

Transaction Announcement

PURSANT'S INVESTMENT BANKING PRACTICE IS PLEASED TO ANNOUNCE **SPARKLETEAM HAS BEEN ACQUIRED BY JDI CLEANING**

OUR CLIENT

ST Franchising Systems, LLC ("[SparkleTeam](#)") was founded over 20 years ago and since its founding has remained owned and operated by Arely Castellon and Henricus Cox. The Company is headquartered in Boca Raton, Florida and is highly regarded as a franchisor known for its commitment to environmentally friendly and sustainable janitorial services. SparkleTeam's franchise network consists of over 20 franchisees which services over 100 commercial and medical facilities, all of which are located across Florida's southeast counties of Broward, Palm Beach and Northern Miami Dade.

THE TRANSACTION

In late 2024, SparkleTeam was acquired by JDI Cleaning Limited Partnership which operates JDI Cleaning Services ("[JDI Cleaning](#)").

JDI Cleaning, headquartered in Burlington, Ontario and founded in 1992, is a Canadian franchisor providing janitorial services to commercial, medical, industrial, education and retail facilities. Its franchise base consists of over 170 franchisees which serve more than 2,000 clients across 14 Canadian regions. JDI Cleaning is ranked number 13 in the 2025 Elite Franchise Canada's Top 100 Awards. It is a portfolio company of TrussPoint Equity Partners ("[TrussPoint](#)"). Anita Elliot, JDI Cleaning's President, has over three decades of professional experience in the commercial cleaning franchise industry.

HOW PURSANT HELPED

Pursant served as SparkleTeam's exclusive M&A advisor, managing the entire process from preparing the company for a strategic transaction to managing all aspects of the process. Pursant performed a sell-side Quality of Earnings analysis, developed transaction related materials, created and managed the dataroom, curated a carefully selected pool of potential transaction partners, managed due diligence and supported the legal process through close.

While there was interest from several strategic and financial parties, JDI Cleaning emerged as the optimal party due in large part to the strong cultural and value alignment between the organizations. Also SparkleTeam provides JDI a great platform to launch their expansion and establish a meaningful presence in the US market.

BUYER'S REMARKS

Anita Elliot, JDI Cleaning President

"The acquisition of SparkleTeam marks JDI's entry into the United States, and we are beyond excited to be partnering with such a remarkable team. SparkleTeam is known for its fantastic culture and commitment to excellence, which will greatly enhance our network, making this partnership a pivotal step in broadening JDI's reach across the continent.

We are thrilled about the opportunities this brings to both of our teams and the enhanced support we will provide to our franchisees and their communities.

We very much appreciate everything the Pursant team did to help make this deal happen. While they always had their client's best interest in mind, they were very constructive, reasonable and easy to deal with. Thank you to Scott and the entire Pursant team for helping make this great deal come together."

SELLERS' REMARKS

Arely Castellon, SparkleTeam President & Henricus Cox, CFO

"We are immensely proud of the business we built together and are confident that our franchisees will continue to thrive through SparkleTeam's partnership with JDI.

JDI has many years of expertise in the commercial cleaning franchise space, and knowing that our franchisees, employees and clients will be well-supported gives us great peace of mind as we step into retirement.

We initially approached Mark Herbick, Pursant CEO, at a BSCAI event letting him know we were ready to sell, and within a year of that discussion we completed the transaction with JDI. It was a real pleasure working with the entire Pursant team. They stood by us every step of the way and were unwavering in their commitment to help get us a deal that met our objectives. We are glad we selected Pursant and thank them for their partnership."

PURSANT'S REMARKS

Scott Glickson, Pursant Managing Director

"Working with Henricus and Arely was a pleasure. They built a great business and operated it with excellence for over two decades. They are professionals in every sense of the word. While this process was new to them, they made it look easy staying balanced throughout and navigating all phases seamlessly. Also and importantly, Henricus and Arely are a lot of fun to be around both with great sense of humor that was regularly on display.

We wish them great success as they close this chapter and begin their next. We also look forward to following the SparkleTeam story as Henricus and Arely set their company up for great future success by putting it into the hands of the JDI Cleaning team."

Mark Herbick, Pursant Founder and CEO

"From the moment I met Arely and Henricus at the BSCAI industry conference in Las Vegas, I knew they had a special business and were special people. Their history of being successful business professionals before starting SparkleTeam was readily apparent in how they operated their business, and their warm and friendly demeanor made the transaction a truly pleasant experience for our team."

ABOUT PURSANT

Pursant is a middle market advisory firm specializing in M&A, private capital market financing, transaction advisory services, financial leadership support and business value enhancement consulting. Our powerful, integrative and customized suite of services deliver the insight and guidance parties seek to, confidently navigate strategic transactions and complex financial matters, enhance enterprise value and optimize leadership performance