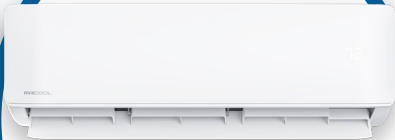




A COOL

FRANCHISE

OPPORTUNITY AWAITS



**JOIN OUR
GROWING FAMILY**



**BE YOUR
OWN BOSS**



MRCOOLFRANCHISING.COM

About

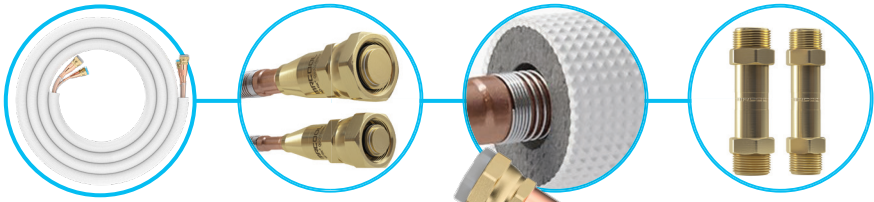
MRCOOL® is a manufacturer of innovative and high-quality HVAC systems. The company was founded in 2014 by a team of experienced HVAC professionals who wanted to create a new standard for affordable high-performance air conditioning and heating systems. At the time of its founding, MRCOOL® was a small startup with big ambitions. The company quickly gained recognition for its cutting-edge technology and innovative design, and it began to attract an expanding, devoted customer base.



What sets us apart?

We are the **ONLY** true DIY heating and cooling system in the North American market and that is because of our **QUICK CONNECT LINE SET**. Simply put, this patented line set makes amateur DIY installation possible. No special tools or training are required.

- Quick Connect® Valves
- Simple Screw-On Connectors
- Leak Proof
- Connect line sets together with MRCOOL® DIY® Coupler
- 100% pre-charged



Reasons to Own

ESTABLISHED BRAND: MRCOOL® has built a strong reputation in the HVAC industry, which can help you attract customers who are already familiar with the brand and trust its products.

TRAINING AND SUPPORT: As a franchisee, you can expect comprehensive training and support from MRCOOL®. This entails receiving education on product knowledge, marketing and advertising strategies, effective business management techniques, warehouse operations, and logistics management.

GROWTH POTENTIAL: The demand for energy-efficient and eco-friendly HVAC solutions is on the rise. MRCOOL®'s innovative products cater to this market, providing you with a growing customer base and opportunities for expansion.

ACCESS TO ADVANCED TECHNOLOGY: MRCOOL® is known for its cutting-edge HVAC technology, such as the MRCOOL® DIY® ductless mini-split systems. By partnering with MRCOOL®, you can offer your customers the latest and most advanced HVAC solutions.

MARKETING ASSISTANCE: MRCOOL® offers marketing support to help you establish and grow your business. This includes assistance with branding, advertising and promotional materials.

ONGOING PRODUCT DEVELOPMENT: MRCOOL® is committed to continuous innovation, which means you can expect to offer your customers new and improved HVAC solutions as they are developed.

The Investment

This chart outlines some key areas of the initial investment, and ongoing support to help MRCOOL® owners to launch and grow.

Startup Investment	Inquiry Only
Initial Franchise Fee	\$50,000
On-going Royalty	1% of Gross Sales
Brand Development Fund	.75% of Gross Sales
Grand Opening	\$2,000 - \$5,000

Offering by Prospectus Only

The Initial Franchise Fee includes 1 week of the MRCOOL® pre-opening training program. We invite a managing owner and one operating manager to join us at our US Headquarters and Training Center in Hickory, Kentucky. Training will cover both the management and technical side of operations. We include: daily operations, technology, advertising, product catalogs, social media support, local marketing, financial management, warehouse, inventory and logistics management. Here you will spend time with your back-office support team, learn all about the MRCOOL® product lines, the history of the brand and how to set up your Franchise location to start selling right away!

We offer additional training and support in your MRCOOL® Franchise location as you're ready to open. Owners have our ongoing guidance to help develop, grow and become an active part of each local community served by the MRCOOL® showrooms.

FAQs

How big is a MRCOOL showroom and overall warehouse space?

Your showroom can be between 700-1100sf. The overall size of the warehouse can range from 25,000sf to as large as 100,000sf.

How long does it take to launch?

You should be able to open in as few as 3 to 4 months. It depends on how quickly pre-opening steps and training are completed.

Do I have to be an owner operator?

No. While it is nice for our owners to be actively involved, you may hire a general manager to oversee day to day operations while you focus on marketing, business development and fiscal management.



Do I have a protected territory?

Yes. A Designated Territory encompasses an area containing 1,000,000 households ("Base Territory").

Can I own a larger territory?

Yes, a limited number of additional households can be purchased at \$0.05 per household. (*subject to approval*)**

Can I own more than one franchise?

Our multi-unit program provides an opportunity for up to 5 franchises. We also provide discounts on the franchise fees for multi-unit investments.

***Approval is based on Franchisor's sole discretion upon market research*





MRCOOL®
COMFORT MADE SIMPLE

JOIN OUR GROWING FAMILY

OUR MISSION is to deliver premium HVAC products through high-value channels with effective inventory management and industry-leading support to create long lasting, mutually beneficial partnerships. We are seeking passionate individuals like you to join our growing brand in franchise ownership. We look forward to speaking with you about the opportunities available.

"Legal Disclaimer: 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, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or want to locate 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. Franchise offerings are made by Franchise Disclosure Documents only."

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