

NOW IS THE TIME. THIS IS THE PLACE.

Build a business with the best.



USA INSULATION™

FEEL THE NEED TO SUCCEED?

You're going to fit right in.

The home service industry has never been hotter, and when you join the #1 insulation franchise in the country, you'll discover how cool it is to build and grow your business. If you're looking for high earning potential, comprehensive training and year-round opportunity, look no further than USA Insulation™.



\$2,025,126

Average Franchise Revenue *

THE BENEFITS OF OWNING A FRANCHISE



High average sales

Whole-home insulation services are big ticket items, meaning you have the ability to make high average sales. With low overhead and no retail space required, this is a great opportunity to take control of your financial future.



Strong industry demand

The demand for home services is reaching new heights and showing no signs of slowing down. Take advantage of this growth by joining a brand that's leading the way and, because of our proprietary products, has low market competition.



Superior support systems

We've been a successful franchisee business for more than 35 years, which means you'll benefit from our expertise. Your support begins before your franchise doors open and continues as long as you're with our organization.

*Based on historical financial data reported by our franchisees for the calendar year who had been operating in at least one territory for more than 12 months as of December 31, 2022. Some outlets have sold this amount. Your individual results may differ. Refer to Item 19 of the USA Insulation Franchise Disclosure Document 2023 for additional information.

How USA Insulation found its footing and reached new heights

In 1983, to provide for his family during a down economy, builder Jeff Pitrone decided to capitalize on government tax credits for energy conservation projects – namely, home insulation. Because he knew home services inside and out (no pun intended) and had a knack for strong customer service, he discovered a winning business combination.



Pat Pitrone,
Founder

Jeff's proprietary product line and processes are still used today, including our flagship product, USA Premium Injection Foam Insulation®.

Innovation leads to market domination

Jeff's son, Patrick, joined the company in 2004 and, by 2006, USA Insulation was ready to franchise. Today, we're the clear leader in the residential re-insulation market with more than 85 units awarded nationwide. We're proud to be the industry's number one insulation brand.



From start to finish, USA Insulation was professional, thorough and a pleasure to work with. Their work made a significant improvement in the comfort of our home.

TEDD M.
Customer, Marietta, GA





OUR MISSION?

Comfort and savings.

Making it possible for people to stay comfortable in their homes and save money – that's the name of the game at USA Insulation. And, thanks to our proprietary USA Premium Injection Foam Insulation, every season is a winning one.



Injection wall foam



Air sealing



**Blown-in
attic insulation**



Spray insulation

THERE'S NEVER BEEN A BETTER TIME TO JOIN

✓ **Steady demand**

A growing number of people are looking for ways to keep their homes comfortable year-round without incurring high utility bills.

✓ **Thousands of satisfied customers**

We deliver incredible results, as evidenced by our thousands of five-star reviews and referrals.

✓ **Simple operations**

Low inventory and no required retail space keep costs low while simplifying your everyday operations.

✓ **Comprehensive training**

You don't have to be an insulation expert already. We'll teach you everything you need to know about our industry.

✓ **Low competition**

Because no one else has the innovative products we do, we're often able to be one of the only players in our markets.

✓ **Tons of potential customers**

With 70+ million homes currently lacking proper insulation, this high-demand industry is ideal for eager entrepreneurs who are ready to hit the ground, walls and attic running.

Build a business with a partner who will help you stay in business.

From our comprehensive training program to our exclusive products and equipment, we're always working to improve the franchisee experience so you can enjoy long-term success.



Easy-to-operate business model

We have a proven system for finding professional success and have a team of coaches and trainers who are ready to lead you through the process.



American-made products

Not only do we control the complete product supply chain, all of our operations are located in the United States.



Grow your own way

It's your business – you call the shots. We've got your back with extensive support, resources and tools to help you grow.



It's in the cloud

Our proprietary cloud-based software helps you handle day-to-day operations, from schedule to inventory and more.

THINK OF US AS THE ULTIMATE BUSINESS PARTNER

We've built a culture of collaboration, starting with the relationship between you and our corporate office. We're here to do whatever we can to help you reach your goals.

THE PROOF IS IN OUR FOUR-STEP PROCESS

From initial conversations to signing your agreement, we'll walk you through the franchise application process to ensure you're in-the-know and ready to go.

1 DISCOVERY

- Have initial conversation
- Attend webinar
- Review information packet

2 CONFIRMATION

- Complete and return application
- Complete and return FDD
- Complete FDD review call
- Discuss territory

3 VALIDATION

- Set up validation calls
- Complete validation
- Review territory and validation
- Set up Decision Day

4 DECISION DAY AND SIGNING

- Attend Decision Day
- Meet with President, Ops and Marketing
- Sign agreement



The stats speak
for themselves

77 MILLION

under-insulated homes in the U.S.

150,000

houses built before 1990
(Large Territory)

100,000

houses built before 1990
(Small Territory)

#1 RATING

by *Entrepreneur*

SUPPORT AT EVERY STAGE

With our scalable business model, you're in complete control over your future. Whether you want to stay local or grow to multiple locations, we provide you with the support you need to thrive.



COMPREHENSIVE TRAINING PROGRAMS

To help you learn how to manage your business and master our core services.



EMPLOYEE ONBOARDING

In addition to your training, we'll help your technicians, administration and staff learn the business through remote and hands-on programs.



STRATEGIC MARKETING ASSISTANCE

Promote your business with the help of marketing campaigns that leverage TV, online, print and additional channels.



HELPFUL TEAM ATMOSPHERE

Our high-energy network works together to achieve success. We're proud of our brand and want to see all teammates reach their goals.



Everyone here is just so helpful; it really doesn't feel like we are doing this alone. Everyone is eager to see us succeed, and they are providing support in a variety of forms to help make that happen.

ANDREA ADEJUMO

USA Insulation Franchisee



Wondering if you've got what it takes to be successful at USA Insulation?



Franchisees with the best track records share the following traits

- ✓ **THEY SET THE CULTURE**
They know the best leaders work collaboratively to get the top results.
- ✓ **THEY'RE STRONG COACHES**
Who have a positive attitude and know just what it takes to manage a team.
- ✓ **THEY'RE DRIVERS**
They are enthusiastic, positive and love to win!

What is my financial obligation for this investment opportunity?

\$55,000

Franchise fee for 150,000 houses built before 1990 (Large Territory)

\$45,000

Franchise fee for 100,000 houses built before 1990 (Small Territory)

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**\$259,500-
\$398,000**

Estimated initial investment*

*These figures are taken from USA Insulation's FDD issued March 31, 2023, as amended August 2, 2023.

IT'S TIME TO GO PRO.

Our proven business model, high earning potential and millions of potential customers all come together to create an amazing opportunity for entrepreneurs.



Ready to be your own boss in a fast-growing industry? Let's talk.

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