



THE HOTTEST INSULATION FRANCHISE AVAILABLE

USA Insulation offers a singular service—insulation—to the **70+ million** homes in the U.S. that lack proper insulation. Our simplified model makes business ownership and management easier for savvy entrepreneurs looking to own their piece of a booming home services industry.



PROPRIETARY PRODUCT

Our premium product is made in the USA and exceeds anything else on the market.



NO SWINGING TOOLS

Our franchisees manage their installers and salespeople. They don't need to install insulation.



FEW DIRECT COMPETITORS

No other brand in the insulation industry can match our high-quality product and service.



NO SEASONALITY

Customers throughout the country, in every climate, can benefit from improved insulation.

USA INSULATION BY THE NUMBERS

\$2,025,126

Average Gross Sales/Location*

99 UNITS

Operating in 54 Markets

35+ YEARS

of Unparalleled Service

INVESTMENT LEVEL

\$100,000

Minimum Liquid Capital Required

\$269,500 to \$399,000

Total Estimated Initial Investment

Ranked #114 in the 2022 Entrepreneur Franchise 500



20% OFF

Initial Franchise Fee for U.S. Military Veterans



BACKED BY INDUSTRY EXPERTS

With USA Insulation, our franchisees receive ongoing support from an entire family of home service brands, creating even more opportunities to make a difference for customers in the highly rewarding home services industry.



WORLD-CLASS MARKETING

We provide exceptional marketing support customized for each unique market and designed to help franchisees draw in every customer around.

- Individual micro-sites
- Social media support
- Print and traditional media
- Multi-media advertising

TRAINING & SUPPORT

Our franchisees receive top-of-the-line training to turn them into insulation experts. Training covers insulation procedures as well as sales, marketing and more.

- Superior training from industry experts
- Hands-on training and instruction at our office
- Grand opening support at franchise location
- Ongoing support from corporate team and fellow franchisees



WES SATTLER 440.306.5862 / WSATTLER@USAINSULATION.NET

1384 E. 26th St, Cleveland, OH 44114

**Represents the Average Total Gross Sales per location in CY2022 of the Affiliate Business and Representative Franchisees during the Measurement Period. Refer to Item 19 of the USA Insulation Franchise Disclosure Document 2023 for additional information.

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. If you are a resident of or want to operate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.