

**PUROCLEAN IS A
STANDOUT IN THE
STRONG PROPERTY
DAMAGE RESTORATION
AND SERVICE INDUSTRY
— AND HERE'S HOW!**



BECOME A LEADER IN YOUR COMMUNITY

Every day, thousands of people find themselves having to deal with the stress and heartache that comes with property damage — water, fire, mold, biohazard — any number of factors that can affect the safety and integrity of their most important investment. PuroClean has been a leader in property damage cleaning and restoration for decades. Since 2001, we've been providing businesses and homeowners unparalleled service and peace of mind when their properties have been compromised by natural or man-made disasters, big and small. Whether it be the ravages of a hurricane, or the results of an overflowing bathtub, our professionals, known as the “Paramedics of Property Damage®,” have the know-how and resources to deal with a host of property-related emergencies.

We're very proud of our reputation and what we have to offer, not just property owners, but investors as well, interested in joining the PuroClean family. Here, we'll look at our industry in general, who it benefits, and how PuroClean has established itself as a leader in it.



THERE'S NO PLACE LIKE HOME

Most people see their homes as their sanctuaries, so when damage occurs to them, it can be a very stressful situation that often requires immediate action. Today, the restoration industry is worth roughly \$240 billion, and that figure is expected to grow as a result of the increasing frequency and intensity of natural disasters, as well as the aging of more and more homes across the country. According to recent studies:

- Up to 14,000 U.S. consumers are involved in water damage emergencies at their residence or business each day.
- About 500,000 structural fires occur every year, with about 70% affecting residential properties.
- Close to 4.2 million homes, representing property values totaling \$1.1 trillion, are at risk for damage caused by hurricane storm surge flooding.

The fact is, no property owner is safe from the damage that can come from everyday accidents or natural disasters. In fact, the very structures and appliances we've come to rely on in our homes can often be the source of unexpected damage:

- Non-weather-related water damage ranked second as the most common cause of homeowner insurance claims.
- According to one report, most closed water damage in homes was due to failures in water pipes, plumbing drains, toilets, water heaters, and washing machines.

What these facts demonstrate is that the need for prompt, knowledgeable, and thorough property damage repair and restoration is going nowhere anytime soon. It's an industry that continues to meet real and important needs in communities across the country, and the PuroClean network of 325 franchise offices is leading the way!

THE PUROCLEAN DIFFERENCE

Anybody who has thought about going into business for themselves knows they have a lot to think about. Starting a business from scratch entails a tremendous amount of work, most if not all of which you'll be handling on your own. That's why partnering with a franchisor can make a lot of sense. Depending on which brand you align with, you can count on resources and support that are simply not available to you if you were to venture out on your own.

But here again, it's important to do your due diligence and partner with a brand that has a track record for success and a history of being there for franchise owners. PuroClean is that brand! Let's take a closer look at what makes us who we are and why we're such a standout in our industry.

A TRUSTED AND AWARD-WINNING BRAND NAME



Founded almost 20 years ago, the PuroClean name is synonymous with excellence in customer service and expertise. Our home office team has decades of combined experience in the home restoration, mitigation, and franchise industries, and everyone on the PuroClean team takes their responsibilities to the brand and to our franchise owners seriously. We don't succeed unless you do, and it's this commitment to the franchise owner experience that has led to countless awards and recognition from important industry publications and institutions.

Perhaps more importantly, on the consumer side, PuroClean has established itself as a go-to source for trusted home or business damage repair and restoration, during times when property owners need reassurance and peace of mind the most. Our strategic partnership with Signal Restoration, a leader in commercial loss mitigation and reconstruction, allows our franchise owners to

address critical large-scale property damage repairs, so they never have to turn down a job, no matter how large it might be. In fact, our deep relationships with premier insurance providers and financial institutions means our franchisees enjoy industry advantages not otherwise available, allowing them to be there for their communities in ways the competition simply can't match.

Nobody wants to be in the position of having to deal with the effects of water, fire, mold, or biohazard damage, yet sadly millions must, every year. More and more of them are turning to PuroClean for prompt and complete service, so they can get back to living their lives normally. We never take our responsibilities to our clients lightly, and it's our attention to customer service that has meant the growth and respect of our brand in a crowded field of competitors.

A TIME-TESTED BUSINESS MODEL



The PuroClean business model has been refined over the course of many years to take full advantage of a strong industry, and when you partner with us to open your restoration franchise, you'll have immediate access to it. Our proven business model acts as a sort of roadmap, taking a lot of the guesswork out of running your business and allowing you to fully capitalize on a recession-proof market. With it, you'll be able to offer property owners:

- Water damage restoration
- Fire and smoke damage restoration
- Mold removal
- Biohazard cleanup services (including COVID)
- Reconstruction services
- And much more...

Because we've been in business for so long, we've worked a lot of the kinks out of running a successful property restoration and repair business. Furthermore, we've refined our approach to include



proprietary software that allows you and your staff to schedule and complete work orders, track equipment, and capture marketing notes, among many other functions — all from the convenience of your smartphone or iPad! This technology will allow you more time to focus on what's really important — customer service and growth.



TRAINING AND SUPPORT



No experience in the restoration and repair industry? No problem! Ours is an opportunity that just about anyone can take advantage of, and is perfect for anyone who:

- Is entrepreneurially-minded
- Is able to follow a proven system
- Has a sales and marketing background
- Is customer service-oriented
- Desires to give back to the community
- Seeks financial security
- Is financially qualified

Furthermore, one of the distinct advantages of partnering with PuroClean is the comprehensive training and support you'll enjoy as a franchise owner. Before you begin your business, we'll get you up-to-speed on just about everything you need to know about our industry during 14 days of hands-on instruction at our \$1.5-million-dollar facility in South Florida. While there, you'll learn how to handle all the day-to-day operations of your franchise, as well

as industry-leading techniques and procedures for the repair of fire, water, mold, or biohazard damage.

After this training, you'll be connected in the field with your regional director, who is there for you 365 days a year, to answer questions or give you advice. Additionally, you'll have the opportunity to attend online classes at PuroClean Academy, with the advantage of accessing useful supplemental content at any time.

We also make sure to help you get the word out about your new business. Our efforts on your behalf include:

- An in-house team of marketing experts
- Optimized sales and marketing programs
- Special newsletters and webinars
- A personalized local website
- National public relations efforts
- And much more...

PUROCLEAN IS A STANDOUT IN THE ROBUST PROPERTY DAMAGE RESTORATION AND SERVICE INDUSTRY – AND HERE'S HOW!



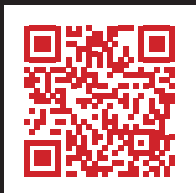
WORK YOU CAN FEEL GOOD ABOUT!

As we've just outlined, there are a lot of advantages to partnering with PuroClean to take advantage of our exciting and essential industry. You'll enjoy a recession-proof market and the training and support of a trusted and respected brand name. But beyond that, and perhaps most importantly, you'll go to work each day knowing you're making a real difference in the lives of people who are oftentimes at their most vulnerable. You'll become the hometown hero who can feel proud of the work you're doing, all while taking control of your destiny.



READY TO FIND OUT MORE ABOUT OUR
INDUSTRY AND OPPORTUNITY?

GET IN TOUCH TODAY!



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The Paramedics of Property Damage

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