

The background of the entire advertisement is a photograph of several white moving vans parked in a lot under a clear blue sky. A tall light pole is visible on the left. Overlaid on this image is the company logo. The logo consists of the words "Varsity Boys" in a bold, black, outlined font at the top. Below this is a large, stylized letter "V" with a red fill and a black outline. Underneath the "V" is the word "Moving" in the same bold, black, outlined font. Below "Moving" is a red ampersand "&". At the bottom of the logo is the word "Hauling Junk" in the same bold, black, outlined font. The entire logo is set against a white, cloud-like background.

Varsity Boys



Moving



Hauling Junk

Franchise Opportunities Now Available.

"Moving and junk removal is a fast-growing, highly profitable, and recession-resistant industry with no signs of slowing down. Based in San Antonio, Texas, Varsity Boys has become a trusted, go-to provider in the community and is now ready to help you achieve the same success in your untapped territory."



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Welcome to Varsity Boys Moving & Hauling Junk

Thank you for taking the time to explore a Varsity Boys franchise opportunity. We know there are plenty of paths out there — and we're honored you're considering ours.

Varsity Boys is built on hard work.

Franchise Model Highlights:

- **Dual-Revenue Streams:** Franchisees operate in both the junk removal and moving industries, allowing for year-round business and multiple income sources.
- **Recession-Resistant Services:** Emphasizes that both services are essential and in constant demand, even during economic downturns.
- **Scalable Operations:** Designed for single-unit or multi-unit ownership, with systems that support expansion.

**"Dual-Revenue Streams:
Franchisees operate in
the junk removal and
moving industries..."**

Hustle, and honor. We don't just move furniture or haul junk — we move fast, build trust, and lead with integrity. If you're here, it's because you see the value in a brand that's bold, reliable, and ready to win.

This brochure will walk you through what makes Varsity Boys different:

- Our dual revenue model
- Our extensive training and support
- Our wide-open territories



Why Franchise with Varsity Boys?

Built for Hustle. Backed by Integrity.

Varsity Boys is more than a moving and junk hauling brand — it's a proven system built for franchisees who want to lead with grit, grow with confidence, and build something that lasts. With low startup costs, wide-open territories, and two revenue streams from day one, we've made it easy to get in and get going.

Built for Leaders Who Show Up

You don't need a fancy degree or a million-dollar loan. All you need hustle, heart, and a team that backs you up. Varsity Boys was built for people who take pride in hard work and want to build something real — something they own.

We've stripped away the fluff and focused on what matters: a low-cost entry, a wide-open map of available territories, and a business model that earns from day one. If you're ready to lead, we're ready to hand you the keys.

**"Choose from wide-open markets
across the country. We'll help you lock in
a prime location with room to grow."**

Here's How It Works

Step 1: Claim Your Territory

Choose from wide-open markets across the country. We'll help you lock in a prime location with room to grow.

Step 2: Launch with Confidence

We provide the playbook, the branding, and the support. You bring the hustle, and we'll show you how to start building your crew.

Step 3: Earn from Day One

Two revenue streams — moving and junk hauling — mean you're never waiting to get paid. Every job is an opportunity.

Step 4: Build Your Legacy

Grow your team, expand your reach, and become the go-to name in your community. Varsity Boys is built for scale — perfect for multi-location ownership and long-term growth. The opportunity is as big as your ambition.

Territory Availability

Big Territories. Bigger Opportunity.

Each Varsity Boys franchise territory includes a minimum of 400,000 people, giving you room to grow, dominate your market, and expand your crew.

We don't do tiny zones or overlapping boundaries — your territory is yours to own.

Whether you're launching in a major metro or a fast-growing suburb, we'll help you secure a location with real potential. And if you're thinking long-term, multi-territory ownership is absolutely on the table.

**"Each Varsity Boys Moving & Hauling
Junk Franchise territory includes
a minimum of 400,000 people.
Giving you room to grow,
dominate your market,
and expand your crew."**



You're in Business for Yourself — Not by Yourself

From day one, Varsity Boys equips you with everything you need to succeed:

- Step-by-step training — covering operations, hiring, marketing, and customer service
- Ongoing support — real people, real answers, whenever you need them
- Growth guidance — strategies to scale, expand, and dominate your market
- Marketing playbook — proven tactics to drive leads and build your reputation

We're not just handing you a brand — we're backing you with a system that works.

And most importantly, our culture of leadership and grit Where Varsity Boy Wins. Training Program: Includes a 7-day informative "Training Camp," with hands-on experience.

"We teach you client retention techniques and how to create, and keep repeat buyers."

- Performance Team: Franchisees receive one-on-one coaching from business and marketing experts. We'll teach you client retention techniques, and how to create, and keep repeat buyers.
- Call Center Support: Centralized booking system that has handled over thousands of jobs.



Startup Costs & What You Get

Low Barrier. High Potential.

Launching your Varsity Boys franchise is designed to be affordable and fast.

Here's what's included:

- Franchise Fee: \$49,500
Covers your exclusive territory, brand rights, and onboarding.
- Startup Package: Included in total investment
Covers everything you need to launch:
 - o Lease deposits & business licensing
 - o Vehicle with branded signage
 - o Office equipment & computers
 - o Initial launch advertising
 - o Grand opening promotions
 - o And more — all tailored to get you moving fast
- Total Estimated Initial Investment: \$124,250 – \$223,450
Varies based on location, truck acquisition, and staffing needs.

**"Varsity Boys Moving
& Hauling Junk
is designed to be
affordable and fast."**

No hidden fees. No bloated overhead. Just a clear path to ownership and income.

Financials & Growth:

- Gross Sales For Moving: Approximately \$339 - \$7500 per move (2020 - 2025 data).
- Gross Sales For Junk Removal: Approximately \$108 - \$8,000 per job (2020 - 2025 data).
- Initial Investment: Ranges from Approximately \$124k - \$249K.
- Recurring Revenue: Emphasis on repeat business from clients, realtors, property managers, and commercial clients.



The Varsity Ethos

V.A.R.S.I.T.Y. — It's More Than a Name. It's How We Train & Support. Join our cultural foundation for hiring and team-building.

- V — Value Every Customer

We treat every job like it matters — because it does.

- A — Always Show Up Ready

On time, in uniform, ready to work. No excuses.

- R — Respect the Process

Follow the system. Trust the playbook. Deliver results, safe and efficient moves.

- S — Stay Sharp

Clean trucks, clean cuts, clean communication.

**"Join our cultural foundation
for training and team building"**

- I — Integrity First

Do the right thing — because it's the right thing to do.

- T — Team Over Ego

We work together. We grow together. We win together.

- Y — Your Reputation Is Everything

Every job is a chance to earn trust and build your brand. It's how we service!



Your Path to Ownership

1. Connect — Schedule a discovery call
2. Explore — Review our brochure on a teleconference
3. Qualify — Submit application and select/secure territory
4. Train — Attend Varsity "Training Camp."
5. Launch — Begin operations with full support
6. Scale — Grow into multi-unit ownership

Ready to Lead Your Market?

Start your 60-day opportunity today.

In just two months, you could be running your own Varsity Boys Moving Hauling Junk franchise — with full support, a proven system, and a brand built on hustle, honor, and heart. No Industry experience needed,,,

We've handled thousands of moves and junk removal jobs, and each one has helped shape a winning culture and a proven formula. This isn't just a business opportunity — it's a purpose-driven, team-oriented brand built for people who want to lead with integrity and have fun doing it.

"No industry experience needed..."

- ✓ No industry experience needed — we'll show you everything
- ✓ We walk you through every step — from licensing to launch
- ✓ Full training, support, and marketing setup
- ✓ Wide-open territories are available now
- ✓ Two booming services under one trusted brand

We're excited to show you what's possible — and even more excited to help you lead your market. Why Now?



Top 4 Reasons to Partner with Varsity Boys

1. Extensive training program, a system that's proven — we've got the playbook!
2. Dual revenue model with powerful income potential
3. Wide-open territories in many fast-growing states
4. Escape the 9-to-5 grind with a business of your own

**Ready to stop watching others succeed?
Take the next step and be Varsity.
Ready to Lead?**

You've seen the opportunity. You've seen the system. Now it's about one thing: taking the lead.

Varsity Boys isn't just a business — it's a brand built for people who want to build something real. Something respected. Something that lasts.

We're here to support you every step of the way.

You bring the drive. We bring the playbook.

Let's build your future — the Varsity way.

Let's talk.

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Claim Your Territory Before It's Gone





***YOUR TRUSTWORTHY and DEPENDABLE MOVING
and JUNK HAULING COMPANY***

***Varsity Boys Moving & Hauling Junk
Hard Work. Hustle. Honor.***

Franchise Opportunities Now Available

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