



# FRANCHISE INFORMATION SUMMARY

# Introduction

Thank you for your interest in Smash My Trash®.

Please take some time to read about the details of our franchise opportunity. We look to accomplish the following objectives:

1. To provide you with enough high-level detail to fully understand what makes this business unique, profitable, valuable to the customer, defensible, scalable, and a wise place to put time, money, and effort for the right person or corporate entity.
2. To help you determine if the business aligns with your goals and objectives,
3. To help ensure you meet our minimum qualifications as a franchisee,
4. To help you prepare for a no-obligation “Getting to Know You” introductory conversation.

Among other things, we will answer many frequently asked questions, such as:

- What makes Smash My Trash® services unique and valuable?
- What is the total investment, and where does my investment go?
- What are the average unit sales?
- And most importantly, what is the profile of a successful franchisee?

We look forward to your learning more.

We look forward to the opportunity to speak further and answer any additional questions this information creates.

Thank you for investing your time. We don't take such an investment lightly.

Respectfully,

Your Smash My Trash® Franchise Development Team



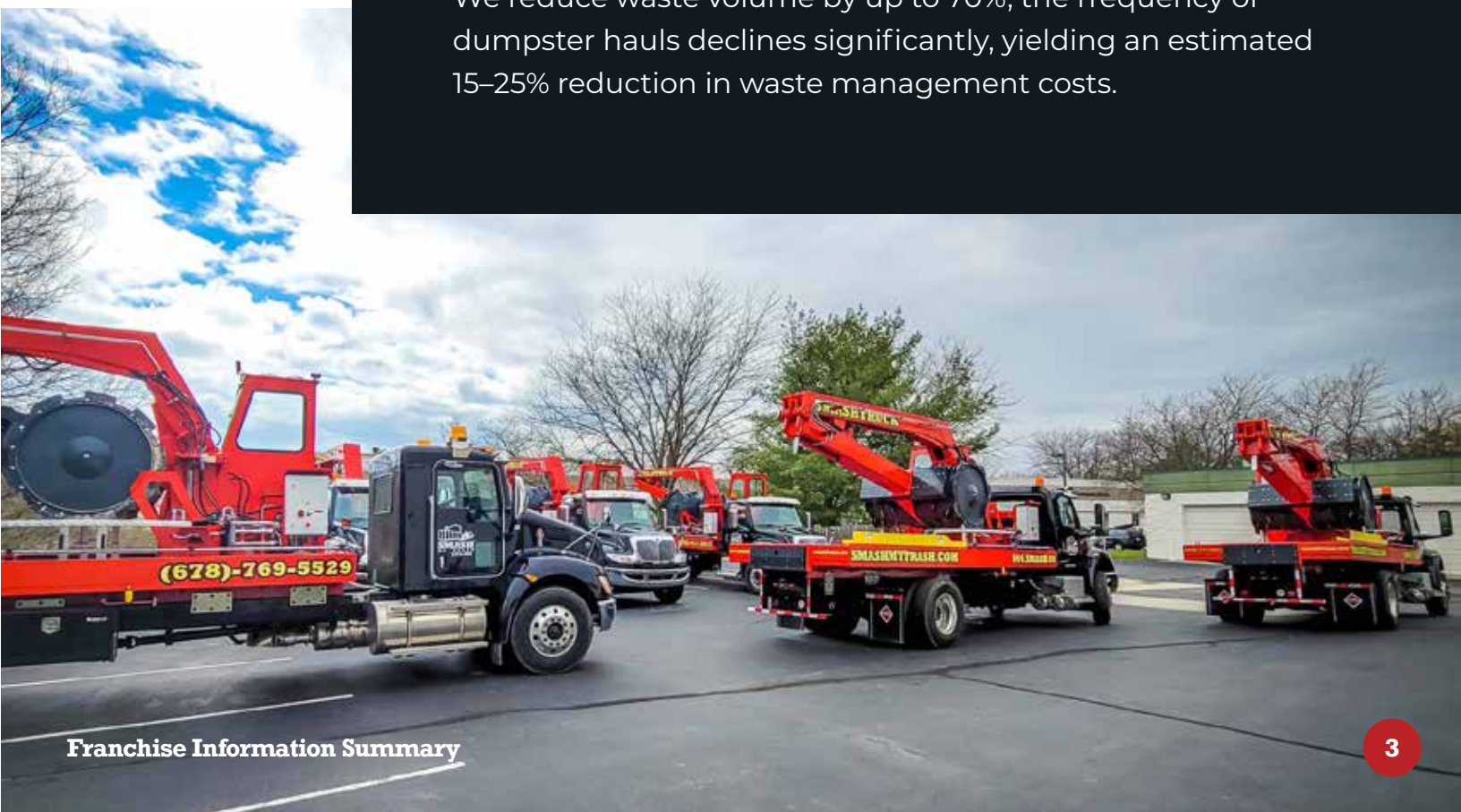
## Who is Smash My Trash?

Smash My Trash® is a mobile waste compaction service using proprietary Smash Trucks® that compact commercial waste on-site in roll-off, open-top dumpsters. This service dramatically reduces waste volume by up to 70%, offering businesses that rely on these types of dumpsters cost savings, improved efficiency, and environmental benefits.

Launched in 2015, Smash My Trash® operates in hundreds of cities across the United States. Prime protected development territories are still available.

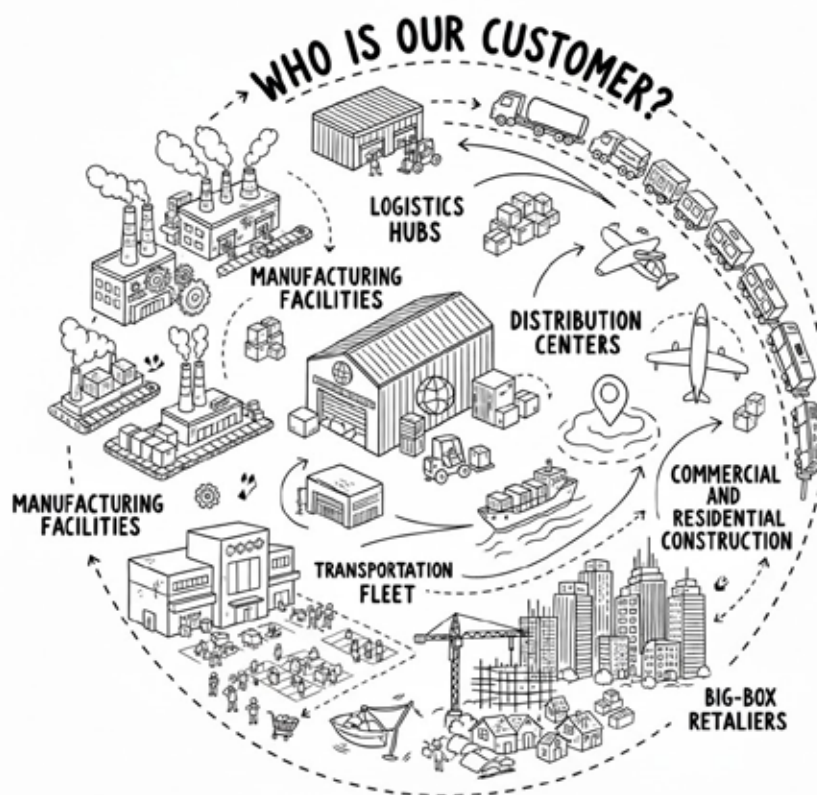
## Substantial Cost Savings

We reduce waste volume by up to 70%, the frequency of dumpster hauls declines significantly, yielding an estimated 15–25% reduction in waste management costs.



# Who Are Our Customers?

Clients include manufacturing facilities, logistics hubs, distribution centers, transportation fleets, big-box retailers, commercial and residential construction, automotive facilities, oil & gas companies, and all other businesses that generate significant waste.



# What is Our Value to Our Clients?

## Our Three-Prong Customer Value Proposition

Smash My Trash® franchisees offer companies that utilize open-top dumpsters the following value:

### 1. Substantial Cost Savings

We reduce their waste volume by up to 70%, the frequency of dumpster hauls declines significantly, yielding an estimated 15–25% reduction in waste management costs.

### 2. Superior Service & Operational Efficiency

Smash My Trash differentiates itself through a unique combination of “high touch” and “high tech” offerings.

**High Touch:** Reliable, local teams focused on total customer satisfaction

**High Tech:** Mobile waste trash compaction using proprietary Smash Trucks®

### 3. A Greener Solution to Discarding Bulk Waste

Clients receive quantifiable, eco-friendly benefits. In 2024 alone, the Smash service helped eliminate nearly 85 million pounds of CO<sub>2</sub> and reduced an estimated 500,000+ trips to landfills across the United States.

# Investment Highlights

**Total Estimated Investment:** ranges between **\$372,050 and \$492,200**, depending on equipment, initial costs, working capital, and territory.

## 11 Reasons Franchisees Invest in Smash My Trash

1. **Unique, disruptive, and defensible** business model with proprietary technology
2. **Demonstrable value delivered:** Cost savings (estimated 20%), operations improvements, and carbon reduction
3. **Recurring revenue:** Clients are consistent waste generators with a need for dumpster hauling
4. **Brand momentum** through recognition, customer satisfaction, and national accounts
5. **Robust support system** including training, operations, supply lines, and technology
6. **Cost-effective solution:** On-site compaction reduces dumpster volume **by up to 70%**, cutting hauling costs for businesses by ~20% while lowering CO<sub>2</sub> emissions.
7. **Recurring revenue:** Services are contract-based, require minimal staff, no facility lease, and work across industries, making this an ideal **franchise opportunity in waste management.**
8. **Eco-friendly waste solution:** As businesses pursue sustainability strategies and targets, Smash My Trash® stands out as an **eco-friendly waste management solution.**
9. **Strong Franchise Support:** Robust training, marketing, and communications resources, customer service, and technology systems help ensure franchisee success.
10. **Proven Financial Model:** In 2025, the average franchisee generated over \$1,000,000 in sales. The top franchisee generated over \$6.89 million in sales. See the Franchise Disclosure Document (FDD) for more details.
11. **Little Direct Competition:** The unique combination of mobile compaction services, proprietary equipment, and high barriers to entry creates a competitive environment with few direct industry rivals.



# How Do We Differ from Other Compacting Services?

- **Proprietary Mobile Compaction Vehicles**

Unlike traditional commercial waste services, which rely on frequent container emptying and drive up costs, Smash My Trash® franchisees help customers reduce dumpster hauls by using Smash Trucks®, our proprietary mobile trash-compacting vehicles, thereby reducing overall waste management costs.

- **Scalability and Recurring Revenue**

Franchisees benefit from protected territories, creating predictable, recurring sales from commercial clients and large national accounts.

- **Brand Recognition, Reputation, and Awards**

Our rapid growth and franchisees' success have earned us a place on Entrepreneur Magazine's Franchise 500 and Fastest-Growing Franchise lists, as well as top ratings from Franchise Business Review. Smash My Trash® has a 99% customer approval rating, many hundreds of 5-star Google reviews, and Net Promoter Scores (NPS) that consistently rank among the highest in any industry.

- **Franchise Network**

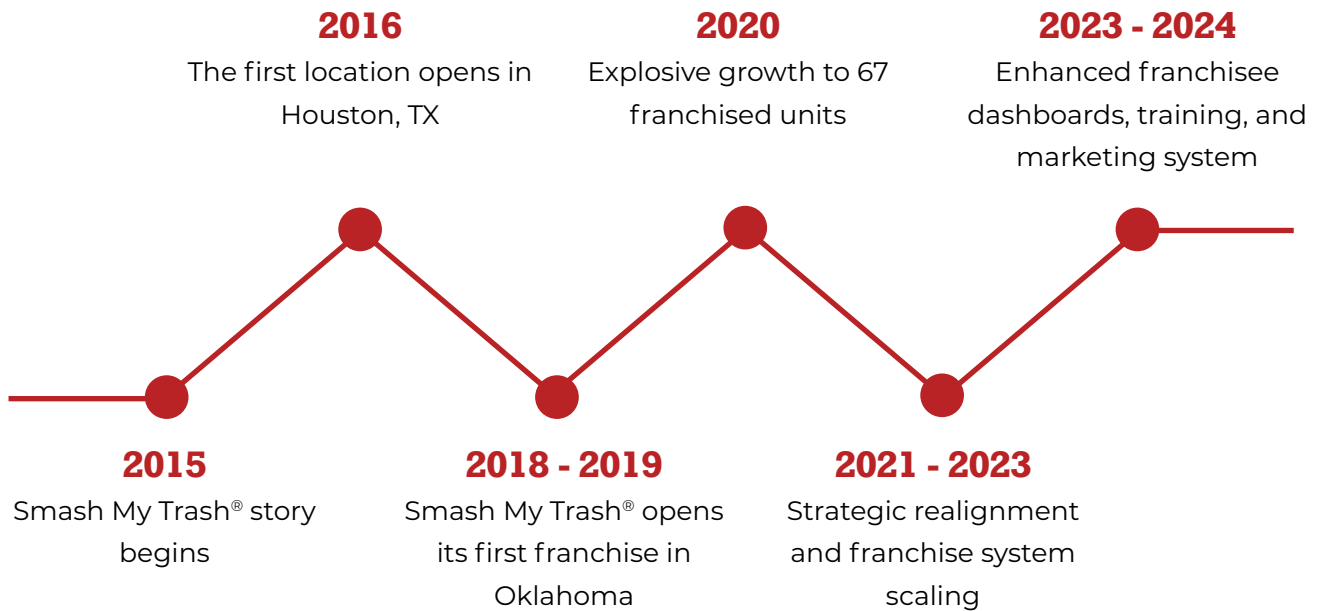
Franchisees benefit from a parent company with many years of experience in the industry, plus a peer group of sophisticated entrepreneurs who share experiences and best practices.



# Brand History

Co-Founder and CEO Justin Haskin launched Smash My Trash® in 2015.

The “Entrepreneurial A-HA!” moment was when Co-Founder Justin Haskin realized dumpsters could be compacted on-site using hydraulic rollers mounted on specialized trucks. This innovation increased dumpster capacity, cut hauling needs, and saved businesses time, money, and emissions.



## Our Journey: past, present and future

### PAST

A bold idea to disrupt commercial waste hauling

### PRESENT

A network of 500+ franchised territories supported by scalable systems and technology

### FUTURE

Continued growth fueled by innovation, cost savings, sustainability and a proven franchise in the waste management industry

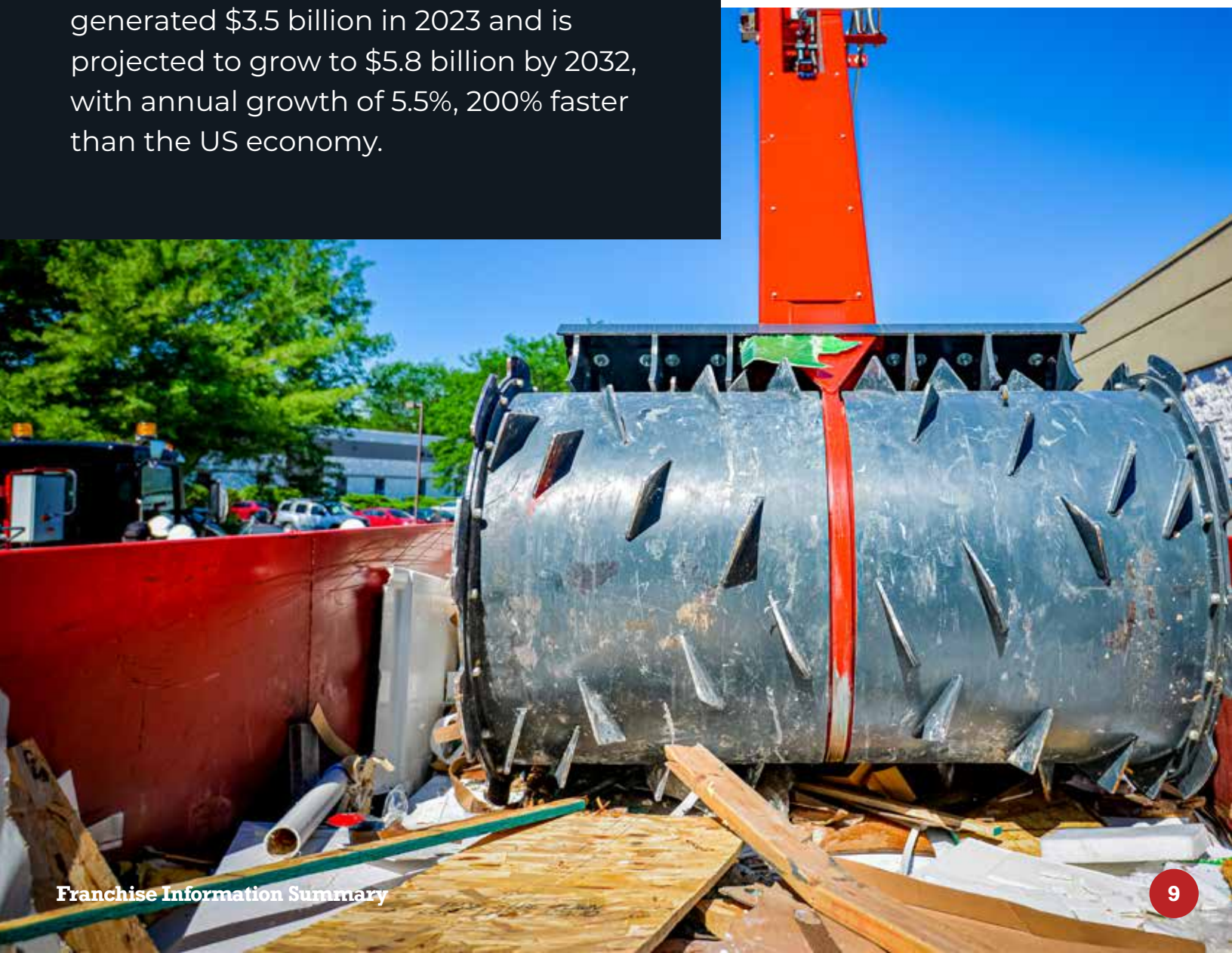
## About the Industry

The U.S. commercial waste management market is projected to remain large, **reaching \$130 billion by 2026**.

Waste compaction services like Smash My Trash® are also experiencing explosive growth. **Data Intelo** recently estimated the global waste compactor market at **\$3.5 billion in 2023** and projected it to grow to **\$5.8 billion by 2032**, with annual growth of 5.5%, 200% faster than the US economy.

## The Global Waste Compaction Market

generated \$3.5 billion in 2023 and is projected to grow to \$5.8 billion by 2032, with annual growth of 5.5%, 200% faster than the US economy.



## Our Brand Positioning within the Industry

Smash My Trash® positions itself as a **market disruptor, savings generator, and greener solution**. Its client value proposition combines increased cost savings and decreased negative environmental impact. In addition, franchisees offer superior service, positioning Smash My Trash® as a unique and attractive add-on complementary solution for conventional waste hauling.

Traditional waste hauling is inefficient. Businesses often pay to have open-top roll-off dumpsters hauled away half full, wasting money, time, and resources. Smash My Trash® fills this gap with a greener solution that **reduces dumpster volume by up to 70%, saves customers 20% or more on hauling costs**, and eliminates thousands of unnecessary garbage truck trips. In a marketplace where a green solution adds value to the market and our cost efficiency adds value to the customer, our brand is essential.

**In a marketplace where a green solution adds value to the market and our cost efficiency adds value to the customer, our brand is essential.**



# What's Driving Growth?

## Growth Drivers

**Urbanization:** More people moving into cities means more commercial and industrial waste.

**E-Commerce Packaging:** Online retailers produce plastic, cardboard, and wooden pallets, which are then placed in open-top dumpsters.

**Industrial Expansion:** Manufacturing, logistics, and construction industries all produce waste

**Government regulations:** Government regulators enforce stricter environmental standards on businesses.

## Benefit to Smash My Trash®

**Revenue Generation:** More waste creates more need to control waste, driving our top line revenue.

**Essential Service:** Regardless of the economy, businesses generate waste.

**Recurring Revenue:** Our customers produce a steady stream of waste, creating recurring revenue and predictable demand.

**Eco-efficiency:** We create customer loyalty by cutting carbon emissions and reducing environmental impact.

## Scalability and Recurring Revenue

Franchisees benefit from protected territories, creating predictable, recurring sales from commercial clients and large national accounts.

## About Our Services

Smash My Trash® is a national leader in **mobile waste compaction services**, an innovative solution transforming the commercial waste management and open-top dumpster industry. Instead of relying solely on traditional hauling, our service deploys proprietary Smash Trucks® equipped with a rotating steel drum that compacts waste directly inside open-top dumpsters. This process can **reduce waste volume by up to 70%**, extending dumpster capacity and eliminating costly, unnecessary hauls.

What makes Smash My Trash® unique is its ability to deliver **tangible financial savings and measurable environmental benefits** simultaneously. Businesses across logistics, distribution, manufacturing, and more regularly achieve **20% or greater reductions in monthly waste management costs** by reducing the number of hauls. At the same time, fewer garbage truck trips mean **significant reductions in CO<sub>2</sub> emissions**, aligning organizations with today's growing demand for **eco-friendly commercial waste solutions**.

Customers define our value in three ways:

1. **Cost efficiency:** saving money by reducing dumpster hauls.
2. **Operational efficiency:** minimizing disruption caused by frequent, unnecessary hauls.
3. **Sustainability performance:** demonstrating a commitment to greener business practices through Scope 3 emissions reductions.



# What are the Startup Costs?

Type of Expenditure <sup>1</sup>	Amount	Method of Payment	When Due	To Whom Payment is to be Made
Initial franchise fee <sup>2</sup>	\$49,500	Lump sum	Upon signing Franchise Agreement	Us
Rent, Utilities and Leasehold Improvements <sup>3</sup>	\$500 - \$4,000	As arranged	As needed	Lessor, contractors, and vendors
Operating Assets <sup>4</sup>	\$500 - \$2,000	As arranged	As incurred or when billed	Vendors
Market Introduction Program <sup>5</sup>	\$2,500 - \$5,000	As arranged	As incurred or when billed	Vendors
Computer System <sup>6</sup>	\$6,700 - \$11,700	As arranged	As incurred or when billed	Us and/or our affiliates and third-party vendors
Insurance	\$2,000 - \$10,000	As arranged	As incurred	Insurance company
Trucks <sup>7</sup>	\$275,000 - \$350,000	As arranged	\$30,000 per Truck deposit due to our affiliate, plus \$10,000 per Truck deposit due to our designated third-party dealer, within 10 days after you sign the Franchise Agreement; balance due to our designated third-party dealer when billed.	Our affiliate and third-party dealer
Licenses and Permits <sup>8</sup>	\$500 - \$1,000	As arranged	Upon application	Regulatory Agencies
Dues and Subscriptions	\$350 - \$1,000	As arranged	As incurred	Vendors, trade organizations
Professional Fees (lawyer, accountant, etc.)	\$2,500 - \$5,000	As arranged	As incurred or when billed	Professional service firms
Travel, lodging and meals for initial training <sup>9</sup>	\$2,000 - \$3,000	As arranged	As incurred	Airlines, hotels, and restaurants
Additional Funds – 3 months <sup>10</sup>	\$30,000 - \$50,000	As arranged	Varies	Employees, suppliers
<b>TOTAL ESTIMATED INITIAL INVESTMENT<sup>11</sup></b>	<b>\$372,050 - \$492,200</b>			

See FDD for details

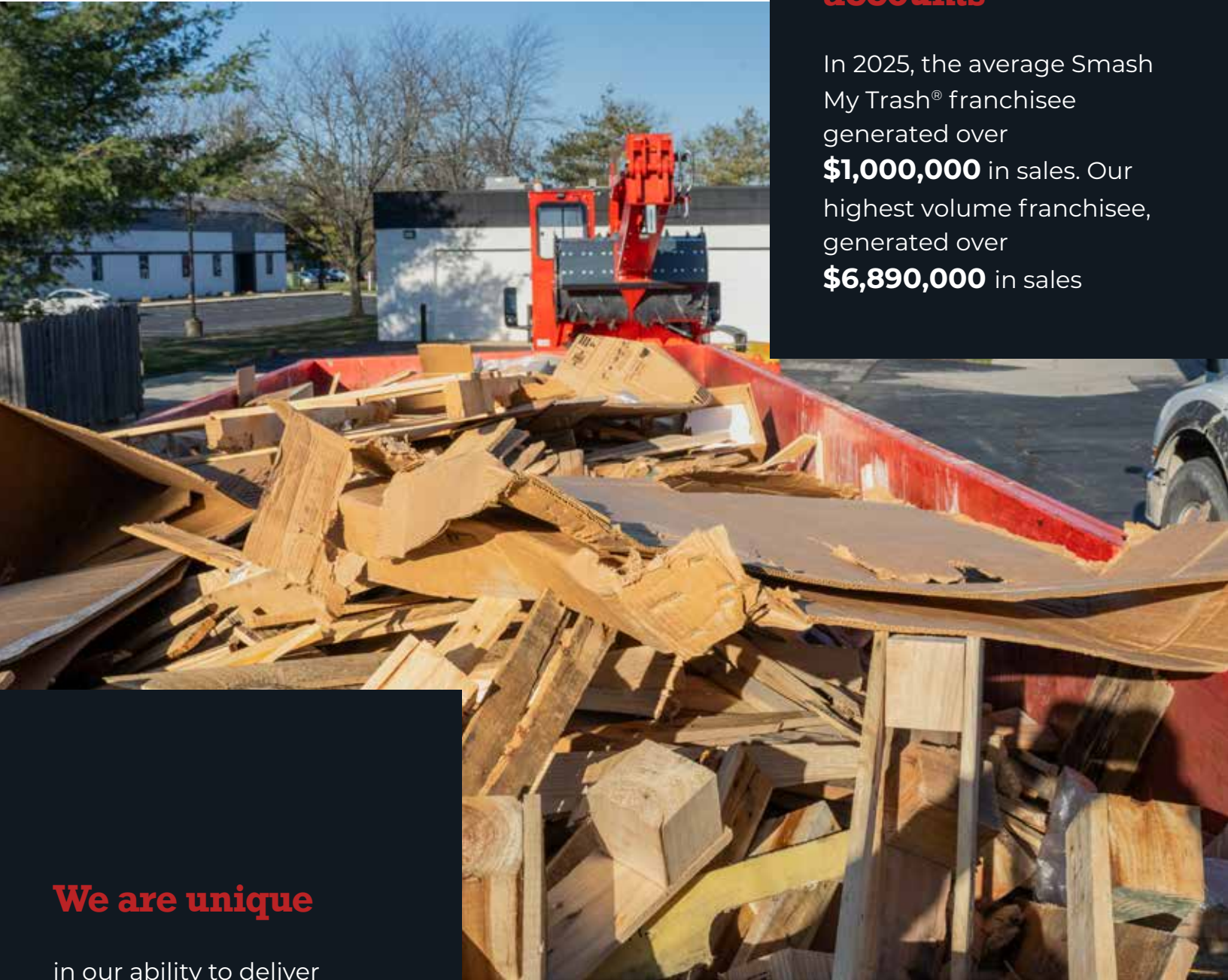
## How much can I make?

**High margin,  
recurring revenue,  
B2B franchise with  
local and national  
accounts**

In 2025, the average Smash My Trash® franchisee generated over **\$1,000,000** in sales. Our highest volume franchisee, generated over **\$6,890,000** in sales

## **We are unique**

in our ability to deliver **tangible financial savings and measurable environmental benefits** simultaneously.



# What our Customers are saying

**Bill C.**

Jacksonville, FL

I'm totally impressed with Smash My Trash. They are helping us manage our trash expenses by reducing our dumpster costs.

**Chris W.**

Richmond, VA

What an amazing service for saving money. Nothing irks me more than when I ask swap for our open-top yard dumpsters and, within two days, they're filled back up to the point where it looks as though I haven't had a swap in a while. You want Class A service for this type; Smash My Trash is the way to go. They care and they deliver!

**Haylie H.**

Colorado Springs, CO

We use this company and they are amazing. If you are using roll-off dumpsters, this is a godsend for maximizing space. If you need a company to Smash your Trash, we highly recommend them. We rate them 10/10.

**Johnathon C.**

McKinney, TX

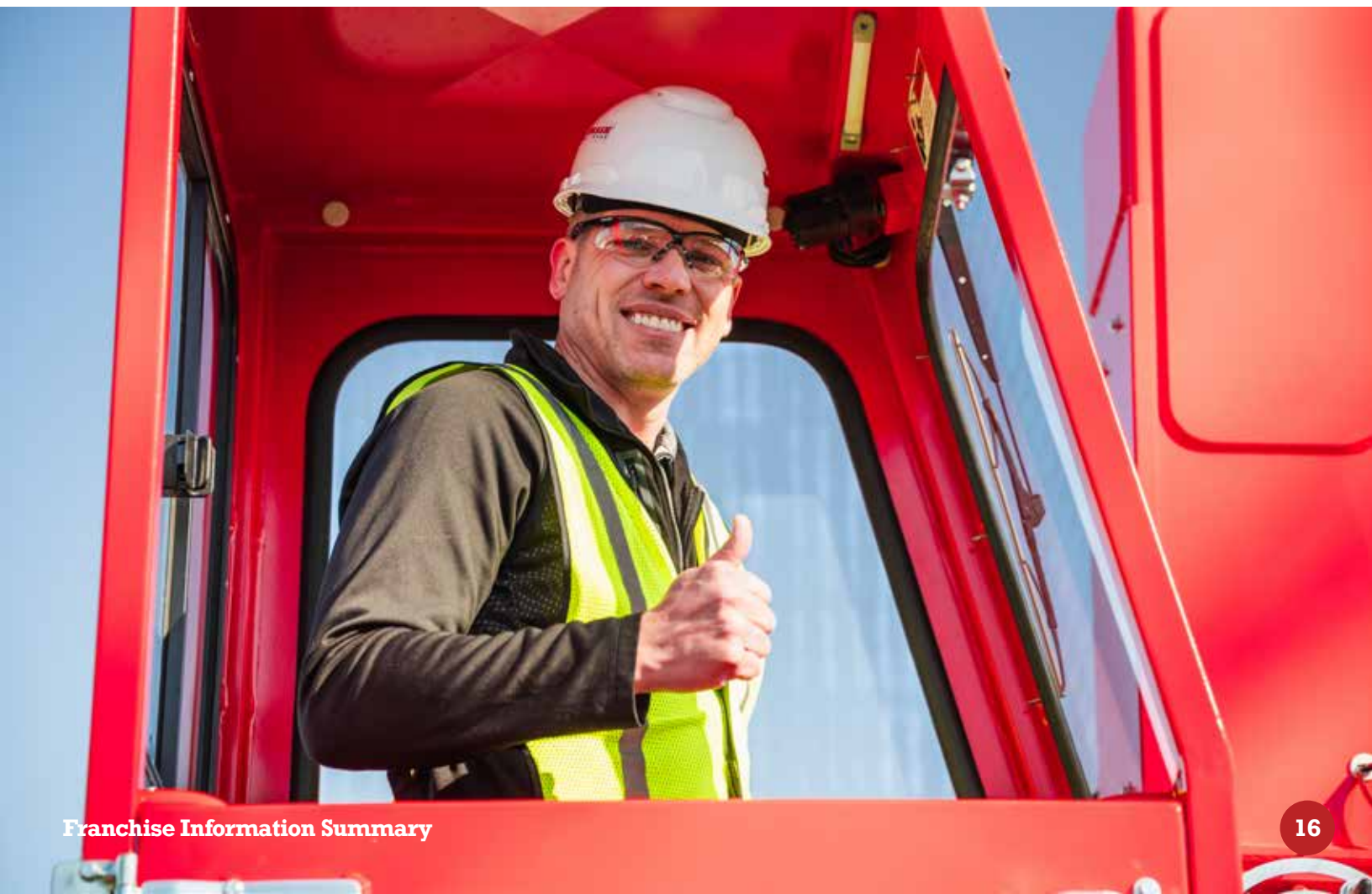
We had Smash My Trash come out to compact our dumpster, and the experience was excellent from start to finish. Their customer service was top-notch - they did exactly what they said they would, when they said they would. The job was quick, clean and efficient. On top of that, their pricing was very fair. Highly recommend them if you're looking to cut down on dumpster hauls and save some money.



## Who Do I Employ?

Smash My Trash® franchisees typically employ a small, lean team consisting of the following:

- **Driver/Smash Operator:** One W-2 driver per truck. This person operates the heavy equipment (the “Smash Truck”) to compact waste in open-top dumpsters at client locations. As a class 6 truck, this person typically does not require a Commercial Driver’s License (“CDL”). However, individual states may have their own requirements for class 6 truck operators.
- **Sales:** Franchisees usually have one or more salespeople responsible for growing the business. These individuals work with the Smash Operator to conduct on-site demonstrations for prospective customers, using a “*try it before you buy it*” sales strategy.
- **Truck Technician:** Maintenance and repair for the specialized Smash Trucks are generally outsourced to 1099 contractors and/or third-party hydraulic and diesel technician services. These services are performed consistently with documented preventative maintenance schedules, in addition to as-needed repairs.



# Training and Support

## Initial training

Training is conducted in a combination of in-person classroom sessions, virtual, and in-field training at designated locations. Topics include sales and revenue generation, territory planning, staffing, logistics, customer service, banking, payroll, financial management, and field

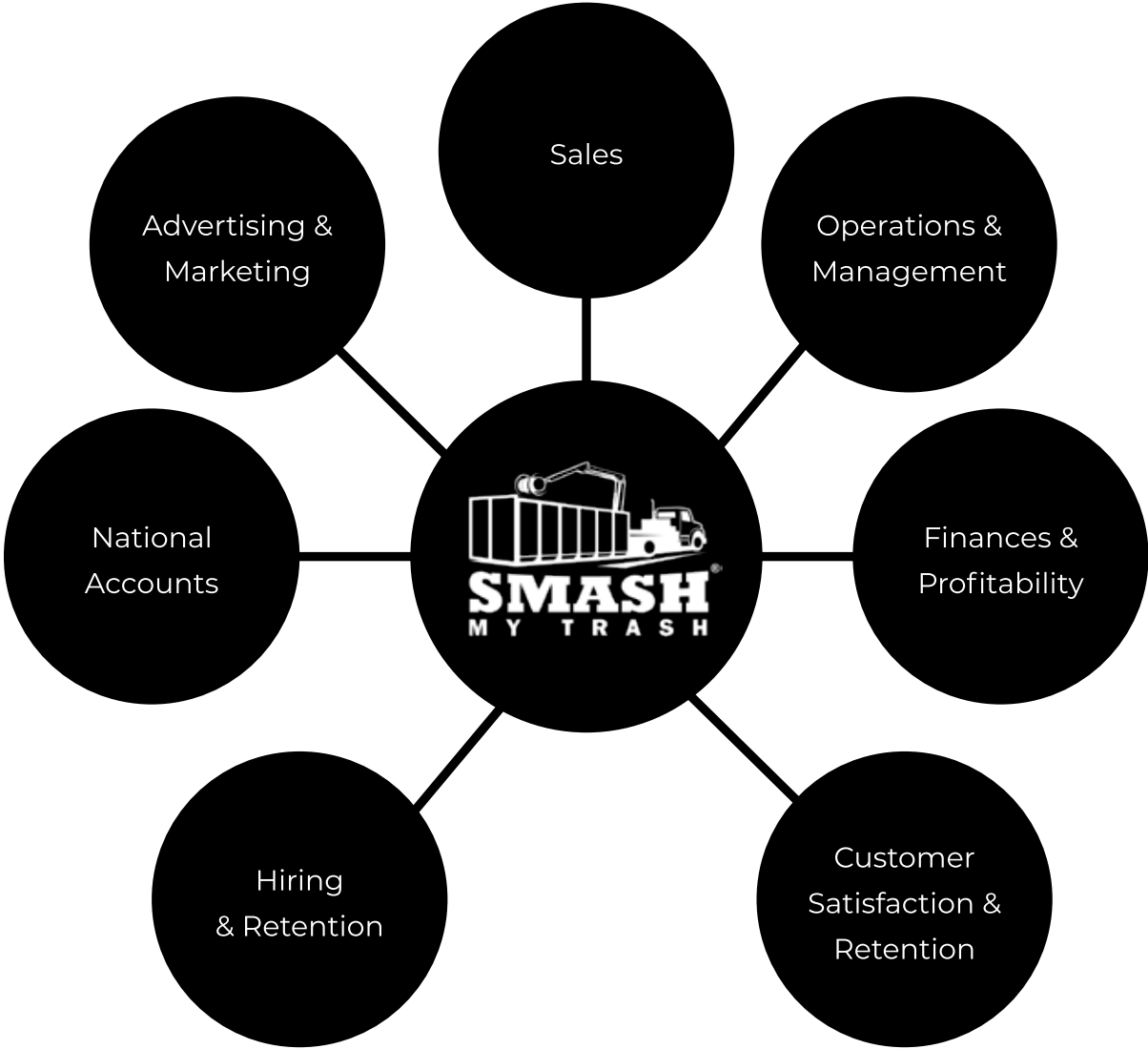
Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
<b>Establishing the business:</b> <ul style="list-style-type: none"> <li>• Licensing and Permitting</li> <li>• Administrative</li> <li>• Insurance</li> <li>• Banking</li> </ul>	2	0	Our facility in Carmel, Indiana or virtual
<b>Developing a Plan:</b> <ul style="list-style-type: none"> <li>• Knowing your Territory</li> <li>• Competitive Review</li> <li>• Market Planning</li> <li>• Business Plan</li> </ul>	4	0	Our facility in Carmel, Indiana or virtual
<b>Understanding the Equipment:</b> <ul style="list-style-type: none"> <li>• Basics</li> <li>• How to Operate</li> <li>• Technical details</li> <li>• Safety</li> </ul>	2	4	Our facility in Carmel, Indiana or virtual
<b>Marketing and Business Development:</b> <ul style="list-style-type: none"> <li>• Brand Standards</li> <li>• Marketing Support</li> <li>• Customized website</li> <li>• Lead Generation</li> <li>• Deal Management and Conversion Process</li> <li>• Sales Model</li> <li>• Generating Revenues</li> <li>• Strategic Planning</li> </ul>	6	0	Our facility in Carmel, Indiana or virtual

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
<b>Operations and Management:</b> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• Logistics</li> <li>• Territory Planning</li> <li>• Delivering Great Service</li> <li>• Customer Service</li> </ul>	4	0	Our facility in Carmel, Indiana or virtual
<b>Administrative:</b> <ul style="list-style-type: none"> <li>• Paperwork</li> <li>• Banking</li> <li>• Financial Management</li> <li>• Payroll</li> </ul>	2	0	Our facility in Carmel, Indiana or virtual
<b>Executing your Plan:</b> <ul style="list-style-type: none"> <li>• Go to Market</li> <li>• Financial Goals</li> <li>• Customer Acquisition Targets</li> </ul>	2	4	Our facility in Carmel, Indiana or virtual
<b>Infield Training:</b> <ul style="list-style-type: none"> <li>• Operations Training</li> <li>• Safety Training</li> <li>• Vendor Relationships</li> <li>• Service pricing and Terms Training</li> <li>• Prospect Sales Training and Demonstrations</li> </ul>	0	16	Your location, our facility in Carmel, Indiana or virtual
<b>TOTAL TRAINING HOURS</b>	<b>22</b>	<b>24</b>	

# Training and Support

## Ongoing support

Smash My Trash® offers ongoing and continued learning opportunities and support in all functional areas of business including all of the following:



# What is My Territory?

Smash My Trash® offers franchisees protected territories.

## What makes a good territory?

- **Population density:** At Least 200,000 people per territory.
- **Demographics:** A mix of industrial, commercial, and construction customers that need large-scale waste hauling and compaction services.
- **Commercial characteristics:** Sufficient local businesses that generate the type of waste Smash My Trash® is designed to handle.

Franchisees currently operate in hundreds of territories across the United States.

[Click here](#) to see where franchisees currently operate

Operating in hundreds of protected territories across the United States.



# Who is the Ideal Franchise Candidate?

Growth-oriented single and multi-unit operators

- Credit score of at least 660
- US resident or Green Card
- No criminal background
- No litigation or bankruptcy over the last 7 years
- Liquidity requirements - \$250k
- Net worth and collateral requirements - \$500k
- Prior franchise/business ownership experience a plus
- Hands on type person that wants to be actively involved
- Sales background/personality
- Good managing people/teams, type A, enjoys being around people



# How do I Finance My Business?

There are several ways franchisees can finance and scale their businesses. The most common are as follows:

- SBA
- ROBS (401K Rollover)
- Equipment leading
- HELOC (home equity line of credit)

Speak with a member of our franchisee recruitment team to help us determine your best options.



## What our Franchisees are saying

“Smash My Trash offers what every entrepreneur dreams of finding: a first-to-market new technology that is built from selling savings to your customers.”

“The true benefit of working with Smash My Trash, is the support its franchisor team of seasoned professionals provides to franchisees. We have been supported in sales, marketing, truck maintenance, and so much more. We have been allowed and even encouraged to share our collective input and help guide the exponential growth of our rapidly evolving franchise system. The combined wisdom of the many franchise owners is freely shared among the ownership group. I find it quite rare and wonderful that this camaraderie and willingness to help each other grow and succeed permeates our system; it is a team culture fostered by the franchisor. The strength of leadership is apparent from the top down.”

“If there is one regret, it’s that I didn’t know about this sooner.”

**Joe Oley**  
**Single Unit Owner**

“Back in 2020, our group was evaluating new franchise opportunities and we came across Smash My Trash. We were looking for a non-brick and mortar concept which had a low employee count and was a high profit margin business. Very few times do you find a concept that delivers on their unit performance in their FDD, and Smash My Trash is one of them. As a franchisee of multiple brands, I’ve looked for strong leadership from the franchisor before deciding to buy in. Smash’s leadership team is as solid as they come and have proven over the years that they care about the franchisees success, and will listen to suggestions and make appropriate changes.”

“To be successful in a franchise model you need to follow the franchisor’s plan. With that being said, there are always ways to improve the model and your particular units. Smash My Trash has an incredibly strong franchisee network that shares ideas and looks for ways to improve the processes. This is incredibly valuable.”

“If you are willing to put in the work, Smash My Trash is an incredible opportunity for any group. It’s a high profit margin business in a disruptive space with plenty of growth opportunities. That’s exactly what we are looking for.”

“The one thing I tell every franchisee is you must immerse yourself in the business for the first year, at a minimum. You need to learn every facet so you can train each section of the business to your team. This will allow you to grow in the future.”

**Matt Grabowski,**  
**Multi-Unit Owner**

**If I had to do  
it over again, I  
would have...**

“bought more of the major metro market that we started with.”

# What our Franchisees are saying

"Honestly, I was not actually looking for a franchise. A gentleman reached out to me because I have a heavy equipment background and pitched Smash My Trash. We chose to move forward because founder and CEO, Justin Haskin told us he was looking for people to run their own business. That resonated with us. What has surprised me most is the willingness of all of the franchisees to work together and share information at different phases of growth. And Justin has lived up to his statement and still encourages feedback from across the entire system. In fact, Justin put in place a council of franchise owners as a sounding board and conduit between the franchisor and franchisees. What an outstanding opportunity and culture!"

"Being first to market has its advantages and disadvantages. The biggest driver of our success is the team and culture we have put in place, and a relentless pursuit of demos, follow-ups, and closing new clients. Trash is not on the top of anyone's list until we make it and show them what we can do – so be relentless and do the hard work!"

"For those willing to do the hard work, follow the process, and learn about heavy equipment, the opportunity is tremendous. It offers not only flexibility but peace of mind knowing we are driving value, creating savings and efficiencies, and reducing carbon emissions. We are changing the face of the waste industry!"

*Smash My Trash has given me the ability to...*

"work with so many different businesses in different industries and truly deliver on my commitments as everything we do is measurable."

*If I had to do it all over again, I would...*

"have bought more territories. We waited and the ones we were looking at sold."

*The one thing I tell every new franchisee is...*

"This is not an easy deal. There is a lot of hard work involved. There are a lot of "nos" before you get a "yes." The sales cycle is longer than you would think. Be patient, keep following up, know you've got something of tremendous value whether some people choose to acknowledge it or not. You have an entire franchise network and a library of training to lean on, but you've got to be willing to do the work!"

**Sam Perossa**

**Multi-Unit Owner**

"Many factors led us to Smash My Trash – business-to-business, the waste industry, recession proof, value proposition. But what surprised me is how easy it is to be the "antithesis" of the dumpster companies from a customer service perspective and how simple the process is for the customer to save money!"

"As a franchisee, our biggest driver of success is our boots-on-the-ground strategy getting customers to understand what we do. The biggest issue at the beginning was just basic understanding of a better alternative to manage waste."

"It's been the best decision I've made from a business and family perspective!"

*Smash My Trash has given me the ability to...*

"grow a business from the ground up that has a direct impact on the financial freedom of my family."

*If I had to do it all over again, I would...*

"have bought more of the major metro market that we started with."

*The one thing I tell every new franchisee is...*

"to call me anytime. There is a wealth of knowledge in our franchisee system."

**Eric Capers,**

**Multi-Unit Owner**

# I am interested to learn more. What are my next steps?

Smash My Trash® employs a mutual investigation process to ensure we each match what the other is looking for.

## Questions you need to answer:

- Q 1.→ Will this business achieve my objectives with the highest degree of probability?
- Q 2.→ Is this the best use of my time, money, talents, and energy?
- Q 3.→ How closely do I match the profile of a successful franchisee?

## Questions we need to answer:

- Q 1.→ Do you have the necessary capital, skills, experience, and aptitudes to win as a franchisee?
- Q 2.→ Are you a culture fit? Do you fit in with the other franchisees? Do we share the same values?
- Q 3.→ Are you trainable and coachable?
- Q 4.→ How closely do you match the profile of a successful franchisee?

## First Step. Are you qualified?

Please review the financial qualifications and Ideal Franchisee characteristics on **page 21** to confirm you meet the minimum requirements before moving forward.

## Second Step. Contact us and let's speak.

If you believe you are a potential fit, contact: Bryce McGlothlin  
Phone: 434-305-2896 | Email: [bryce@franchiseperformancegroup.com](mailto:bryce@franchiseperformancegroup.com)

**Schedule a call: <https://calendly.com/brycefpg>**





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