Pre-Launch Marketing section are an obligation of the franchisees. They can be completed by either the franchise owner or a designated employee. The goal of Pre-Launch Marketing is to educate the market about your unique service offering and move potential customers to rental customers. The redbox+ Dumpsters franchisee should introduce the redbox+ Dumpsters container to as many customers as possible before Grand Opening, enabling redbox+ Dumpsters rentals during your Grand Opening week.

After you complete your Pre-Launch Marketing, you will have a large database of potential customers to whom you can continue marketing until you turn them into repeat customers.

3.17.1 Pre-Launch Market Research Guide

(During Pre-Launch Phase, 4-8 weeks before Grand Opening)

This phase is more thoroughly outlined in the Pre-Launch Manual. You will participate in Pre-Launch Market Research to better understand your market, and your potential customer needs, and introduce yourself and the redbox+ Dumpsters combination container to potential customers.

This research will help you identify patterns in your market relating to the differing needs by industry of your potential customers.

3.17.2 Direct Mail Campaign

(Approximately 2-3 weeks before Grand Opening)

A direct mail marketing campaign to the trades in your territory is a way to introduce and promote your redbox+ Dumpsters business and the unique services you offer to a large and targeted audience of contractors. Based on your Pre-Launch Market Research, you will also have a thorough understanding of which customers to target first to ensure a quick business ramp-up.

redbox+ Dumpsters Headquarters has a full-service third-party direct mail firm we currently work with. It is recommended that your initial direct mail campaigns be managed by this firm. If you choose to use a local firm, any service provider must be approved by redbox+ International, LLC. Your budget for this activity will vary based on the printed material costs and the number of businesses you will send your brochure, letter, or postcard to.

Sample ads for direct mail campaigns are available to you or your direct mailer service provider. You must use the camera-ready artwork we provide for your direct mail campaigns. This artwork may be changed only to the extent necessary to identify your redbox+ business, for example, phone numbers and addresses. Any changes to the camera-ready artwork provided to you must be approved. You will schedule the ad run dates (and coupons, if applicable) expiration dates to coincide with your grand opening.

Your direct mail piece may be enough to attract attention, but you will be better able to encourage a customer when you follow up and speak to them after they receive the mailer over the phone or with an in-person office visit.

After your initial mailer into the market, we recommend a follow-up piece using customized information and a dedicated proactive follow-up call.

Mail. Call. Meet. Uses a letter format addressed specifically to the identified party at your prospect. In this letter, we use customized information in the salutation and the follow-up paragraph.

This follow-up is a key component and is not optional if you elect to use this mailing. In the following paragraph, you indicate a specific week you will call or stop by the office. This is used to set the table for a meeting, it is used to indicate to any potential gatekeepers that you have been corresponding with the decision-maker, and it forces a follow-up by you.

Keep in mind that the very fact that you call or stop in already separates you from most of your competition.

Executing Mail. Call. Meet. is continued use of the initial direct mail target list you acquired for the opening direct mail campaign and helps to maximize the use of the initial investment. You will typically choose several weekly MCM letters that you can manage. The follow-up stated in the letter is critical.

3.17.3 Office Visits

(1-3 weeks before Grand Opening)

Office visits have proven to be one of the most effective ways of converting a contractor into a customer. Before and after your direct mail campaign has been sent, you will begin visiting the offices of contractors who you did not visit during your Pre-Launch Market Research.

Again, at this point, you will have a thorough understanding of your market and the industries that you wish to target to obtain an ideal customer mix. You will also have a thorough understanding of your pricing which will allow you to discuss and overcome any objections that arise during these office visits.

This can be an announced visit or an unannounced visit depending on the customer and if they have been included in your direct mail campaign. Bring brochures, flyers, and/or business cards (available from redbox+ International, LLC) to pass on to potential customers. Walk-in and introduce yourself and the redbox+ Dumpsters container via your print marketing material. Ask who you need to speak with to become a vendor.

You must track those that you have visited and continue following up with them if you do not convert them on your first office visit. Follow-up tactics will be discussed further in the Ongoing Marketing section.

Redbox+ International, LLC has various scripts for direct selling during your office visits that are available to you.

3.17.4 Press Releases

(Anytime, All the Time)

All press releases will be written or recorded and approved by redbox+ International, LLC for the purpose of communication directed at members of the news media to announce something newsworthy. They may be mailed, emailed, or faxed to the editors at newspapers, magazines, and radio or television stations.

You can distribute a press release for the opening of redbox+ Dumpsters in your territory, anniversaries, special events, or local fundraisers in which you are participating. You may promote news relating to your local operation that may attract positive press about redbox+ unique product and rental services.

Professionally distribute press releases. Always address an individual by name and include your contact information in the correspondence. All press releases should be

followed up with a personal phone call to make sure they have been received and to see if there are any questions or further details needed.

3.17.5 Networking

(Anytime, All the Time)

Establishing positive working relationships throughout your business community will further enable you to build the brand. Professional networking with other small businesses may provide an opportunity to promote the brand as well as share experiences, knowledge, and best practices.

You should also research to find a local closed networking group such as BNI or LeTip in your area. Visit a couple of meetings and consider membership benefits and the other members who can provide you with valuable referrals. Then, if you feel it beneficial, join the group that feels right to you and become an active member in the group to maximize benefits for your business.

You may also talk with building management, leasing professionals, realtors, accountants, bookkeepers, and other influential (and connected) business owners in your local town. Think about those with whom you can use for business services, or you think you would be able to provide a referral for yours.

Business Card Exchanges (BCE) are often hosted throughout the month by a variety of organizations, and plan to attend a few breakfast, lunch, and evening events each month. These are events to attend in addition to your regular networking group meeting. You can ask other business owners or members of your local Chamber of Commerce or Business-to-Business Group for what they attend regularly. If group members don't attend anything each month, then search online for BCEs in your area. These events allow you to meet new businesses that you may not run across in your other Business Organization activities.

Be prepared - Have a :30 "elevator pitch" ready.

We suggest the following:

“Hi, I am [Your Name], the owner of redbox+ Dumpsters in City Name – did you know that we offer solutions that can make your projects more efficient and profitable? We provide two services with one call allowing you and your staff to be more efficient. Would it be ok if I asked you a few questions?”

Certainly, we want you to use this script as a guide but encourage you to “make it your own” so that you are comfortable and fluid when speaking in public. This is your business, and you know it better than anyone else in the room. If you change it; stick to the basic facts:

- Explain who you are and what you do.
- Be memorable.
- Then, follow up to create a “referral relationship” via e-mail or LinkedIn.
- Maintain a supply of your business cards to exchange.
- You should also have brochures, promotional items, or rate cards on hand if they ask for more information about redbox+.

3.18 Grand Opening Marketing

The marketing items listed in the Grand Opening Marketing will be done surrounding the Grand Opening of your redbox+ Dumpsters business. Some of these items are required, and some are optional. Depending on the demand in your market and the number of redbox+ containers you pre-sold during your Pre-Launch Marketing, redbox+ Headquarters will discuss action plans.

3.19 Ongoing Local Marketing

3.19.1 Guerrilla Marketing (High Visibility Parking)

Guerrilla Marketing is a low-cost, “grassroots” approach to advertising that can complement traditional strategies. It requires time, creativity, and “feet on the streets.” It also requires business owners to step outside the box (*no pun intended!*), which most won’t, and away from more conventional methods.

Simple activities can make a big impact. Parking the fully branded redbox+ Dumpsters truck with a redbox+ Dumpsters container in a visible, highly trafficked area can be effective. For example, If you have downtime during the day, you might direct your driver park at your local home improvement store (where contractors are likely to visit). Your driver could answer questions or pass out business cards. As the employer, you are responsible for directing your employees and ensuring they are trained to professionally represent your business and answer customer questions. This is one of many Guerrilla Marketing tactics. For more ideas, contact your redbox+ Dumpsters marketing support staff.

3.19.2 Social Media

While this area of the business may seem like a very exciting and enticing area of marketing to tackle, you are not permitted to create your own social networking pages, or websites, about redbox+. Do not upload, use, or share our marks on any social or networking Website, such as Facebook, Google+, Pinterest, LinkedIn, Yelp, Instagram, or on X, to name a few, without our prior written consent. You may only post approved content or information that has been reviewed, distributed, or written by redbox+ International, LLC., or approved vendors.

If you are in doubt, contact us for guidance when it comes to using or responding via Social Media channels as this is an area where the brand is at great risk when handled improperly.

redbox+ International, LLC will assist with Social Media activity on behalf of the brand and the franchisees.

3.19.3 Newsletters

E-mail newsletters should be sent to all customers of redbox+ Dumpsters. Your franchisor, redbox+ International, LLC, will create the “general” newsletter content, and you will be able to update a section that is pertinent to what is happening directly in your local area – projects you have completed, community programs you support, etc. They should include both information about services offered and news or announcements about the brand.

3.19.4 Direct Mailer Campaign (with Coupon if necessary)

Discussed previously. If you have a need to add additional customers or you are entering a slow season, offering a coupon can be a way to increase rentals.

3.19.5 Contractor Yard Signs

Take pictures of any contractor yard signs you see in your territory throughout your day and your drivers' day. These contractors can be good candidates to reach out to when you are building your customer base.

3.19.6 Word of Mouth/Customer Reviews

One of the most effective methods of marketing is earned media and the best-known form of this is “word of mouth” marketing. In the case of redbox+ Dumpsters, client testimonials and customer referrals are very tangible to use in marketing your business. It is also suggested and recommended that you pursue reviews on your Google Business Profile page. Google reviews are critical in today’s digital-based business climate.

Positive word of mouth will become a very effective marketing tactic and will be very useful in developing and expanding your business.

Delivering exceptional customer service to your clients is necessary and should be considered one of your strongest forms of marketing to earn the necessary word-of-mouth referrals and testimonials.

Many times, subcontractors who are on the job sites of your customers, will work for multiple contractors. If you provide subcontractors with exceptional customer service, they may request your redbox+ Dumpsters container when working with other contractors, allowing you to gain a customer with no advertising expense.

Procuring testimonials from first-time and repeat customers will help expand your business in the trade arena. Local contractors, roofers and siding contractors, realtors, and restoration contractors can be great references for potential customers. Again, soliciting reviews to your Google Business Profile page is highly recommended.

Make sure that you keep this in mind when completing services for your customers. Every aspect of your operational efforts can positively return to you, through this free, but earned marketing tactic.

3.20 Secondary Local Marketing (Depending on demand):

3.20.1 Team Sponsorships

Sponsoring a local, youth sports team or athletic organization may be a great way to show your community support and develop several loyal fans – just from the team and their families.

Offering to pay for the team sponsorship will return to you in brand awareness with team uniforms sporting the redbox+ name and possibly your logo, too.

This can help spread the word about redbox+ Dumpsters to parents and adult attendees who work in the trades. As residents, they may also decide to request their local contractor to use redbox+ Dumpsters on their property for an upcoming or future remodeling project or through their Homeowners Association (HOA).

3.20.2 Local Events

Ongoing Event Marketing is important to your business. You may choose to schedule events that you host, not just those you participate in that are hosted by the Chamber or B2B group. Consider an annual event themed as a customer appreciation gathering to celebrate your anniversary, thank your customers, and promote the business.

These are best planned as invite-only and may be hosted at your office (if you have one), a local hotel meeting room/restaurant, a supplier's facility, or in a tented outdoor venue. In our experience, BBQs work nicely for this type of gathering as the schedule can be flexible for people to drop by and stay for as long or as short as they would like. Allow your contractors to bring key staff and their families if you can afford the crowd. You want to convey to them how much you appreciate their support, and it is nice to promote the family-based business that started with the redbox+ Dumpsters founders and that you have continued in your local area.

Planning these events is ultimately up to you and you should employ your sense of creativity and consult with us to help you make decisions that will benefit your business with growth year over year.

3.20.3 Community Service

Being active in the local community is essential for any small business owner and is expected to be part of your marketing efforts. Volunteering your time and services or donating rentals of the redbox+ Dumpsters container sends the message that you are sincere about giving back to the community. Spending time in the community or donating rentals is a great message of goodwill that can lead to referrals.

Keep redbox+ International, LLC aware of your efforts involving community service so that they can try to help promote your efforts through PR and other methods. PR works best when it has press-worthy or community-based information to share.

Remember, marketing does not end when you open. It is a continuing effort each day you own your own business.

4.0 Operating Procedures

Disciplined operational procedures are critical for redbox+ Dumpsters as they ensure the efficient and safe delivery of their unique waste management services. These procedures help maintain high service standards, ensuring that dumpsters are delivered, serviced, and picked up in a timely and professional manner, minimizing environmental impact and adhering to local regulations. By following structured operation procedures, redbox+ Dumpsters can provide consistent, reliable services to construction, renovation, and event planning industries, enhancing customer satisfaction and operational efficiency. This fosters a positive reputation, drives business growth, and supports the company's commitment to innovation and sustainability in waste management.

4.1 Introduction

This section of the redbox+ Dumpsters Operations Manual covers daily operating procedures that franchisees should follow in managing their redbox+ Dumpsters franchise throughout the course of business.

The day-to-day operating procedures for redbox+ Dumpsters are meant to help you, and any staff you choose to hire, be accountable for running an organized business. Staying organized and following procedures will help things run more smoothly. Setting these policies in place early and assessing them often will make your business a low stress environment for you and your employees.

The procedures outlined in this section represent the System Standards required to achieve a consistent, safe, and professional outcome. As the franchisee and independent business owner, you are responsible for ensuring your business and any staff you hire are properly trained to meet these standards. These procedures are subject to change and do not alter the non-contractual nature of this Manual as stated previously.

We have included topics relating to the variety of product rental and services we offer:

- redbox+ Dumpsters combo unit – roll off container & portable toilet rental
- Disposal of contents

We will cover tasks, activities and routine practices relating to:

- Scheduling rentals
- Delivering the redbox+ Dumpsters unit
- Contents disposal (roll off container contents & wastewater)
- Revenue management
- Safety and security

In addition, this section of the manual will cover customer service policies, routine daily procedures, bookkeeping and reporting.

4.2 Hours of Operation

We do not mandate minimum hours for the operation of your redbox+ Dumpsters business. We do strongly recommend that your redbox+ business is open a minimum of 45 hours per week and that phone/text/email monitoring is done as much as possible.

Typical hours for delivering and picking up containers will vary by market and will typically coincide with the operating hours of the local landfills and transfer stations. In some markets, landfills and transfer stations are open 24/7. However, in most markets, your landfills and transfer stations will be open for 8-12 hours per day during the week, and 4-6 hours per day on weekends.

A sample disposal facility schedule may include:

Monday – Friday: 6 a.m. to 4 p.m.

Saturday: 7 a.m. to 12 p.m.

Sunday: CLOSED

In the above scenario, your redbox+ Dumpsters business hours may be:

Monday – Friday:

1st Shift: 6 a.m. to 2 p.m.

2nd Shift: 2 p.m. to Close.

Saturday: AS NEEDED

Sunday: CLOSED

During your business start-up, you will likely only need 1 shift, but having the option to bring a second driver in at the end of a busy day can mean more rentals for your redbox+ business.

We strive to be accommodating to match the clients' schedule. We also strive to be a convenient service to our client's homeowners where we are servicing redbox+ Dumpsters unit. Keep in mind that you will try to avoid servicing a redbox+ Dumpsters unit at a residential house in the early morning as the homeowners are likely still asleep. A typical early morning schedule may be:

6 a.m.: Landfill Run

7 a.m.: 1st redbox+ Dumpsters ***Dropoff***

8 a.m.: 1st redbox+ Dumpsters ***Pickup***

9 a.m.: Landfill Run

10 a.m.: 2nd redbox+ Dumpsters ***Dropoff***

Etc....

Most customers will not require service on weekends or holidays, but you may find a customer with an urgent or emergency job that you will want to service. In cold-weather climates, weekend servicing is more prevalent as contractors must complete their projects before winter, when outside work is hard to complete.

4.3 Who Are Your Customers?

Your main customers can be divided into 2 groups:

1. Service providers who engage us - contractors, roofers, HOAs, homeowners, etc. This is your recurring customer who will rent redbox+ Dumpsters units from you every week.

AND

2. Customers of the service providers are homeowners or property owners who are having work done on their property.

Each group has different expectations, and it is of utmost importance to satisfy and **exceed** the expectations of each group.

The contractor's expectations are intrinsic: the box will be delivered when he needs it, the facilities will be clean and in good working order, and the combination roll-off container and portable toilet unit will comply with any local ordinances. And MOST IMPORTANTLY, their customer (the homeowner or property owner) will be happy with the **redbox+ Dumpster service!**

Often, the homeowner's expectations are based more on the appearance of the unit. Is it placed in the least conspicuous area? It will not damage their property and generally they want it removed immediately after use.

4.4 The Customer Experience

redbox+ Dumpsters has developed customer order questionnaires, guidelines, terms and conditions, and drop and pickup procedures to ensure the customer experience (for your contractors and the contractors' customers) is satisfactory. These are provided by redbox+ International, LLC and you and your employees are always expected to follow these guidelines.

As a redbox+ Dumpsters franchisee, you are expected to operate your business to the highest level of customer satisfaction, and you are responsible for ensuring the employees you hire meet this standard. You are responsible for training the employees you hire to be friendly and to convey an attitude of professionalism and concern for the customer's time and property. Boxes should be delivered and picked up at the time designated and placed in the area preferred by the customer without any damage to the customer's property.

You will find that exceptional customer service in the roll off industry can be a rare occurrence. You will quickly realize that contractors will gravitate to redbox+ Dumpsters because their expectations of good service are being met and exceeded. Customer service guidelines to follow on every project start at the initial customer order and flow through to the drop, servicing, and removal of your redbox+ Dumpsters container. These customer service guidelines will be discussed during training. Forms will be provided from redbox+ Dumpsters Headquarters.

4.4.1 Handling Customer Complaints

If a customer's experience is not 100% perfect, they will address their concerns in a few different ways such as: e-mail, phone call, text, a discussion of the issue when the driver picks up the box on-site or by mailing a letter to redbox+ Dumpsters headquarters.

Keep in mind that many customers do not want to engage in an unpleasant conversation and may choose instead to post a complaint online on the multitude of Social Media venues that are available to the public today. Franchisees need to minimize this risk by training staff to address concerns promptly.

It is part of our Mission to ensure that the customer has a great experience and to control the dissatisfaction by resolving any issue, on site, immediately.

If a complaint is submitted, it will be the franchisee's responsibility to address the customer's concerns via phone or e-mail within 24 hours and establish a resolution within 48 hours.

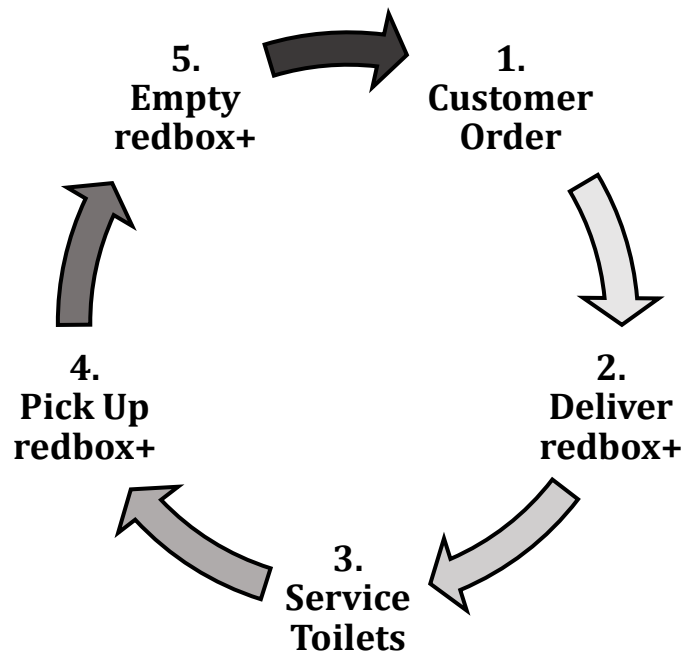
Franchisees should then follow up, as needed, within one (1) week to resolve the issue.

4.4.2 Customer Service Tips

1. Do what you tell the customer you are going to do (show up when scheduled)
2. If the driver has questions onsite or there are red flags about placement, CALL AND ASK.
3. If your schedule changes, let customers know immediately.
4. Try to service requests in 24 hours or less.
5. Always place Rolli Skates or plywood under redbox+ Dumpsters wheels and skids
6. Sweep driveways upon redbox+ dumpster removal.

4.5 Daily Procedures

Each day, you or your staff will perform the same tasks for each customer and job scheduled: Customer Order, Deliver, Service Toilets, Pick Up, and Dispose.



This cycle is repeated with variations based on routing mainly due to the type of contents and location of the customer job site.

Contents

Content disposal will depend on whether it includes demolition materials, general trash (uncontaminated waste) or recyclable materials. The landfills you will use for your container disposal will dictate what you can leave with them, versus a transfer station, which typically will take everything since they sort material to transfer to the appropriate landfill on your behalf with all their other customer's materials.

Location

The location of the customer job site can be anywhere within the confines of your territory, but also, and more importantly, relates to placement on site as well as the distance from your staging lot.

Commercial locations and construction project sites may require use of a truck / delivery entrance for the property. Be aware of restricted access to the customer's property for any reason: construction access, truck access, tree line or height clearances etc. GPS directions may take you to the "postal" address and entrance to a property, so it is better to know in advance the special instructions for delivery to the site.

Placement on the site, as requested by the customer, may vary due to on-site terrain or customer needs. Keep in mind that the redbox+ Dumpsters unit cannot be placed on an incline of more than 5 degrees. In addition, the redbox+ Dumpsters container needs solid base materials – loose fill, gravel and mud are not acceptable and will cause additional costs or delays on a site for you and the customer.

Distance from your staging lot and preferred disposal facilities will matter more when you are busier, thus we recommend you become as efficient as you can in your day-to-day routing process, to be ready when you are fully booked.

4.5.1 Customer Order

Customers will schedule their redbox+ Dumpsters orders online, through text, email, or phone call.

All first-time customers are required to review and sign the redbox+ Dumpsters Terms and Conditions. Which will include your pricing, overage information, rental period, weight overage cost, prohibited items, along with other rental requirements. Customers are also required to submit their credit card information to keep on file for redbox+ Dumpsters, rentals and overages.

Customers are charged 100% of the rental fee upon drop off. They are then charged 100% of any tonnage or daily overages or servicing fees upon pickup.

4.5.2 Customer Questions

When a customer places an order, it is very important that you obtain all relevant information regarding the redbox+ Dumpsters rental BEFORE you drop the dumpster on a jobsite. This will prevent any unwanted or unnecessary headaches down the road when it is time to remove your redbox+ Dumpsters container from a jobsite. Asking the following questions will eliminate many common issues that may arise and save you and your customer time:

1. What size redbox+ dumpster container do you need (10yd, 15yd, 20yd, 30yd, 40yd, or Elite)?
2. What day are you starting the project/need a redbox+ Dumpster container on-site?
 - Some contractors prefer to drop dumpsters off several days before a project start date, so they are guaranteed a dumpster on-site. Many will do this because of poor customer service they have received from other roll-off companies who promise to drop a dumpster on a given day but do not. This is fine if the customer knows your daily overage rates will apply if they exceed daily rental terms. Best practice is to drop a dumpster on the day it is needed so you can utilize that dumpster on other jobsites rather than have it sit on a jobsite for several days with no use.
3. What Materials will be disposed of in the redbox+ Dumpsters container?
 - Make sure there are no prohibited items being disposed of in redbox+ Dumpsters container (refer to templated Terms and Conditions form).
 - Make sure they will not be filling dumpster up with heavy materials (concrete, brick, etc.). This will help you avoid a situation where your dumpster is over its weight limit, and you are unable to haul.
4. How long will you need the redbox+ Dumpsters container on-site?
 - Ask this so you can plan your schedule for future dates, and you can also discuss daily overages if they plan to hold redbox+ Dumpsters container for a long period of time. If they

plan to hold for a long period of time, you may also elect not to service the customer on the project depending on your current inventory and future orders.

5. What are the instructions for drop off (Where do we place redbox+ Dumpsters container)?
 - You will want to know exactly where redbox+ Dumpsters container is being placed so your driver is not spending time trying to figure it out once they are on-site. If you can obtain a picture of the drop location, it will be very beneficial to your driver when they arrive on-site.
 - Also, this can help you prevent situations where a customer asks you to place a redbox+ Dumpsters container in yard/mud. Always try to place redbox+ Dumpsters container on a level, hard (gravel, concrete, asphalt) surface to avoid damage to yards or getting the truck stuck in mud. If a customer insists on placement in the yard, make sure they understand your terms & conditions and that you are not responsible for damage. In addition, if your driver gets on-site and is uncomfortable dropping a dumpster on a soft surface, it is always better to turn down the drop than to have your truck get stuck in the mud upon pickup, which can waste most of the day getting it towed out.
6. Who is the contact person (project manager) if our driver has questions, name/number?
 - Make sure the driver has contact information for each drop in the event questions arise. Your driver will begin to build relationships with your customers and will be able to solve many issues that arise on-site related to placement issues or concerns.
7. Can you have a homeowner (if applicable) make sure the path is clear for drop off?
 - This will help the customer and you. It will prevent a trip charge for the customer if you are unable to drop the container and will prevent wasted time by your driver who makes a trip to an address but is unable to drop.

Review your inventory, delivery schedule, and the estimated rental length before committing to the order to ensure you can service the new order as well as any existing orders that have already been booked.

If a customer requests a redbox+ Dumpsters delivery and you are out of inventory, call some of your regular customers whose rental period is nearing its end and ask if they are ready for you to remove their redbox+ dumpster. Typically, if you are diligent, you will be able to find a redbox+ Dumpsters that is ready for pickup allowing you the ability to service the new order.

4.5.3 Routing

At the end of each day, either you or your Operations Manager will plan the routing schedule for the following day based on your scheduled deliveries and pickups.

Thorough route planning is one of the most important daily activities that you can do for your redbox+ Dumpsters business. Properly planning your route can mean the difference between 1 extra redbox+ Dumpsters rental a day, 5 days a week, 52 weeks a year.

The goal with your route schedule is to minimize and eliminate any “empty runs”; any driving with no redbox+ container on your truck. Eliminating empty runs whenever possible will greatly increase your

efficiency, customer satisfaction, and bottom line as it will allow you to drop and pick up more redbox+ Dumpsters containers in a day.

When planning your route schedule, be sure to review the locations of each drop and pick up site. Review the locations of the best disposal facility for each pickup.

We will spend considerable time on routing during new franchise training as this is such a vital piece of your redbox+ business.

Please keep in mind that there will be times throughout the business day in which contingencies arise and you or your Operations Manager will have to adjust the schedule accordingly. This could include arriving at a job site and materials blocking the driveway, not allowing you access to pick up your redbox+ dumpster. In these situations, you will re-route the rest of your day to be as efficient as possible.

4.5.4 Deliver redbox+ Dumpsters

Step-by-step instructions for the driver are outlined below. We will cover each of these steps in the franchise training provided to you and any key staff members who are going to be part of the operation.

1. The driver verifies the address for the delivery.
2. Upon arrival on site, the driver reviews the placement instructions provided by the customer when the order was placed.
3. Review overhead hazards and obstructions such as electrical or telephone wires and cables.
4. If needed, consult with the customer on site to inform them of the necessary relocation of the container.
5. Take the pre-delivery photo of the driveway, or delivery location. MANDATORY!
6. Back into the proper spot for unloading the redbox+ container.
7. Park the truck. Put on a hard hat and gloves.
8. Walk to the back of the container / truck.
9. Reconfirm that the landing area is all clear.
10. Place cones if needed for on-site safety.
11. Engage the hoist and raise the container to allow it to slide off the back of the truck in a controlled manner using the hoist system to limit the speed of descent.
12. When the rear wheels are almost on the ground, place RolliSkates or plywood under the wheels to protect the surface.
13. Once the container's rear wheels are down, re-enter the cab of the truck and slowly drive in the opposite direction to allow the container to slide off the guide rails.
14. As needed, adjust the height and angle of the hoist to eliminate as much as possible the container from dropping off the hoist system and landing on site rather than being placed on site.
15. Once the container is in place, exit the truck, unhook the container from the hoist system.
16. Inspect the toilet and verify paper supplies are stocked.

17. Lower the lift and stow the cable and hook on the back of the truck.
18. Take picture of redbox+ dumpster placed onsite.
19. Update Docket and verify your next move on the daily schedule.

4.5.5 Service Toilets

The servicing of toilets will take place at various times and locations, tailored to your daily schedule.

It is required that you pump the toilets upon arrival at a job site and prior to hoisting the container onto the truck. This is typically done when you are sold out of inventory, and you are picking up a container and bringing it directly to a new job site after it is emptied.

The following are the recommended procedures for servicing toilets. It is strongly encouraged that you follow these steps in sequence to maximize efficiency.

1. Position truck to gain clear access to restroom
2. Set RPM with cruise control at 1500
3. Turn on pump and allow to build adequate pressure.
4. Remove cleaning tools (long-handled hard-bristle brush and squeegee) from the truck.
5. Before suction- assess content of wastewater to insure there is no foreign debris on the holding tank, engage suction.
6. Access suction hose and proceed to vacuum wastewater.
7. Use fresh water (with cleaning solution premix) to spray any remnants of remaining waste and spray inside of urinal.
8. Repeat suction process - once complete spray and clean end of wand.
9. Shut cruise off and return suction hose to storage compartment.
10. Add 3-5 gallons of fresh water to each toilet with one blue chem tab per toilet. Spray down toilet and urinal including seat.
11. Wipe seat cover and entire outside tank area with squeegee/paper towels.
12. Brush and wipe floor
13. Using spray bottle with antibacterial solution, spray and wipe (paper towels) down exposed toilet surface(s).
14. Reset toilet paper in holder (add deodorant disks if needed).
15. Update Docket and verify your next move.



4.5.6 Emptying into Wastewater Aggregating Tank

Ensure your driver empties your truck's wastewater tank into your aggregating tank at the end of each working day. This will ensure you have an empty truck waste tank each day and eliminate the possibility of solids sinking to the bottom of your tank and clogging your outlet pipe.

How to empty into the aggregating tank can be found in the redbox+ Dumpsters Drivers Manual, and there are also videos on Insider.

4.5.7 Pick Up redbox+ Dumpsters

Most of the pick-up procedures are a direct reverse of the actions listed for "Deliver redbox+ Dumpsters".

- After parking the truck, the driver must put on protective gloves and a hard hat.
- Prior to picking up the container, the portable toilet contents must be emptied.

Then, reengage the hook and load the container onto the truck (reversing the instructions outlined above.)

1. Review overhead hazards and obstructions such as electrical or telephone wires and cables.
2. Back into the proper spot for loading the redbox+ container.
3. Park the truck.
4. Walk to the back of the container/truck.
5. Reconfirm that the area is all clear.
6. Place cones if needed for on-site safety.
7. Secure the hook and cable.
8. Raise the lift system to start lifting the container off the ground.
9. Engage the lift and raise the container to pull it back onto the truck in a controlled manner using the hoist system to limit the speed of ascent.
10. Once the container's rear wheels are off the ground slowly drive backwards toward the container to pull it all the way back onto the truck and guide rails.
11. Once the container is in place, lower the lift, exit the truck, and secure the container in place.
12. Pull the tarp over the load and secure in place.
13. Remove RolliSkates or plywood and place on rack; sweep the driveway of any loose debris.
14. Take picture of the driveway, or the jobsite, to demonstrate no damage occurred and update Docket.
15. Check Docket to verify appropriate disposal yard or transfer site for this project and proceed to the yard to empty the container.

4.5.8 Empty redbox+ Dumpster

Prior to leaving the job site with a full container, you (or your driver) should plan your route, if needed, prior to traveling to the preferred landfill (as mentioned earlier: demolition, waste or recycling center) and/or transfer station to empty the container's contents.

At the disposal facility:

1. On-site, the driver verifies the drop site per instructions from the facility.
2. Weigh in as necessary and receive weight documents / ticket.
3. Store the document in the proper place in the truck cab.
4. The driver then backs into the dump position, parks the truck, puts on a hard hat and gloves and exits the truck. The driver removes the tarp from the load. The driver walks to the back of the truck, opens the rear swing doors, and latches it into place on the side of the container.
5. Driver reenters the truck and engages the lift.
6. After the initial drop of contents, start to slowly pull away from the drop site until the container is empty.
7. Driver stops the truck and lowers the container hoist system back into place on the truck bed.
8. Exit truck (replacing hard hat and gloves if needed), close rear container doors and latch into place.
9. Check Docket for your next move.



IMPORTANT NOTICE: Disposal Facility Rules

As stated previously, you are solely responsible for verifying and complying with all rules and regulations of every disposal facility you use. This includes confirming which materials are accepted and maintaining documentation of these rules for your records. The franchisor is not responsible for loads rejected or fines incurred due to non-compliance with local disposal facility rules.

4.6 Cleaning and Maintenance Guidelines

The image of your redbox+ Dumpsters roll off containers and portable toilets will dramatically affect your ability to book certain types of clients who are your ideal customer.

Following the use of a container and after emptying the contents, perform the appropriate activities for each key piece of equipment.

4.6.1 Container

1. Sweep the interior of the container to remove stray items
2. Remove exterior mud, dust or construction debris from the exterior of the redbox+ Dumpsters container
3. Inspect the top rail of the container for loose debris
4. At the end of each week, touch up paint any redbox+ containers you have at your staging area

4.6.2 Toilets

1. Clean and sanitize
2. Replenish paper/soap stock

4.6.3 Truck, Hoist and Vacuum Tank Systems

1. Follow manufacturer guidelines for truck maintenance, including daily DOT Inspection and fluid checks
2. Follow the manufacturer's guidelines for hoist and lift systems maintenance
3. Check hoses and pump wand for cracks, wear and tear (replace or service as needed). Fluid check the oil in the vacuum pump daily
5. Refer to the truck manufacturer specifications for additional guidelines for routine and/or ongoing requirements

4.6.4 Cab

1. Keep the interior of the cab free of litter, such as empty cups, food wrappers, outdated or unneeded paperwork etc.
2. Nothing should be stored or placed on the dashboard of the truck.
3. Keep paperwork, maps, GPS, and pens in proper storage areas of the truck cab so that they are available when you need them.

Note: At the end of each day, be sure all paperwork is transferred to the office and stored in the proper place.

The image of the redbox+ Dumpsters containers, toilets and the truck are some of the most important assets you have in your business. Having a clean, un-dented and debris-free container is one of the features that sets us apart from our competition. Not only is our onsite image clean, neat, and organized, so is our equipment.

Keep in mind as well that your container and truck are roving billboards as you travel through your community and the territory that you serve with your redbox+ Dumpsters business. We know that you will

attract some clients from onsite placement of the combination container unit, but you will also reach new customers with the fully branded redbox+ Dumpsters system rolling down the road on your pristine truck, too!

4.7 Safety and Security Procedures

The safety of our customers, team members and the general public are critical to the daily operation and safety and security should be of utmost concern to the franchisee. The following are minimum System Standards for safety. As the business owner and employer, you are solely responsible for knowing and complying with all applicable federal, state, and local laws and regulations, including but not limited to those set by the Department of Transportation (DOT) and the Occupational Safety and Health Administration (OSHA).

4.7.1 Job Safety

redbox+ International, LLC expects the franchisee to cover all training with employees to ensure they practice safe habits and are not hurt from improper lifting, stretching, or driving. All employees are required to wear proper safety equipment, including hard hats, footwear, and work gloves.

4.7.2 Truck Security

The redbox+ Dumpsters vehicle should be locked when not in use, and the GPS should be stored out of sight. The tarp must cover the load and be secured before leaving the job site.

4.7.3 Driving and Driver Safety

Road laws – All laws of the road take precedent over redbox+ Dumpsters' policies and job objectives. This includes driving speed and moving vehicle regulations. As the employer, it is your responsibility to establish a company policy making it clear that your employees are personally responsible for paying any moving violation fines they receive. This also includes seat belt violations.

It is important for the driver to drive at a safe and slower speed than the rest of the traffic. This will not only give the driver more time to react to unexpected hazardous situations, but it will also give potential customers more time to see the redbox+ Dumpsters truck. Our logoed trucks represent the redbox+ Dumpsters brand, and improper and unsafe driving can leave a negative image of the brand in the minds of consumers.

Equipment – All equipment and supplies are to be secured in the vehicle.

Turn Signals – Always use your turn signals and avoid making sudden stops or abrupt lane changes. Use caution at intersections. Before crossing an intersection, check left, then right, then left again. Obey all traffic signs and lights.

Phone/Navigation System – It is the redbox+ Dumpster policy that the driver of any vehicle NOT use a telephone or navigation system while driving. The driver may program the navigation system or use the telephone if the vehicle is pulled over and parked.

Safe following distance / braking distance - Never tailgate. The weight of our trucks, especially when carrying a full container, weighs much more than a car or passenger vehicle and requires more time and room to stop. Maintain more than one vehicle length per ten (10) mph of the vehicle's speed between the redbox+ Dumpsters truck and the vehicle in front of you.

Mirrors - Adjust your mirrors before you get on the road. It is important to fully utilize the vehicle mirrors, both big and small. The additional width and length of the vehicle requires more turning area and more room for lane changes. Before you take your foot off the brake and set the vehicle in motion, check both mirrors to make sure the vehicle is clear.

Parking - Set the emergency brake every time you park. Turn the wheels away from the curb when parking with the vehicle facing uphill. When parking with the vehicle facing downhill, turn the wheels in toward the curb.

Backing up/Maneuvering through tight spaces - The single biggest cause of vehicle accidents is backing up and maneuvering through tight spaces. It is essential that the driver develops the skill of backing up in order to drop and pick up boxes. Sometimes, it is possible to circle a block, taking two rights to get where you need to go, instead of making a 3-point turn. Another good technique is to look for an area that provides "drive-through" spaces when placing and removing boxes and parking.

In the event of an accident, the safety and well-being of those involved in the accident is the number one priority, stay calm and if medical attention is required, 911 should be called.

All employees should be instructed to contact their supervisor or manager as soon as possible after the accident. Whether it is a minor incident or a major accident, all employees must complete an Accident Report. Be as descriptive and thorough as possible, take pictures and complete each section of the report.

4.8 Tire Repair and Patch Guidance.

There are numerous tire sealants and differing opinions on their effectiveness. It is best to discuss it with your local tire dealer before committing to using a liquid sealant. Below are listed considerations and various brands:

Fleet Equipment Magazine Review ([Tire sealants: Some sticky issues \(fleetequipmentmag.com\)](https://www.fleetequipmentmag.com/tire-sealants-some-sticky-issues)):

Most sealants are made using a viscous carrier that is fluid or semi-fluid and a second component of fibers or similar types of solid material in suspension. This solid material performs the sealing process when the tire is punctured. Typically, nail hole type punctures up to 1/4-in. diameter are sealed successfully, while larger, structural injuries are generally beyond the ability of sealants to repair.

A second type of sealant makes use of a soft highly viscous (yet pliable) rubber material built inside the traditional tire inner liner when the truck tire is new.

1. First, define how big a problem you currently have with puncture related road calls or unscheduled tire shop time.
2. Next, consider the added expense of purchasing and installing the liquid sealant or, in the case of new tires with the integral sealing lining, the added new tire cost.
3. It's also a good idea to consult with new tire and retread suppliers to make sure that casing warranty coverage won't be affected unless the cause of failure can be directly related to use of the sealant.
4. Another issue to be considered is sealant compatibility with any sensors, such as those used by some tire pressure maintenance/sensing systems (TPMS). Manufacturers of these devices should be consulted.
5. Additionally, there are cold-weather sealant variants.

Various brands of sealants listed below in random order:

1. **Sealitup Heavy Duty Tire Sealant:** [TIRE SEALANTS, RIM CONDITIONERS & TIRE BALANCERS \(deltatiresealant.com\)](http://deltatiresealant.com) have numerous charts: Some brief explanation of the Delta First tire application charts. We do not differentiate on these charts between radial and bias tires. All tires are shown as if they were bias tires, using a simplified nomenclature (10.00-20 tire). The information, however, applies to any 10.00-20 or 10.00R20 tires, no matter how many piles or what tread pattern they use. We also generally do not bother to use the full nomenclature (LT for light truck tires, ST for special trailer tires, P for passenger tires, etc.) unless there is some reason to do so. Green products, also.
2. **LiquiTube:** available in 5-gallon quantities on Amazon
3. **Amerseral:** available in 5-gallon quantities on Amazon
4. **UltraSeal:**
 - a. Does NOT repair damage to sidewalls
 - b. Do NOT use in Duraseal tires
 - c. Coats wheel in residue and may create extra expense to change tires
5. **Slime:** common in personal vehicles
6. **Ride-On:** A combination of fibers - including aramid fibers, six times stronger than steel - help automatically seal punctures from objects up to 6,4 millimeters (1/4") in diameter that penetrate the tire tread. Within seconds, without noticeable pressure loss! The environmentally friendly, high-tech gel creates a self-sealing layer inside the tire at the crown area. This layer helps cool, seal and balance tires for years (legal life of the tire).

**POLICY: LOST, STOLEN, OR DESTROYED CONTAINER(S) AND
REQUEST TO REMOVE CONTAINER(S) FROM WEEKLY ROYALTY ASSESSMENT**

- 1) If a dumpster becomes unusable because of severe damage, destruction or is stolen, notification should be made via email to redbox+ International, LLC (“Franchisor”) as soon as possible to support@redboxplus.com.
- 2) The Notice Email must contain the following details:
 - a. The serial number of the lost, stolen, or destroyed container,
 - b. Whether the container is/was a Standard or Elite,
 - c. If the container is damaged beyond use, Franchisee must attach photos of the damaged container and describe the circumstances that led to the damage.
 - d. If the container was stolen, Franchisee must attach a signed and filed Police Report,
 - e. If the container was lost, Franchisee must provide details regarding how the container was lost, and
 - f. If applicable, a request to remove the container from the weekly royalty assessment.
- 3) Pursuant to Section 4 of the Franchise Agreement(s), if the lost, stolen, or damaged container(s) causes Franchisee to own less than the required Minimum Required Containers as prescribed in Section 4 of the Franchise Agreement(s) or in the Operations Manual, Franchisee is required to purchase as many containers as is necessary to become compliant with the Minimum Required Containers within four (4) weeks of giving notice to Franchisor.
- 4) If a damaged or destroyed container is an Elite container, franchisee must remove the toilet cage assembly from the container prior to disposing of the container unless the container is sold or given to another redbox+ Dumpsters franchisee.
- 5) Prior to disposing of the container by any means (unless sold or given to another redbox+ Dumpsters franchisee), franchisee must remove all decals and marks of the Franchisor from the container and provide pictorial proof of the removal to Franchisor.
- 6) As soon as possible after franchisee disposes of the damaged or destroyed container, franchisee shall provide Franchisor with documentation of the disposition of the container (i.e. bill of sale, receipt from scrap dealer, etc.).
- 7) If franchisee repurposes the damaged or destroyed container, franchisee must provide Franchisee proof of the new use for the container.
- 8) If purchasing a container to replace the damaged, destroyed, lost or stolen container, franchisee must comply with the Dumpster Purchase Policy.
- 9) This policy only applies to franchisees that pay royalties pursuant to the flat rate, per dumpster, per week royalty system.

4.9 Office Responsibilities

Organized record-keeping is essential in any business. Finding information when it is needed (customer requests, bookkeeping information, payroll records, franchisor information, etc.) is easier if it is kept in a consistent, neat, and available system. This will enable you to operate your business smoothly and efficiently.

redbox+ Dumpsters job files are needed to maintain records and receipts. It is recommended to keep the customer's file in "active status" until all payments have been collected.

Regularly used corporate customer files should be readily accessible and should include any special information about each customer that will enable you to service them better in the future.

Generally, it is suggested to keep files for the following categories:

- Customer files
- Vendors (create a separate file for each vendor)
- Human Resources—Each employee should have a separate file as well as a file for all I-9 forms.
- Monthly billing
- Payroll reports

Many of these files contain sensitive and private information. As the employer, you are solely responsible for securing these records and managing access in compliance with all applicable privacy and employment laws.

At the end of each year, you can archive the previous year's records in a boxed location if you need to create space for the new year. Retain records according to your local regulations and tax advisor's recommendations.

You should consult your attorney or accounting professional for other requirements by your local or state jurisdiction that will over-ride the above recommendations.

4.10 Managing Inventory

In addition to the items listed in the Pre-Launch Manual as "Field Supplies", there are certain inventory items that you will need to purchase to keep your redbox+ operation running smoothly. You should always have at least one extra package of each of the "recurring items". As you finish a package, order another so you will not run out of necessary items.

"Other Items" will be helpful in certain scenarios and will prevent you from having to wait for shipment of items when needed.

4.10.1 Recurring Items Include:

- Toilet Paper (can be purchased locally in bulk, or online)
- Paper Towels (can be purchased locally in bulk, or online)
- Disinfectant (can be purchased locally or online)
- Chemical Packs for Toilets (can be purchased online)

www.varcopumper.com carries many wastewater parts and supplies.

Other Items Include:

- Extra 30' Hose (can be purchased online)
- Extra Hand Tarp (can be purchased locally or online)
- Extra Truck Tarp (can be purchased online)
- Extra Bungee Cords (can be purchased locally)

redbox+ International, LLC will supply you with vendors to purchase the above items.

4.11 Third Party Hauler/Subcontractor

In the event there are scenarios whereby help is needed to properly service your customers, it is strongly recommended that as a contingency/back-up you solicit help from a third-party hauler/subcontractor and/or hire temporary staff for the purpose of completing a specific job. Franchisees are encouraged to develop an ongoing arrangement with a specified third-party hauler/subcontractor as a long-term “on call” back-up plan. You must obtain prior approval from redbox+ Dumpsters International, LLC. by submitting the Third-Party Hauler/Subcontractor Form for review. As the primary contractor, you are solely responsible for verifying that any subcontractor you hire is fully licensed, insured, and compliant with all applicable laws and regulations, including those related to transportation, safety, and environmental disposal. Third-party haulers/subcontractors are to be used only when necessary and on a temporary basis. At no time shall your workforce entirely consist of temporary or subcontracted labor.

5.0 Human Resources

This Human Resources section is intended to provide advice to assist you in managing your business. Redbox+ International, LLC does not enforce any requirements regarding who you employ, terminate, or the compensation for any employee or contractor.

Nothing in this section is intended to be legal advice. Please consult your attorney or visit government websites for legal advice or information.

IMPORTANT NOTICE:

redbox+ International, LLC is not an employer of individuals working in your business, and It does not create any obligation of employment or co-employment by Redbox+ International, LLC with regard to your employees, except that it does require you to ensure all system and safety standards are always complied with. You are required to inform your employees that you are an independent business, and they are employed by you and not Redbox+ International, LLC.

The following statement *must be included* in your employment applications and the Employee Handbook provided to your employees: “redbox+ of (your Territory) is an independently owned business and your employer. You are not an employee of Redbox+ International, LLC or any other franchised redbox+ business.”

You are the employer of all individuals working in your business. You make all decisions regarding employment at your sole discretion. You are responsible for ensuring that all federal, local, and municipal laws and requirements regarding employment are met.

5.1 Human Resource Introduction

Your most valuable assets in any business are your employees; they can also be your most significant liability. They are the ambassadors for your business, and through their interaction with your customers, homeowners, contractors, business owners, and fellow employees, they will contribute to the overall success of your business. Each day, they will work directly with your customers and represent the brand.

redbox+ Dumpsters is committed to providing our customers with an efficient, convenient product that will help them provide a safe, clean job site. It is critical that you invest all the time possible in hiring the best employees available so they can communicate and provide the outstanding customer service that is part of the redbox+ brand. Franchisees shall recruit the best potential employees and interview in a way that ensures that you are making the best decision based on all the information that you have available to you. The employee’s training, attention to detail, and experience will all play a part in your hiring decisions.

Throughout this section of the manual, you will find information to help you make the right decisions and understand the laws that govern your interactions and relationship to those employees and includes:

- Jobs to Fill
- Employment Types and Classifications
- Recruitment and Hiring
- Onboarding
- Training your Employees

- Employment Law and Compliance

redbox+ International, LLC provides guidelines and helpful information on best practices for interviewing, hiring, and employee retention. Franchise owners, however, are solely responsible for all hiring decisions, onboarding, and employee retention.

5.2 Jobs to Fill

The positions you will look to fill for your business over time are listed below. redbox+ International, LLC provides sample Job Descriptions to help you understand each employee's roles and responsibilities in your business. You can download the job descriptions from the redbox+ Insider and amend them as needed to align job requirements and responsibilities to the specific needs of your business.

- Operations Manager/Driver:** This individual is responsible for routing and scheduling, maintaining trucks, delivery and pickup, direct sales, and will also manage your drivers as your business grows.
- Driver (Full and Part-Time):** This individual is responsible for maintaining the truck and, most importantly delivering and picking up redbox+ boxes in a timely manner. The driver is critical in that they represent the redbox+ brand and provide both the first and last impression related to your franchise.
- Office Admin/Dispatcher:** This position is optional, and it is encouraged that your operations manager handle most of these functions; however, your business may warrant the need for this individual. This position is responsible for answering phones, quoting pricing for rental, as well as dispatching driver to job sites. This person should also be available to direct sell to your potential customer base.
- Outside Sales:** This individual is responsible for building relationships with local contractors and businesses to drive business to your redbox+ Dumpsters franchise and increase revenues month over month. This position should be filled by you initially as you build relationships and increase brand awareness in your territory.

Prior to hiring additional workers, it is highly recommended that you contact your redbox+ Regional Business Coach to discuss. The reason for this recommendation is to avoid premature expansion that may not be financially in your best interest. redbox+ will not prevent you from hiring as many employees as you wish but does recommend that you communicate this to redbox+ Headquarters beforehand.

5.3 Understanding Employee Types and Classifications

Franchise Owners are responsible for providing Workers Compensation for all employee types unless otherwise noted below.

- **Full Time** - works 30 or more hours per week, permanent member of staff.

- **Part-Time** - works up to 30 hours per week, regular member of staff.
- **Temporary Employee** - hired for a limited and specific period of time, paid through a temporary agency. *(Generally, temporary agencies are required to maintain a workers' compensation insurance policy. However, state laws may differ on who is directly responsible for a workplace injury when the employee is injured on a work site.)*
- **Contract Employee** - hired for a specific time or job with a predetermined rate of pay, for tax purposes this person is self-employed (in our industry, they should carry their own insurance). There are certain legal requirements that must be met in order to classify a worker as a contract employee (or independent contractor). It is strongly encouraged that you consult with an attorney before classifying a worker as a contract employee.
- **Non-Exempt** - A nonexempt employee must be paid the minimum wage and overtime pay for any time worked beyond 40 hours in a given week or as defined by State Law. Under the Fair Labor Standards Act (FLSA) rules, nonexempt employees are entitled to time and one-half of their regular pay rate for each hour of overtime. Nonexempt employees mistakenly treated as exempt employees or whose "off-the-clock" hours are not properly recorded and compensated may file FLSA overtime claims with the U.S. Department of Labor. Most workers, particularly those working an hourly wage, are in fact nonexempt employees.
- **Exempt** - Exempt employees are not granted the protections of the FLSA and are, therefore, not entitled to overtime pay. Some types of jobs are considered exempt by definition under the law, including outside sales staff and airline employees. Refer to www.flsa.com or www.dol.gov to find more information about the exempt job requirements.

5.4 Recruitment & Hiring

A typical recruiting workflow starts with getting the word out/posting the job, screening resumes, conducting a telephone screen, conducting an in-person interview, selecting the candidate, and extending an offer – see workflow example below.

In this section, we will cover all aspects of the recruiting and hiring process, recommending best practices and responsible hiring for you to use as a reference.

[Example of Recruiting and Hiring Workflow]



5.4.1 Recruitment Strategies - Getting the Word out

Online Job Boards: The most common online job boards that generally yield good results for redbox+ franchisees are: Indeed, ZipRecruiter, Monster.com, etc. If there is an online job board in your area that is frequently used by potential employees, post jobs accordingly.

Referrals: Employees can be a great source for finding quality candidates. They already know what is involved in working for you and the knowledge, skills and abilities needed to do the job. Inform your current employees of open positions and ask them if they know of a family member, friend or someone within their network that may be qualified and interested in working for redbox+.

Employee Referral Program: Employee referrals are a leading strategy for sourcing quality candidates. Studies show that an employee who comes from a referral is generally more qualified for the position and stays longer with the company. Franchise Owners may consider implementing an Employee Referral Bonus Program to motivate employees to help find potential new candidates. A referral bonus is usually a payment in some form as a gesture of appreciation.

Example: The employer will pay a \$100 referral bonus to an employee who refers a qualified candidate and is hired. The bonus will be paid upon the candidate's successful completion of 30 (or 60 or 90) days of employment.

Customers, Alliances, Social Networks, and Ads: Other referrals can come from your customers and through networking with friends, your alliances, etc.

- Facebook Ads:** Facebook is a good, no-cost source for finding candidates. All positions should be listed, with links to job descriptions, by the owner.
- LinkedIn is a great resource for professional networking.

Always be recruiting! Even if you are not actively seeking applicants for a position, you want to build relationships with potential employees and build a talent pipeline. You may find that drivers from competing roll-off companies will call to inquire about open positions. Collect applications and contact information whenever possible, and maintain them in your files.

5.4.2 Screening Resumes

As you begin to collect resumes from applicants, you will screen resumes, determining if an applicant is qualified for the role based on your job requirements. Below is a list of helpful TIPS and what to look for when screening resumes:

- **Job Experience** – Check for relevant work experience that is applicable to the position you are filling. Also, the length of time in position or the cumulative length of experience in the industry or within the skillset you are looking for.
- **Job Change** – Do you see frequent job changes or career changes. While initially this may be concerning, it is recommended that you make a note and follow-up with the candidate during the interview to best understand the reasons for change. Change reasons could be due to job layoff, caring for family, or promotional opportunities.
- **Review gaps in employment** – If you see gaps in employment, it should not automatically discredit or rule out a candidate. There could be valid reasons unrelated to job performance. It is suggested to make a note and to follow-up with the candidate during the interview.
- **Technical Skills or Equipment** – Highlight specific skills or equipment use. During the interview process, you can ask questions about proper equipment use and standard safety practices to gauge knowledge and level of expertise.

5.4.3 Getting Ready for the Interview

General best practices that can help Franchise Owners and Hiring Managers get ready for interviewing candidates:

Prepare:

- Review resume prior to interview.
- Make a list of questions that you want additional information on.
- Have a standard list of questions that you can ask each candidate which helps with comparing candidates.

Planning ahead:

- Block out the amount of time on your calendar needed for each interview.
- Script a 5 min introduction about the company, the culture, the position (role, start and end time).
- Share something about yourself - this is the first opportunity to begin building rapport with a potential employee.
- List certain skills and abilities important for the position.
- Know your market and the competitive hourly rate for your market. By establishing a minimum and maximum hourly pay rate gives you flexibility to pay a little more for an experienced candidate and pay an inexperienced candidate or someone early in their career at the competitive hourly rate as a good starting point giving you room to advance their career as they become more experienced.

5.4.4 Conducting the Interview

The typical flow for conducting an in-person interview includes:

Introduction - Help the candidate feel at ease.

Some examples you can use to break the ice:

- Communicate how you plan to organize the interview and let them know you will happily answer any questions.
- Share information about the company, the position you are hiring for, and yourself.
- Why the position is open and why it is important to the operation.
- Ask what do you know about redbox+?

Overview of job requirements:

- Start Time, End Time
- # of hours expectation
- Physical requirements
- Technology

Asking Questions to determine the most qualified candidate based on position requirements.

- Be careful not to do all the talking. A good rule of thumb for interviews is the 80/20 rule. You speak 20% of the time and let the applicant speak 80% of the time. By listening to the applicant, you can find out if their thoughts are organized, if they are logical, and if they understand what is required of them. It also grants you the opportunity to study body language. Is the applicant calm, relaxed, sincere or tense and uncomfortable? Listening is more about studying the applicant's character more than the facts about their last job, etc.
- Sample Interview questions can be found on redbox+ Insider under Resources, HR Resources:
<https://redboxplusinsider.com/hr-documents>

Examples of general questions:

- Tell me why you chose to be a driver as your profession.
- What do you like most about being a driver? What do you like least, and what do you find the most challenging?
- What are your qualifications or what skills do you have that make you the best candidate for this position? Include any special training you have had and related work experience.
- What skill sets do you think you would bring to this position?
- Tell me about your present or last job. Why did you choose it? Why did you, or why do you, want to leave?

- What are your short- and long-term career goals?

When answers are unclear or vague, ask follow-up questions such as, *“Can you give me an example when...”* or *“I would like to learn more about that, can you tell me what you did next”*.

Wrap Up: Conclude the interview by asking the candidate if they have questions that you can answer. One or two questions can indicate that the candidate did some review and preparation for the interview and can indicate the quality of the candidate.

Additional closing questions can include:

- Are you interested in this position? Why? (Remember you don’t want to select any candidate just to fill the job. You will want to determine if they are interested in the redbox+ concept or are they just looking for any job they can get? You want to select the candidate that will be the best fit for your organization today and for tomorrow.)
- Why should we hire you?
- If you were offered this position, when would you be available to start?
- Tell me anything else you would like us to know about you that will aid us in making our decision.

Once you are satisfied with the interview and have answered the candidate’s questions, you can conclude by saying, “We expect to make our decision by _____, and you can expect to hear back from _____ at that time.” Alternatively, if you know you have the right candidate, it is okay to make an offer on the same day.

Evaluate. Keep a scorecard. After each interview, keep a scorecard for yourself as to how well each candidate answered the questions which becomes a consistent process of evaluating each candidate against how they answered the same questions.

Interviewing Responsibly

- Franchise Owners and hiring managers should make sure that their interview questions are the same for all candidates and that they ask the same questions to each candidate. This process allows for consistent and fair evaluation and will help avoid any possibility of discrimination. The questions should relate strictly to the knowledge, skills and abilities required to do the job and to be successful in the role.
- It is highly recommended that Franchise Owners consult with their independent Human Resources Support Provider or Legal Consultants to avoid any unfair hiring practices or lawsuits.

5.4.5 Selection Process:

1. Thank all applicants - When the interview is over, thank the applicant for their time and tell him/her that you have more interviews to conduct and when you plan on having a final decision made. End all interviews in the same way, regardless of whether you are interested in hiring the applicant or not. Even if you do not have additional interviews, this gives you time to consider what was said in the interview and check the applicant’s references.

2. Evaluate – When you have completed all interviews, review your scorecard and notes for each applicant. Do not let the applicant’s personality be the guiding factor in your decision. Keep the job description as the focus for hiring, and make a list of strengths and weaknesses for each applicant as captured on your scorecard. Once you have selected the applicants you are interested in, check their references, if applicable.

5.4.6 Extending an Offer

- Extending an Offer - Once you have selected the best applicant, contact the person and extend an offer. If the applicant has accepted another position, wish him/her well and thank them for their time. Inform the applicant that you will retain their application on file.
- Give Applicants 24-48 hours to respond- If the applicant asks for time to think the offer over, don’t be surprised. It is not unusual for an applicant to want to think the offer over and talk to their family. Ask them to contact you with the next two days. If you have not heard from the applicant within two days, move on to the next applicant. In many cases, the applicant will accept the job right away.
- Determine Start Date - Upon candidate acceptance of the offer, set a starting date which will be contingent on a successful background check and satisfactory completion of all FMCSA and USDOT hiring compliance requirements for Driver positions – see sections 5.3.7 FMCSA & USDOT Hiring Compliance Requirements below and 5.4 Onboarding. Keep in mind that often an applicant will want to provide notice to their current employer. When an applicant asks for time to give their notice, you should be happy that you have just offered a job to a responsible employee. Be aware that in some (rare) cases, an existing employer will offer your applicant an incentive to stay, so make sure you ask the applicant to let you know if anything comes up that prevents them from starting on time.
- Stay in contact - When you schedule the applicant’s start date, make sure to follow-up with a confirmation call a week before the start date. If the applicant has decided to stay in their current job, you need to move quickly onto the next best applicant.
- Thank all Applicants - Once the new employee starts work, send a letter or email to the other applicants, thanking them for their time and informing them that you have filled the position. Let them know that you will keep their application on file should another position become available.

Applicants will appreciate that you let them know the position was filled and this allows you to have a pool of candidates should another position open. Not communicating with your applicants does not promote a positive attitude about your company and you lose the advantage of having an applicant pool.

5.4.7 FMCSA & USDOT Hiring Compliance Requirements

Recruiting and hiring your driver is a very important component of your Pre-Launch effort. Conducting due diligence is certainly called upon, especially when one considers the importance a driver has in your daily operations and customer service/relations. Always be mindful that your driver in many ways is the “face” of your franchise.

When hiring your driver, there are several factors to be mindful of. First, candidates must complete the entire interview process as discussed earlier. This will help ensure they are a good fit. Having several opportunities to interact with them, especially via in-person interview(s), will help that. Second, multiple appointments will also help you determine their dependability relative to showing up and showing up on time, an indicator of their interest level and of course, an important personality trait. Candidates not showing up or being late (unless due to a legitimate cause/reason) are an obvious “red flag”.

Upon acceptance of the offer, immediately contact USA Mobile, attention Tim Martin; 904-674-4552, tmartinusa@mdt.com or Kathie Dyal; 904-586-5076, kathie.dyal@usamdt.com USA Mobile is a third-party partner of redbox+. The firm specializes in conducting and assisting franchisees with all drivers related FMCSA/USDOT hiring compliance requirements.

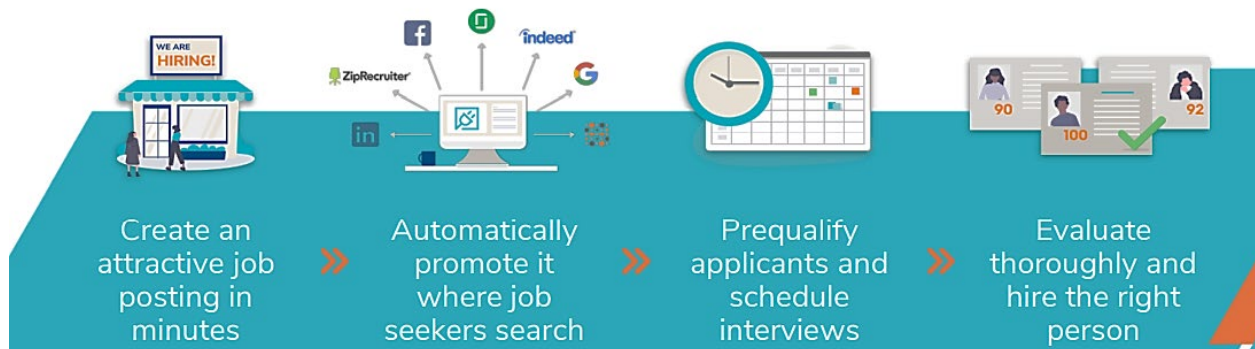
5.4.8 CareerPlug

redbox+ Dumpsters has partnered with CareerPlug, a recruiting and hiring platform, to help Franchise Owners with the hiring process using best practices and automated processes. The use of this software is optional; however, it is strongly encouraged that Franchise Owners take advantage of one of two plans: the “Basic Plan” or the “Pro Plan,” which are described below.

Benefits to Franchisees who use CareerPlug:

- A branded Jobs page on their redbox+ website.
- Increased brand recognition.
- Redbox+ templated job descriptions to select from and customize as needed.
- Candidates can find your jobs easily.
- Mobile-optimized application. Applicants can apply using any device.
- Interview scheduling with Calendar integration.
- Managers can connect faster with candidates using text messaging.
- Managers can fast-track applicants so that the most qualified applicants are prioritized.
- Making better hires consistently.

Here is an overview of how it works:



Pricing: There are two options:

- For \$79/mo on a 12 month commitment or \$795 for the one time annual payment.

To activate your CareerPlug account:

Go to www.careerplug.com

- Click on “Get Started”
- Select “Franchise”
- Click on Activate My Account
- Enter your redboxplus.com email address.

CareerPlug Support:

- Dial customer support at 512-579-0164
- Visit www.support.careerplug.com

redbox+ internal support: Contact Beth Cunane (bcunane@redboxplus.com)

5.5 Onboarding

5.5.1 New Hire Orientation

During the first hours of employment, you will be setting the tone for the employee's attitude and mindset regarding the company and their position. It is important, therefore, to prepare and present an employee orientation session that is thorough and well organized.

- Setting aside a specific time without interruption. This demonstrates to the employees their importance to the company and aids in developing employees who will follow your values.
- Prepare an agenda which can include:
 - History, Vision, and Mission of redbox+
 - Employee Handbook Review and Acknowledgment
 - Customer Service Standards and Expectations
 - Review compensation package: pay, incentives, benefits, work schedule, company
 - Policies and procedures
 - Review training agenda and schedule
 - Complete required forms: W4 Form – declaration of withholding for income tax
 - I9 Form – verification of eligibility to work in the US
 - redbox+ Employee Information Form (Emergency Contact Information)
 - Nondisclosure Agreement

5.5.2 Employee Handbook

Franchise Owners should have an Employee Handbook in place before they hire their first employee.

If you hire workers who speak Spanish as their primary language, you may wish to have a Spanish version of your Employee Handbook or provide them with someone who can translate the English language version for them.

Schedule a 30- 60- 90-day performance review. It is highly recommended that Supervisors deliver performance and behavior feedback within an employee's first 90-120 days of employment and ask for feedback on what they can do to support their employee's success.

5.5.3 Driver's License

All employees who operate vehicles must have a valid driver's license that complies with your state's DOT requirements, including any commercial license inspections and/or physicals required by your state. This is not only a redbox+ International, LLC requirement, but a requirement of your vehicle insurance.

You must conduct a driver's license verification and status check on all new employees and periodically on existing employees whose position involves the operation of your redbox+ vehicles. You should maintain the records of the status check in the employee's file. If a current employee has his/her driver's license suspended or revoked, or it expires or is subject to a modification or restriction preventing the employee from performing part of his/her regularly assigned work duties, the employee must notify you immediately. This should be a requirement of employment in your Employee Handbook.

All drivers are considered "commercial drivers" even if a commercial driver's license or CDL is not required for most vehicles. Any company vehicle over 10,001 lbs. is a commercial vehicle. A DOT physical and Medical Card is required for anyone driving commercial vehicles.

All vehicles with a gross vehicle weight rating or GVWR over 25,999 lbs., which include your redbox+ roll off truck require the driver to have a valid CDL with a Class A or B endorsement. You must maintain a copy of the certificate on file in the office.

All drivers must have a medical card on file in the office and carry a copy of their medical card always.

Per DOT guidelines, all CDL drivers must pass a pre-employment drug test, you must pull their Motor Vehicle Record (MVR) and keep on file, and they must be added to your active driver's list/drug testing consortium where they will be subject to random drug-testing during their employment.

5.4.4 DOT Driver Hiring Checklist

The checklist below is a summarization of the two documents obtained from FMSCA and included on the rb+ Insider under Prelaunch > DOT Hiring Guidelines.

Please note that there may be additional laws and regulations specific to your market or the candidate that you hire. This document is presented to help speed up the hiring process but does not eliminate your need to research any applicable laws that may apply to your business. There are also specific record-keeping and record-updating requirements that you will be required to maintain that are outlined in the documents in the above rb+ insider location.

Driver Hiring Checklist (Also Applies to Owner-Drivers):

- ☐ Application for Employment
- ☐ Motor Vehicle Record (for previous 3 years)
- ☐ Copy of CDL
- ☐ Inquiry to Previous CDL Employers for the previous 3 years. Must keep records of any attempts to contact previous employers.
 - ☐ Obtain: Safety History of the Driver
 - ☐ Any Annual Performance/Driver Reviews
- ☐ Copy of DOT Medical Card (Confirm Up to Date)

- ☐ Confirm Examiner on the DOT Medical Card is on the National Registry
- ☐ Ask the Driver: Has there been a positive drug/alcohol test or a refusal to take one?
 - ☐ Have the Driver sign a document stating the above
- ☐ Driver Takes and Passes Pre-Employment DOT Drug Test
- ☐ Driver Reviews and Signs Employee Handbook
- ☐ Driver added to Drug/Alcohol Testing Consortium as ACTIVE DRIVER
 - ☐ Owner/Supervisor Completes DOT Drug/Alcohol Supervisor Training

For additional information on each of these documents, visit www.fmcsa.dot.gov.

redbox+ International, LLC has established a vendor partnership with USA Mobile. USA Mobile has a paid program to work with you and your hire to complete the required documentation while following USDOT guidelines.

5.4.5 Training your Employees

It is your responsibility to train your employees. As a franchisee in the redbox+ Dumpsters franchise system, you must ensure that all standards of the system are upheld. You must provide all your employees with a copy of your Employee Handbook.

redbox+ Dumpsters International, LLC has many resources available to Franchise Owners to assist in training employees, which can be found on redbox+ Insider (<https://redboxplusinsider.com/insider>) and include:

- Operations Manual - You may share portions of this Operations Manual with employees on a need-to-know basis. If you share the manual with an employee, it must be done in your location. The Operations Manual may not be removed from your business. Neither it nor any portion of it may be copied or distributed. Any employee with access to the Operations Manual must sign a Nondisclosure Agreement, which will be provided by, and a copy kept by, redbox+ International, LLC.
- Drivers Field Training Program
- Academy Training - You may, at your expense, send management employees to any redbox+ training program.
- Whip Around Maintenance & Inspection Program
- Operations Meeting Agenda
- Equipment Training & Troubleshooting Videos

Proper training will lead to a more effective workforce, reduced turnover, and higher customer satisfaction levels. The training period is largely dependent on the person's position, skill level, and experience. The following steps will help in designing your training program for your staff:

- Develop a training agenda that includes a detailed list of all competencies to be mastered, such as customer service, following drop instructions, communicating with the Supervisor, etc.
- Assess the individual's existing knowledge and experience and create an individual action plan.

- Identify the best methods to achieve each competency, such as reviewing a manual, demonstrations, hands-on training, or some combination of all.
- Provide positive reinforcement and constructive feedback throughout the training period.
- Evaluate employee knowledge, skills, and abilities for each competency. The first evaluation should occur within 90 days after hire and then annually thereafter.
- Follow-up after initial training is complete.

5.4.6 Employee File

Documents to include in an employee's file:

- Application for Employment and Resume if supplied.
- Applicant Interview Evaluation Form
- Tax Forms (W-4 form, I-9*, and other forms required by your state or within your territory)
- Working papers (if required of minor employees in your Territory)
- Telephone Reference Check Form
- Emergency contact information
- Signed Receipt for Employee Handbook and Employee Safety Manual

Throughout the term of employment, add performance reviews, written warnings, commendations, awards, compliment letters, safety training, certificates, or any other materials that relate to the employment.

****Note**, I-9 forms are to be maintained in a separate file.*

Records Retention. You are required to retain certain records pertaining to employment:

- One year – personnel or employment records, including applications, resumes, job postings and advertisements.
- Three years – payroll records, including name, address, date of birth, position, rate of pay, and weekly compensation.
- One year after termination – employee benefit plan information (such as pension and insurance plans) and any written seniority or merit systems for the full period the plan or system is in effect.

5.4.7 Dress Code

redbox+ Dumpsters is proud of its professional image. The appearance of your redbox+ Dumpsters employees creates a lasting impression in the minds of your customers and the community. You and your employees must represent redbox+ in a professional manner. This includes compliance with its dress code.

Your employees must begin each day in a clean, redbox+ logoed uniform. Uniforms include:

- Steel-toe boots,
- Work pants/shorts,
- Logoed redbox+ shirt or jacket/hoodie.
- A logoed redbox+ hat (optional)

Uniforms must be purchased from redbox+ International, LLC or an approved supplier. Franchisees will order apparel from The Depot.

redbox+ International, LLC understands that employees will get dirty throughout the day, but this is not an excuse to arrive at the first job site disheveled. Employees should keep an extra shirt with them in the event their shirt becomes damaged during the day. Employees should not, whenever possible, go to job sites with ripped or torn clothing.

5.6 Expenses and Payroll

5.6.1 Expenses

You should make sure all employees understand your expense reimbursement policy. Your expense reimbursement policy should include a requirement that reimbursement occurs only where a receipt is provided and for expenses required for the conduct of the employee's job.

You should instruct employees that reimbursement will not be made for traffic violations, including parking and moving violations. It is to be expected that employees will incur expenses when driving company automobiles, specifically costs of fuel. The employee responsible for operating the vehicle should be given a company credit card to be used for fuel and other vehicle expenses, such as parking costs, towing charges/roadside assistance in the event of a breakdown, etc.

When an employee has an approved expense, they must complete an expense report and attach receipts to it. If, for some reason, a receipt cannot be provided, the employee must explain why this is the case. Expense reports should be submitted within the week the expense was incurred and payment should be made in the employee's next paycheck following the submission of all required documentation. Expenses are not compensation and therefore no payroll taxes are paid on expenses.

5.6.2 Payroll

You can use various methods to pay your staff. These include writing checks through your QuickBooks software, using QuickBooks online service, using a Professional Employer Organization (PEO), or a payroll service such as ADP, PayChex, or your local bookkeeper. We recommend that you utilize a PEO or payroll service that will automatically calculate all withholding taxes and provide you with Human Resource support.

5.7 Human Resources Forms

Redbox+ International, LLC has made available to franchisees templates of common human resources and employee forms that can be downloaded and customized to meet the needs of their business.

1. Accident Report Form
2. Company Issued Cell Telephone Use Policy
3. Company Issued Vehicle Use Policy
4. Employee Confidentiality Acknowledgement
5. Employee Contact Form
6. Employee Performance Review
7. Employment Application
8. Driver Ride Along Evaluation
9. In-Field Employee Training Acknowledgement Form
10. Sample Job Descriptions
11. Sample Job Posting (Driver)

When hiring employees, Franchise Owners are responsible for ensuring that they comply with employment law. The information provided below is intended to be a helpful resource; however, it is highly recommended that Franchise Owners consult with their Attorney or Payroll services company for specific guidance on employment and payroll matters. redbox+ International, LLC is not responsible for providing coaching or guidance on any employee-related issues and does not accept any responsibility for any coaching or guidance offered on any employee-related issues or matters.

5.8 The Law

As a small business owner and an employer, Franchise Owners may have legal responsibilities under the federal employment anti-discrimination laws and are responsible for learning and complying with labor laws that apply to their business. Below is guidance from the Equal Employment Opportunity Commission (EEOC):

If you have at least one employee: You are covered by the law that requires employers to provide equal pay for equal work to male and female employees.

If you have 15 to 19 employees: You are covered by the laws that prohibit discrimination based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national

origin, disability and genetic information (including family medical history). You are also covered by the law that requires employers to provide equal pay for equal work.

If you have 20 or more employees: You are covered by the laws that prohibit discrimination based on race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability and genetic information (including family medical history). You are also covered by the law that requires employers to provide equal pay for equal work.

Franchise Owners' relationships with their employees and potential employees are governed by federal, state, and local labor laws. Below are a few helpful resources, but it is strongly recommended that you contact your state's labor department to ensure that you understand your obligations as an employer.

Helpful Resources:

<https://www.eeoc.gov/employers/small-business>

<https://www.dol.gov/general/aboutdol/majorlaws>

5.8.1 Employment Liability Insurance

We do not require that you obtain Employment Practice Liability Insurance (EPLI), but we strongly recommend it. EPLI covers businesses against workers' claims that their legal rights as employees have been violated. It protects against claims such as sexual harassment, discrimination, wrongful termination, failure to employ/promote, etc.

Another option is to use a Professional Employer Organization (PEO). A PEO is a fee service where the PEO company will manage all Human Resources issues including workers compensation classifications, employment insurance, etc. You would maintain control over hiring, firing, and day-to-day management. If you use a PEO, you must use one approved by us or obtain approval for any other PEO from us.

redbox+ International, LLC provides information about some federal laws and regulations as a courtesy and does not warrant its compliance with applicable employment law. This is not legal advice, and you should consult with your own counsel to address employment questions.

5.8.2 Posting Labor Laws

The Department of Labor requires you to post certain labor laws where your employees can see them. It provides posters at no charge to employers at:

<https://webapps.dol.gov/elaws/index.html>

Since there are variables as to the number of employees in your business at any given time, the applicant pool from which you draw and other factors we cannot determine, you should go to the DOL website and use the First Step Poster Advisor website to identify what labor posters must be displayed in your business.

5.8.3 Required Postings

The required posters are to educate employees on their rights and duties as employees. As a small business owner, franchisee These posters include:

- Equal Employment Opportunity Is the Law (EEOC)
- Federal Minimum Wage (FLSA)
- Job Safety and Health Protection (OSHA)
- The Uniformed Services Employment & Reemployment Rights Act (UERRA)
- Employee Polygraph Protection Act

Note: Your state government may require other posters to be displayed in the business. For current information on state poster requirements, visit your state labor law compliance website. Your payroll provider will likely be your best source for this information.

Until your business reaches the point at which you are required to open an office, it may not be feasible for you to post a labor law poster in view of employees who will not visit the “office”.

5.8.4 Immigration Reform and Control Act of 1986 (IRCA)

The IRCA is a law passed to control and deter illegal immigration to the United States. The IRCA requires employers to attest to their employees’ immigration status and makes it illegal to knowingly hire or recruit illegal immigrants. You must ensure that each employee completes an Employment Eligibility Verification Form (I-9) and maintains it in a file designated for completed I-9 forms. For more details, please refer to the Department of Labor website:

<http://www.dol.gov>

Important Note: *All new employees must complete an I-9 Form. I-9 forms must be kept in a separate file to maintain confidentiality – not in the employee’s individual personnel file.*

5.8.5 Fair Labor Standards Act (FLSA)

The Department of Labor administers and enforces the Fair Labor Standards Act (FLSA), which establishes minimum wage, overtime pay, recordkeeping, and child labor standards for full-time and part-time workers. The FLSA requires all employers, regardless of gross annual revenue, to pay overtime to all non-exempt employees for hours worked in excess of 40 in a seven-consecutive-day work week. However, in some states, overtime is earned after 48 hours worked in a seven-day work week.

Under the Fair Labor Standards Act (FLSA), employees are classified as either exempt or non-exempt, which determines their eligibility for minimum wage and overtime pay protections.

Non-exempt employees are covered by the FLSA's requirements. They are entitled to receive at least the federal minimum wage for all hours worked and must be paid overtime at a rate of no less than one and one-

half times their regular rate of pay for hours worked over 40 in a workweek. Most employees are considered non-exempt unless they meet specific exemption criteria.

Exempt employees, on the other hand, are not covered by the FLSA's minimum wage and overtime provisions. To be classified as exempt, an employee must generally meet three tests:

Paying a predetermined and fixed salary that is not subject to reduction because of variations in the quality or quantity of work performed (Salary Basis Test). The salary paid must meet a minimum specified level (Salary Level Test).

The employee's job duties must primarily involve executive, administrative, professional, outside sales, or certain computer-related³ functions as defined by FLSA regulations (Duties Test).

Job titles alone do not determine exempt status; the actual duties performed are the key factor.

It is highly recommended that any franchisee considering classifying an employee as exempt consult with a reputable, local labor attorney before doing so.

Franchisees are responsible for knowing their State Overtime Pay rules and the number of hours an employee has to work in a week.

Any questions pertaining to more general labor laws (hours that may be worked, breaks, meals, etc.) should be addressed to the United States Department of Labor, Wage and Hours Division, or found on the web at:

<http://www.dol.gov>

5.9 OSHA

To ensure the safety of employees and clients, franchisees are required to comply with the regulations of the Occupational Safety and Health Administration (OSHA). These federal regulations apply not only to the business but to the employees who serve at the forefront of the business. While the OSHA requirements are not complex, the failure to adhere to the regulations can result in injuries to the customers or employees, not to mention a fine from OSHA. Refer to OSHA for more detailed information:

<http://www.osha.gov/>

Please be aware that there are OSHA posting requirements that you must adhere to. Follow the guidance of OSHA with specific questions being directed to the local OSHA office.

In addition, OSHA requires that you complete and retain a exposure control plan. A template for this plan is available on the redbox+ Insider >Pre-Launch Folder.

5.9.1 OSHA Record-Keeping

redbox+ franchise owners are required to maintain detailed records of any injuries that occur in the business, whether to an employee or client. OSHA regulations require recording all incidents that result in restriction

of the ability to work, absences, medical treatment outside of first aid or injuries requiring a licensed physician's diagnosis.

5.10 Handling Discrimination and Harassment in the Workplace

It is your obligation to ensure that discrimination does not occur in your workplace.

Workplace discrimination is defined by the Equal Employment Opportunity Commission (EEOC), which enforces federal laws prohibiting discrimination as:

“Any act or failure to act, impermissibly, based in whole or in part on a person’s race, color, religion, sex, national origin, age, physical or mental handicap, and/or reprisal, that adversely affects privileges, benefits, working conditions, results in disparate treatment, or has a disparate impact on employees or applicants.”

The sample Employee Handbook contains a non-harassment/non-discrimination policy, including sexual harassment. Whatever policy you implement, ensure that you comply with it always. Note that having a policy that is followed is a defense against claims of discrimination and harassment.

Discrimination does not need to be committed by the employer. It can also be committed by supervisors or coworkers. As the employer, it is your responsibility to take all threats seriously and to thoroughly investigate claims of discrimination and/or harassment in the workplace.

Upon receipt of any claim of discrimination or harassment, Franchise Owners should investigate immediately. Below are general guidelines on how to conduct an investigation; however, Franchise Owners are advised to consult with their legal advisor or Human Resource Services Professional for guidance.

5.10.1 Investigation Checklist

Checklist of Employee Misconduct Investigation’, Society of Human Resource Management:

- ☐ Conduct a thorough interview of the accuser or initial witness asking who, what, when, where, how and why. Reiterate the need for employee cooperation in maintaining discretion and ensuring that no one experiences retaliation. However, be aware that overly broad confidentiality rules can be deemed to unlawfully restrict employees' rights to discuss terms and conditions of employment. After reviewing notes, always ask if there is anything else the complainant wants to add.
- ☐ Ask the accuser and witnesses to put their claim(s) in writing. Work with legal counsel to decide whether sworn or signed statements are needed.

- ☐ Put out the fire first. The more severe the claim or emotions, the more care may be needed to keep employees separate and/or safe from any further threats, retaliation or harassment while you investigate. Stabilize the workplace and hold off on discipline until an investigation is complete.
- ☐ Decide if it is necessary to place the accused on administrative leave or allow voluntary leave for the

How to Conduct a Fair HR Investigation



accuser during the investigation. Reinforce the company's no retaliation policy.

- ☐ Assess what additional help you need for the investigation. Consult with your legal counsel in all allegations of discrimination, harassment and/or violence.
- ☐ Identify who you need to speak with and what questions you will ask.
- ☐ Interview the accused or potentially involved person(s) with a view toward finding out what happened. Provide detailed allegations to the accused to allow complete and fair answers. Ask for witnesses to current and past events. After reviewing notes, always ask the accused if there is anything else they want to add.
- ☐ Do not pick sides. Conduct an impartial investigation and interview of all parties.
- ☐ Re-interview those involved based on new information and evidence.
- ☐ Keep good notes of interviews, responses, dates/times, efforts, results, actions and refusals. Assume all documents will be seen by a judge or jury. Avoid gratuitous conclusions and speculations. Only write what you were told and what you saw.
- ☐ Assess credibility and resolve factual disputes. Keep secondary performance issues separate from this investigation.

- ☐ Create a summary report of the investigation and confirm with senior management and legal counsel the final course of action.
- ☐ Make decisions on the action(s) to take with due consideration of past practice. Close the investigation with those who need to know.
- ☐ Follow up as needed on the effectiveness of the corrective action. Be alert to retaliation claims and follow up on them.
- ☐ If you find there is no probable cause due to one employee's word versus another, advise the accused that if a similar issue is raised again, the first incident will be taken into consideration during the new investigation.

6.0 Finance / Accounting

Finance and accounting are crucial for redbox+ Dumpsters franchisees, serving as the backbone for informed decision-making and strategic planning. These disciplines provide a clear picture of the financial health of the franchise, enabling owners to track cash flow, manage expenses, and maximize profitability. Accurate financial records and accounting practices help franchisees budget effectively, forecast future financial performance, and make informed investment decisions. Moreover, they are essential for compliance with tax laws and regulations, helping to avoid legal and financial penalties. By understanding and effectively managing their finances, redbox+ Dumpsters franchisees can ensure the sustainability and growth of their business, ultimately contributing to the overall success of the franchise network.

IMPORTANT NOTICE:

The information in this chapter is intended to provide guidance on the Franchisor's required reporting standards and general business best practices. It should not be interpreted as professional accounting, tax, or legal advice.

As an independent business owner, you are solely responsible for all financial management, accounting practices, and legal and tax compliance for your business. We strongly recommend you consult with your own qualified CPA, tax advisor, and legal counsel to ensure you are complying with all applicable laws and making the best financial decisions for your specific circumstances.

6.1 Accounting

Franchisees are expected to maintain regular reconciliations of their accounting and financial records. An organized and timely reconciliation will enable you to review the financial condition of the business and make adjustments to ensure efficiency in the operations and maximize profitability.

The franchisee is required to maintain current accounting records using QuickBooks Online. If an outsourced bookkeeper is utilized, make sure that they reconcile the books in a timely manner, typically within 30 days of the monthly close.

Review monthly Profit and Loss Statements to ensure that the business is on track for the annual budget you have projected for the business.

6.1.1 Invoicing/Accepting Payments

The Franchise owner or office manager will process all payments through QuickBooks; all payments are due upon receipt. We recommend that you require 100% pre-payment by homeowners and new customers, and require that all existing customers keep a valid credit card on file.

You may find that some customers prefer to be invoiced for their redbox+ rentals. This is at your discretion, and we recommend that all new customers pay via credit card for at least 10 rentals before moving to invoicing. This will allow both parties to become acquainted with one another and a relationship to be established before invoicing is approved.

Any discounts or credits should be processed through QuickBooks. These are to be clearly noted on invoices and deducted from the total.

6.1.2 Accepting Payment

We accept personal and business checks according to the type of client being served. Invoices should clearly state “Make Checks Payable to: *YOUR CORPORATE NAME*” and upon receipt, they should be endorsed on the reverse side:

Deposit to Corporate Name - d/b/a redbox+ - Account#”

We recommend that you order a pre-printed stamp with this information to save you the time and energy from having to fill out the endorsement each time you receive a payment. Your local business services printer can supply this for you.

We accept all major credit cards: American Express, Discover, MasterCard, and Visa. Debit cards are processed as credit.

6.1.3 Accounts Receivable/Collections

If prepayment was not made, you will need to mail invoices and follow up on accounts receivable. Generally, most customers pay on time. A small number of customers may need to be contacted to get updated credit card information when their card expires or declines.

An “aging report” should be reviewed each month to determine the necessary steps for each outstanding invoice. You will also need to consider the type of customer, the amount outstanding and your relationship with the customer. The following are general steps to assist you in managing your accounts receivable.

- 10 days—reminder invoice, stamped second notice.
- 30 days—reminder invoice, stamped third notice. Phone call suggesting credit card payment.
- 45 days—reminder invoice, stamped final notice. Phone call suggesting credit card payment.
- 60 days--On rare occasions, you might encounter a customer who does not return your repeated calls. In some instances, you may need to partner with a collections agency that will collect outstanding amounts on your behalf. They typically charge no upfront fee but do retain a certain percentage of the collected amount.

6.1.4 Banking Procedures

Banking procedures should be fairly straightforward. In most cases, the customer will be invoiced and will pay via credit card or check. All payments must be recorded through QuickBooks, which should include cash if the customer insists upon paying in cash, although we prefer check and credit card payments. In the event of a cash payment, cash should be kept in a safe or locked file cabinet in the office. Bank deposits should be made on a frequent basis, varying the time and day of the week.

Bank account reconciliation can be completed online or via monthly statements. This is an on-going effort that is essential to understanding the revenue and expenses associated with the business operation. Bank account reconciliation should occur at least once per month.

6.2 Franchise Fees/Reporting Requirements/Equipment Minimums

Royalty payments are calculated and payable regardless of the Gross Revenues of the business.

6.2.1 Royalty Fee

The franchisee shall pay to the franchisor a weekly royalty fee via ACH.

6.2.2 Brand Development Fee

Brand Marketing Fee requirement for franchisees under the percentage-based royalty system is up to 2% of Gross Sales and is payable monthly. The current

contribution is 1.25% of Gross Sales

For franchisees under the flat rate, per dumpster royalty system, the Brand Marketing Fee requirement is \$2 per dumpster per week for the first 167 dumpsters in inventory. There is no Brand Marketing Fee contribution requirement for dumpsters 168 and up.

6.3 Financial Statements and Required Reporting

You are required to maintain for at least 5 fiscal years (or longer if required by law), complete financial records for the operation of your redbox+ franchise business in accordance with generally accepted accounting principles. You shall submit to redbox+, LLC the following:

- On a monthly, quarterly and annual basis, sales information in the form specified for sales and services performed and any other information that we require to properly evaluate the progress of the Franchisee;
- QB access for monthly reporting.
- Within 60 days after the close of each fiscal year, unaudited annual financial reports and operating statements in the form specified, prepared by a certified public accountant or state-licensed public accountant.
- Within 15 days after their timely completion, state and local sales tax returns or reports; and,

- Within 60 days after their timely completion of federal, state and local income tax returns.

We reserve the right to request other forms, reports, records, information, and data related to your redbox+ operation and to obtain information directly from QuickBooks and/or POS.

6.3.1 Monthly Revenue & KPI Reporting

The Revenue Report is designed to assist you in the management of your business. A sample report is shown below for reference. This report is to be submitted to Redbox+, LLC by the 5th day of each month for the preceding month and will be reviewed during your initial franchisee training:

Franchise Location: **T B D**

Month Reported: January

	Month	YTD
Revenue		
Roll-Off Fees	\$ -	\$ -
Tonnage Income	-	-
Toilet Maintenance	-	-
Other	-	-
Total Revenue	\$ -	\$ -

Monthly Results					
Can	Cans	Can		Average Rental Rate	Average Tonnage
Size	Owned	Rentals	Turns		
15-Yard	0	0	N/A	\$ -	0.00 Tons
20-Yard	0	0	N/A	\$ -	0.00 Tons
30-Yard	0	0	N/A	\$ -	0.00 Tons
Total	0	0	N/A	N/A	N/A

Year to Date Results					
Can	Cans	Can		Average Rental Rate	Average Tonnage
Size	Owned	Rentals	Turns		
15-Yard	0	0	N/A	\$ -	0.00 Tons
20-Yard	0	0	N/A	\$ -	0.00 Tons
30-Yard	0	0	N/A	\$ -	0.00 Tons
Total	0	0	N/A	N/A	N/A

	Month	YTD
Average Rental Period:	0.00 Days	0.00 Days
Cumulative Average Tonnage:	N/A	N/A
Average Tipping Fee/Ton:	#DIV/0!	#DIV/0!

	Month	YTD
Number of Customers	0	0
Repeat Customers	0	0
% Total	N/A	N/A
New Customers	0	0
% Total	N/A	N/A

Cumulative Customers by Industry				
Customer Industry	Month		Year to Date	
	Number	% Total	Number	% Total
Roofers	0	N/A	0	N/A
Residential Contractor	0	N/A	0	N/A
Remodeler	0	N/A	0	N/A
Window & Siding	0	N/A	0	N/A
Commercial Contractor	0	N/A	0	N/A
Demolition	0	N/A	0	N/A
Water & Fire Remediation	0	N/A	0	N/A
Landscape & Excavation	0	N/A	0	N/A
New Home Builder	0	N/A	0	N/A
Other	0	N/A	0	N/A
Total	0	N/A	0	N/A

INDEX

A

Accepting Payment	89
Accounting	88
Accounts Receivable	89

B

Brand Development Fee	90
-----------------------	----

C

Cleaning and Maintenance	55
Collections	89
Community Service	43
Containers	17
Customer Complaints	47
Customer Experience	47
Customer Order	50
Customer Questions	50
Customer Types	16

D

Daily Procedures	49
Direct Mailer Campaign	41
Dress Code	78
Driver Safety	57
Driver's License	75
CDL	76

E

EEOC	80
Elite Container	20
Eloyee Classifications	65
emergency brake	58
Employee File	78
Employee Hiring	66
Employment Liability Insurance	81
Empty redbox+ Dumpster	55
Expenses	79

F

Financial Statements	90
----------------------	----

G

Grand Opening	40
Gross Vehicle Weight	18

H

Hours of Operation	45
Human Resources	61, 63, 70, 80, 81

I

Invoicing	88
-----------	----

J

Job Safety	57
Jobs to Fill	65

K

KPI Reporting	91
---------------	----

L

Logo in Electronic Media	27
Logo Specificati	26

M

Management Team	11
Managing Inventory	61
Marketing	22
Planning and Budgeting	35
Required Expenditures	33
Marketing Standards	26

N

Networking	39
New Hire Orientation	75

O

Obligations	24
Obtaining Marketing Approval	32
Office Visits	38
Onboarding	75
Operating Procedures	44
OSHA	83

P

Parking	58
Pay Per Click	29
Payroll	61, 79
Pick Up	54
Planning and Budgeting	35
Press Releases	39
Products & Services	15
Prohibitive Ite	19

R

Record-Keeping	83
Regional Business Coach	11
Required Marketing Expenditures	33
Required Postings	82
Requirements	10, 11, 34, 71, 90
Local Marketing	34
Resume Screening	68
RolliSkates	52
Roll-off Containers	17
Routing	51
Royalty Fee	90

S

Safety	57
Search Engine Optimization	16, 29, 30
Security Procedures	57
Service Toilets	53
Social Media	41
Sponsorships	42
Subject Matter Experts	11, 12
Support	11

T

Terminology	16
Tire Repair	58
Sealants	59
Truck Security	57
Typography	26

U

USDOT	71
-------	----

V

Vacuum Tank Systems	56
---------------------	----

W

Wastewater	54
Web Design	29
Website Support	30

Y

Yard Signs	41
------------	----