

ZIPS Dry Cleaners leverages ERA Group expertise — reducing lease expenses by 32%

“The ERA team was awesome. They took a professional approach in helping me understand the market and the options available. I would never have been able to get through this process so rapidly or create this much value on my own. I recommend all Zips Franchisees have a conversation with ERA.”

JOHN CASIELLO, FRANCHISE OWNER - ZIPS WARMINSTER



Total savings: **32%**



Monthly Lease
32%

The client

Founded in 2002, ZIPS Cleaners brought a revolutionary approach to Dry-Cleaning. Since then, ZIPS has grown a franchise network of more than 65 locations cleaning over 20 million garments per year.

The challenge

During the initial assessment, ZIPS shared that some franchises were facing challenges with their lease negotiations after receiving rent reductions from landlords during the pandemic. Landlords who, post-pandemic, are looking to return to original lease terms.

The solution

In examining the needs of the business, ERA learned the owner was not in a position to move locations. Additionally, there was already a restrictive long-term contract with the landlord. Despite these challenges, our specialists worked with the client and property manager.

The result

The client saw a 50% reduction in deferred rent and secured 32% savings off the base rental. Additionally, ERA's knowledge transfer positions the franchise owner for success in future negotiations.

