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Stratus Building Solutions Offers New Franchise Website

Easier navigation and additional features enhance user experience for www.stratusclean.com.

ST. LOUIS, MO, November 17, 2011 **/24-7PressRelease/** -- Stratus Building Solutions releases updated franchising website to enable a more streamlined, user-friendly experience, the facility services franchisor said Wednesday.

The site, www.stratusclean.com, is aimed at individuals seeking more information on the franchising division of the company. The site offers easy-to-find locations, franchise testimonials and company blog.

The company said the website provides a look into the culture of the organization that lends to the ability to celebrate awards such as #1 Fastest Growing Franchises, top ten in the 50 Top Franchises for Minorities and the Inc. 500.

Dennis Jarrett, CEO, says, "We are proud to share the development of the Brand with the rest of our company and everyone interested in learning about franchising in general. We have found a steady success in which we can share with the world and a new website is just the avenue in which to share."

The revamped site provides a multimedia experience where visitors gain information by clicking on graphics, watching videos and seeing what real Stratus franchise owners say. Ways to connect via social media and to initiate contact with the company are now prominent and easy to locate.

"The development of this website came strictly from the viewpoint of the user. We wanted to ensure the customer - or the person looking for franchising information - had a clear path to just the content they were looking for," stated Marisa Lather, National Marketing Coordinator.

The front page of the website is clearer and brighter which is organized conveniently into seven tabs - Cleaning Franchise, About Us, Press Room, Testimonials, Locations, Accolades and Blog. Ease of use for the end user was the number one goal and has been accomplished.

Stratus Building Solutions is an international building services company recognized as the fastest-growing company of its kind. They are setting new standards in the building services and maintenance franchise industry by being the first to offer Green Cleaning janitorial, hygienic cleaning and sanitization, Private Line products and green consulting services.

Please call 877.731.2020 for further information.