



HEATING + AIR PARAMEDICS™

FRANCHISE PROGRAM OVERVIEW

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Who is Heating + Air Paramedics?

Heating + Air Paramedics is a family-run franchise that's cooling down our customers and heating up the future.

We continue to run the original founding company, which started eleven years ago. Transforming a one-truck team into an entire fleet of vans and technicians (called paramedics), we're looking to grow with business owners like you.

We're a family-first business dedicated to serving our communities. We welcome franchise partners that share our core values of honesty, integrity, and higher levels of customer service.



What Makes Us Different: Our Hometown Roots



There is something about growing up in a small-town family business. Small business owners know their customers by name, don't use high-pressure sales tactics, are available whenever the need arises, and treat every home they enter as respectfully as they would their own.

At Heating + Air Paramedics, we are proud to be the people behind the brand. We are still founder-led by industry veteran, Ryan Carpenter, who brings over 20 years of experience in HVAC and plumbing, small business ownership, and franchising. Our communities know they can depend on us for all their residential heating and cooling needs, maintenance, emergency repairs, and so much more.

This is your opportunity to grow with a Heating + Air Paramedics franchise. Be there for your friends and neighbors, while building a business you are proud to own.



Meet Our Founder: Ryan Carpenter



Ryan Carpenter grew up working in his family's plumbing and HVAC business, in the small town of Coldwater, Michigan. It was there that he learned what it meant to work in service of others.

Ryan founded Plumbing Heating Paramedics in 2011 and has spent the last decade building the organization to where it is today – part of the Threshold family of brands and ready for YOU and other franchise owners to achieve the business future you've always wanted.



About **Threshold Brands**

Threshold Brands was established in April of 2021 by global private equity firm, The Riverside Co. The Threshold Brands franchise portfolio is a multi-brand network of home services concepts, with hundreds of franchised units under its umbrella.



“The addition of the Paramedics brands fit in perfectly with our continued expansion of the Threshold Brands platform, enabling us to serve more customers and geographic footprints.”

Imagine being a part of the close-knit Heating + Air Paramedics family, while also being supported by the strength of Threshold Brands, a giant in the franchised home services space.

Who We Are Seeking

Are You Ready to Join Heating + Air Paramedics?

Calling all HVAC professionals and business owners who are ready to grow with the Heating + Air Paramedics brand.

We seek motivated business builders and professionals who are familiar with the HVAC industry or have the capability to employ licensed HVAC professionals.

Ideal candidates excel at customer service and understand the value in an honest, service-based business. As a Heating + Air Paramedics franchise owner, you will take pride in being relied upon by your community, day or night.



What **You Will Do**

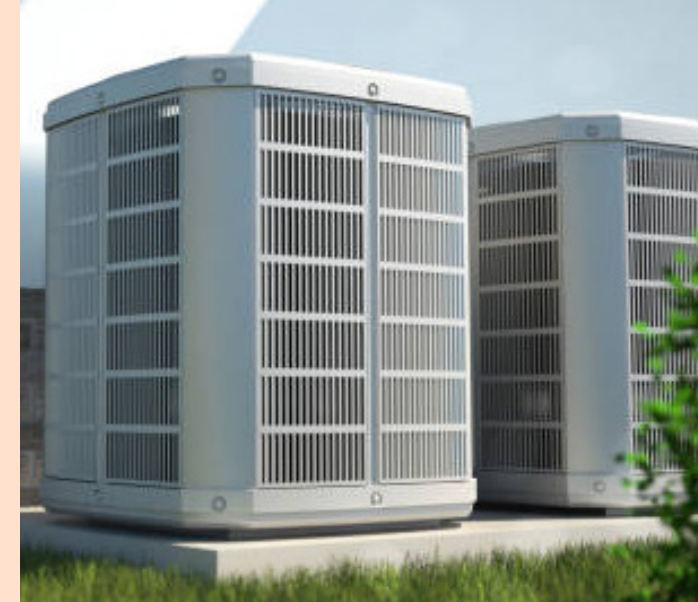
Be ready to scale your business the smart way.

You'll offer quality HVAC solutions to customers for all their heating and cooling needs! Your customers will see your dedication to residential services provided in the places people call home. As a Heating + Air Paramedics owner, *you're in the PEOPLE business first.*

Services you will offer:

- **Heating:** new heating units, heating repairs, furnaces, energy saving, ductless heating, heat pumps, and more.
- **Cooling:** new air conditioning units, AC repairs, ductless AC, programmable thermostats, energy efficiency solutions, and air quality analyses.

Utilize efficient business practices developed by the Heating + Air Paramedics team, and take advantage of streamlined operations and technology tools designed to keep your HVAC business running smoothly.



Your **Business Location**

Whether you are new to business ownership or converting your HVAC business, Heating + Air Paramedics has you covered.

New Franchise Owners: Enjoy the flexibility of the Heating + Air Paramedics model. As a new owner, you can choose to start and operate your business from home for up to one year, and then scale up to an 1,800 to 2,400 square foot space. Plus, we'll make sure you have the proper equipment and vehicle branding to start your business strong.

Current HVAC Business Owners or Add-On Owners: Our team will work with you to transition your brand and adopt the Heating + Air Paramedics' best business practices and operations. PLUS, tap into our hands-on marketing assistance to build the HVAC business you have always dreamed of having.

Industry **Snapshots**

U.S. consumer demand is rising for better air quality and climate control within the home.

The U.S. HVAC industry is valued at \$57.8 billion in 2020 and is expected to reach \$82.5 billion by 2026 and grow at a CAGR of 6.1% from 2021-2026.

81% of homeowners will make indoor air quality their main priority.

Nearly 90% of American households have some form of air conditioning.

Nearly 70% of consumers place value in companies that demonstrate excellence in customer service.

*Sources: Statistica, HomeAdvisor, PolicyAdvice, Bureau of Labor, International Energy Agency, Mordor, ACHR News

It's time to take advantage of industry trends while leveraging the experience and expertise of the Heating + Air Paramedics and Threshold Brands teams.

Why Own a Heating + Air Paramedics Franchise?

Some important reasons to consider Heating + Air Paramedics to build your professional future:

Founder & Expert Led

Still founder-led by industry veteran, Ryan Carpenter, who brings over 20 years of experience in HVAC and plumbing, small business ownership, and franchising.

Comprehensive Training & Support

Our step-by-step operating process is what separates us from others. From initial pre-launch to ongoing training and support - our proven operations models mean more consistent service delivery.

Proven Strategic Pricing & Financing

We know the delicate balance between staying competitive and not losing profit margin. Quarterly strategic pricing and financing options give customers the ability to make more informed decisions.

Hot Brand Partnerships & Buying Power

We have the buying power you need to compete on a national level. Attract the attention of customers in your territory with key partnerships and pre-negotiated discounts with partners like Ferguson Supply and Trane Systems.

Hands-On Business & Marketing Coaching

Our marketing and ops teams continuously evaluate industry and internal trends and share proven strategies with our franchise partners. Stay connected with weekly, quarterly, and semi-annual meetings.

Recruitment & Retention

Broaden your hiring reach with access to industry-experienced recruiting resources. Improve retention with our insights to keep your valued techs happy.

Multiple Large Territories Available, with Exclusivity

We offer multiple available territories for both new businesses and conversions in key markets nationwide where other brands are over saturated.

Isn't it time you joined the Heating + Air Paramedics Team?

Franchise Facts & Figures

Whether you're interested in a new franchise or conversion opportunities, Heating + Air Paramedics can help you based on your investment level and franchise goals.

| New Franchise Financials | Conversion Financials |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| \$40,000 Franchise Fee | \$0 Franchise Fee |
| \$130,075 - \$237,425 Estimated Initial Investment Range | \$45,075 - \$112,425 Estimated Initial Investment Range |
| 5% or \$1,500/month Royalty Fee | 2% Royalty Fee first 24 months 5% or \$1,500/month Royalty Fee after 24 months |

Where We Are Expanding

We are excited to expand the Heating + Air Paramedics brand across the country. Indiana, Ohio, Kentucky, Illinois, and Michigan, in particular, are hot growth markets.



Franchise **Support**

Ready to rev up your business goals? Pursue your entrepreneurial dreams with a mission-driven and purpose-led brand. Enjoy the benefits, backing, tech, and small-town ownership attention combined with the support of a highly experienced team that knows how to scale and develop your business.

Proven Business Model

Including our integrated business management systems with P&L insights to take the guesswork out of running your business.

24/7/365 Call Center Response

Never miss a request and increase your call conversion-to-appointment ratio.

Comprehensive Training & Support

Our step-by-step operating process is what separates us from others. From initial pre-launch to ongoing training and support, we work with you at every stage of your business development. Our proven operations models mean more consistent service delivery.

Marketing Services

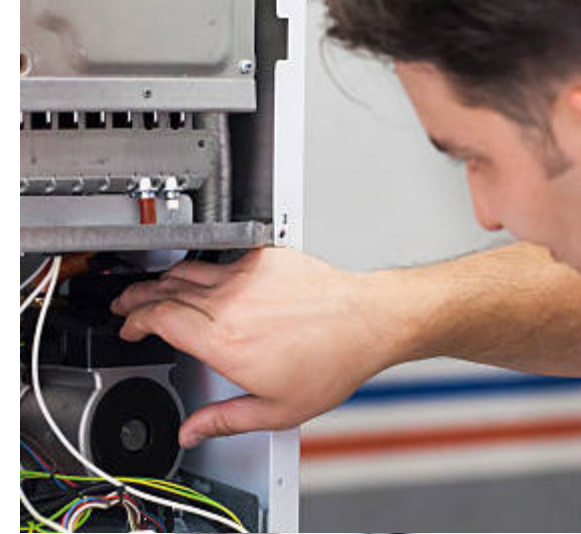
Expert advice and enhanced digital and local advertising to attract residential and commercial customers.

Mobile Technology Solutions

Real-time inventory management, tablet-based payments, consumer financing, and payroll processing.

Be in Business For Yourself, Not By Yourself

Enjoy the freedom of business ownership, benefit from our hands-on proven systems and solutions and still be the 100% owner of your future success.



The Threshold Difference

Take advantage of the full support from Threshold's Shared Services Marketing Department

- In-house resources for your local digital marketing efforts
- An entire in-house creative team for vehicle wraps, marketing collateral, a marketing playbook and so much more!



What Homeowners Say About Us



Three words for Ryan and his company, HONEST and AMAZING!!!!!!



The Employees at this company are not paid on commission and really do right by the customer.



Everything was great from start to finish. Professional, timely and did a great job explaining things to me and going over everything. I would give an A+ for customer service as well and you could tell he was very honest about his estimate and what steps we should take going forward.



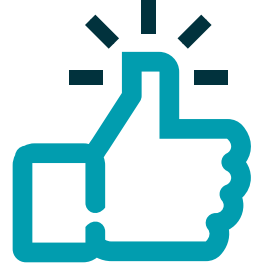
The tech was quick and very knowledgeable.



I was so impressed with both gentlemen that came out; I purchased a service agreement for the company for the following year. I typically refuse to do things like that out of distaste for pushy salespeople, but these two were up-front, pressure-free, and only discussed the services or needs that I asked them to. I couldn't be happier with the service.



Achievements



Steps to Opening a Heating + Air Paramedics Franchise

1

Complete an Inquiry Form

2

Connect with Our Franchise Team

3

Review the Franchise Disclosure Document

4

Meet the Heating + Air Paramedics and Threshold Teams for Discovery Day and Meet our Founder

5

Sign the Franchise Agreement

6

Attend Training and Hire Your Staff

7

Launch Your Heating + Air Paramedics Franchise!

Contact Us **Today**



HEATING + AIR PARAMEDICS™

e: franchise@HeatingAirParamedics.com

w: HeatingAirParamedicsFranchise.com

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This advertisement is not an offer to sell a franchise. An offer can only be made by a disclosure document filed first with the appropriate agencies of the respective filing states. Such filing does not constitute approval by any such agencies.