



Odor & Stain Control For Real Estate Professionals

Listings that exhibit stains and odors are less likely to sell and far less likely to bring their asking price. But you already knew that.

We've been helping people salvage "trashed" hardwoods, carpet, furniture and more since 1988. We can help you maximize your listings' perceived value for prospective buyers and help retain their value should you relist them someday.

Our product, DooDoo Voodoo, is plant-based, made right here in Indianapolis and its sales support animal charity work. DooDoo Voodoo greatly discourages pets from resoiling (more on this in a moment) and helps keep animals alive and in their forever homes, so it's a win-win for everyone involved — both two-legged and four-

The History

We've been active in animal welfare since 1983. We're the founders of two federally licensed 501(c)(3) animal charities, a regional coalition and a charitable private foundation. We have worked closely with law enforcement and government officials on animal-related legislation, the Pet Friendly license plate, puppy-mill raids, undercover investigations and more. We lectured at a statewide conference at the esteemed Purdue University College of Veterinary Medicine. We founded & operated a nonprofit, high-volume spay/neuter clinic where we did up to 92 surgeries a day. We operate a rescue shelter where we provide lifelong care for special-needs animals. So, we've battled more than our share of stains and odors and were uniquely qualified to invent the world's best stain and odor control product!

Why DooDoo Voodoo Is The Smartest Choice

Simply put, DooDoo Voodoo has every benefit you could ever want in a stain and odor neutralizer. But instead of going through the entire list, I'll focus on the benefit I think is most important for real estate professionals: that DooDoo Voodoo works where other products --- including professional cleanings --- have failed. From a chemistry standpoint, DooDoo Voodoo doesn't "see" any products that may have been used before. So, even if stains and odors have been treated with the usual suspects such as baking soda, white vinegar, store-bought enzymes, etc., DooDoo Voodoo will still work.

Time's A Wastin'

Speaking of enzymes, which seem to be the type of product people misguidedly often think of when they want to treat stains and odors, here's why they're not the smart choice. Enzymes are temperamental and require a very specific operating environment that your listings are unlikely to provide. They also take days to start working, whereas DooDoo Voodoo starts immediately and will help you get a property showing-ready fast. Last, enzymes require a consistently wet environment to work in, so you'd have to keep all the areas covered with moist towels and would have to keep changing them out as they dried and wicked up the offending organic material. Luckily, none of this is necessary with DooDoo Voodoo.

With Or Without Carpet Cleaning, DooDoo Voodoo Rules

DooDoo Voodoo is loved by professional carpet cleaners, including in some high-ticket areas like Colorado ski resorts, and solves their toughest odors and stains. Red wine? Sure. Spilled milk? Absolutely. If it's an organic stain or odor, we can treat it. So, whether your listings' issues are in the carpet fibers or deep down in the backing, pad and subfloor, DooDoo Voodoo will save the day. (And be sure to ask for our advice on how to best use DooDoo Voodoo on carpet. Hint: the usual method may not be the best.)

Here's great news, though. Many stains and odors can be solved without even cleaning the carpet! As our federally registered trademark says, just pour it, leave it, love it.® Even years-old stains often disappear right before your eyes.

Go Deep

Speaking of subfloor issues, it's common for urine to soak into the concrete or wood subfloor, both of which are very porous and will harbor the odor-causing bacteria for a long time, putting off the foul odors you're so familiar with. But don't sweat it! DooDoo Voodoo, used properly, is phenomenal at salvaging subfloor that you thought was ruined and would

have to be replaced. Let us advise you on how to best solve this common problem --- faster, cheaper and easier than you expect.

Resoiling

As it relates to your listings, a huge advantage DooDoo Voodoo offers is that it is extraordinarily effective at discouraging repeat soiling. So, after you use DooDoo Voodoo to de-stink and de-stain a property, you'll have peace of mind in knowing that you've done everything possible to keep the new owner's pet from smelling the previous resident's pet and feeling the need to start marking her new territory.

Versatility

DooDoo Voodoo is great on carpet, upholstery, tile & grout, hardwoods (whether intact or in need of refinishing), countertops and more. Our concentrated, plant-based formula can be mixed as strong or weak as the particular odor and stain demands. Stains and odors from babies, children, pets, elder parents and general family life are no match for DooDoo Voodoo's unique neutralization action. And DooDoo Voodoo is *soooo* easy to use.

Cost Effective

You might think that the industry's best-performing product would also be its most expensive, but DooDoo Voodoo costs a fraction of what other products can. Here are a couple eye-opening comparisons for you. A product advertised on TV costs **\$3,686.40** to yield X gallons of usable product, whereas DooDoo Voodoo only costs **\$163.90**. It's true! An Amazon product (that doesn't even have DooDoo Voodoo's advantages) costs \$39 a quart, whereas DooDoo Voodoo costs as little as 49¢ (based on diluted Concentrate)! Nothing works better OR is more affordable than DooDoo Voodoo.

Return On Investment

The small amount of time and money invested in DooDoo Voodoo will pay you back many times over. In fact, one "trashed" listing sold for an estimated \$72K more than the agent said it would before DooDoo Voodoo treatment.

The Gift That Keeps On Giving

If your clients are happy with your service when they buy a home, they'll likely call you when it's time to sell that home. Let DooDoo Voodoo help ensure that you get the property back in resellable condition! And be sure to include DooDoo Voodoo and a folded brochure in the gift bags or gift baskets you probably give clients when they purchase a property through you. They'll be prepared to stay on top of pet- and baby-related stains and odors.

Availability

DooDoo Voodoo is available through our website and from select local retailers and veterinary clinics. For emergencies and large orders, we can deliver DooDoo Voodoo (fee may apply; limited delivery area) and are happy to offer our helpful onsite assessment and guidance to help ensure that the job is successful.

The Wrap-Up

DooDoo Voodoo works better, works faster, costs less, is made in Indianapolis, can help keep your listings in tip-top shape and the money raised helps save needy animals' lives. There are zero disadvantages to using and recommending DooDoo Voodoo.

See the next page for some amazing photos. And for the more complete story on DooDoo Voodoo, including case studies, user testimonials, FAQs, heartwarming stories about our animal charity work and more, please visit our website at www.doodoovoodoo.com.

I appreciate your interest in DooDoo Voodoo and am always available --- *with zero pressure* --- to answer your stain and odor questions. Reach out anytime at eric@doodoovoodoo.com or at 317-762-ODOR.

Best Regards,



Eric Smith
Founder & President



DooDoo Voodoo: It's Science, But It Works Like Magic!®



Qt. Of Concentrate



Qt. Of RTU (Ready To Use)



Not Necessary!



No Reports Of This!



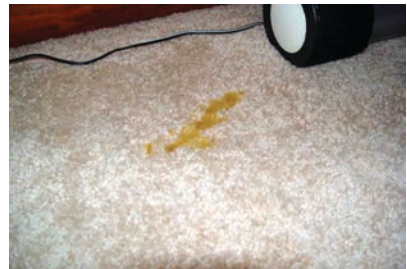
Removed These Stains AND Odors. Renter Got Damage Deposit Back!



Not Necessary With DooDoo Voodoo, Unlike "Enzymes"



Look How Clean! Notice The Urine Water We Extracted.



Didn't Even Blot Up. Just Poured DooDoo Voodoo. No Resoiling!



Blood Clots From A Kitty W/ Metastatic Cancer. Just DV, 5 Min., Paper Towels & Extraction W/ Small, Handheld Machine.

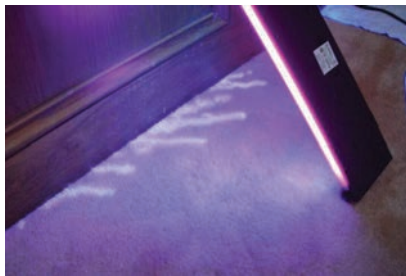


26-Hour-Old Cat Vomit Before DooDoo Voodoo & Carpet Extraction

Vomited Food From Same Kitty. Just (1) Qt. RTU DooDoo Voodoo & Extraction With The Same Handheld Cleaner.



Cat Vomit! After DooDoo Voodoo & Carpet Extraction. This Took Less Than 5 Minutes, The Machine Only Had Suction, Not Brushes For Agitation...And We Used Less Than One Quart Of RTU DooDoo Voodoo!



The DooDoo Voodoo Blacklight Shows The Problem Areas



Pee Extracted From 34 Sq. Ft. Of Carpet. With DV, Didn't Even Stink.



Salvaged This Tile, Grout And The Valuable Antique Cabinet.



Professional Carpet Cleaners Love DooDoo Voodoo!



Phenomenal For Cleaning & Deodorizing Hard Surfaces!