

**LOW-RISK, HIGH-REWARD
FRANCHISE OWNERSHIP**





Dear Future PuroClean Franchise Owner,

On behalf of the Executive Team and the PuroClean Network, I would like to congratulate you on taking the first step to change your life and your future by considering the PuroClean franchise opportunity. PuroClean is one of the nation's leading restoration franchise networks and is made up of entrepreneurs just like you. We have been launching new careers and transforming lives since 2001. PuroClean provides you with the knowledge, support, tools, and structure you'll need to fulfill your dream of being your own boss.

We are committed to providing top-quality property damage restoration services to the insurance industry, property managers, and commercial and residential property owners throughout North America. Industry experts and insurance carriers have recognized PuroClean as one of the most dependable and professional service providers in our segment, and we've earned this reputation because we have the very best franchise owners representing our brand.

Our entire Support Team is dedicated to one goal — your success as a PuroClean owner. I welcome you on this journey as you consider joining our family of franchise owners and share in your optimism as we show you a whole new world of possibilities.

Sincerely,

Steve White
President & COO



Mark Davis
Chairman/CEO



Frank Torre
Vice Chairman

ABOUT US

Known as the “Paramedics of Property Damage®,” PuroClean provides water damage restoration, fire and smoke damage remediation, mold removal, and biohazard cleanup to commercial and residential customers. Founded in 2001, PuroClean has a comprehensive network of 260-plus franchise offices across North America and is owned by Chairman and CEO Mark W. Davis and Vice Chairman Frank Torre.

Davis graduated from the University of Nebraska with a degree in business and finance. Thereafter, he and a fraternity brother bought Rocky Mountain Catastrophe and the company quickly became a major player in the restoration industry. Davis sold Rocky Mountain Restoration to Belfor Restoration in Europe, and at only 30 years old, was named CEO of Belfor in the U.S. He grew the company into a national leader in his five-year tenure.

Frank Torre studied horticulture at the University of Michigan. After graduating, he started a landscaping company, Torre & Bruglio, soliciting clients house to house. In 20 years, he built it into one of Michigan's largest landscaping contractors, performing work for giants such as Chrysler World Headquarters, AutoNation, and the Detroit Metropolitan International Airport, among others. In 2009, he sold Torre & Bruglio to The Brickman Group.

In 2015, Davis & Torre bought PuroClean and since then, the company has been in aggressive growth mode. They plan to grow the number of franchises to 400 in five years and make PuroClean a world-class, international restoration brand. They are truly entrepreneurial mavericks, innovators, and leaders who will turn PuroClean into a household name.



OUR HISTORY

- 2001**
 - PuroClean franchise model created
- 2006**
 - 100 PuroClean franchises across the country
 - PuroClean main office moves to Tamarac, FL
- 2011**
 - PuroClean Academy opens with IICRC-approved ASD facility, the 24th such facility in the world
- 2012**
 - PuroMetrix launched
 - American Red Cross Disaster Responder Sponsor
- 2013**
 - Steve White joins as President & COO
 - Pulse weekly communication launched
- 2014**
 - Launched Heartbeat Quarterly Company Magazine
- 2015**
 - Liberty Mutual Preferred Vendor Program
 - Mark Davis and Frank Torre purchase PuroClean
 - Gordon Gamble purchases PuroClean Canada Master License
 - Entrepreneur Magazine Top 10 Franchises for Veterans
- 2016**
 - Allstate Preferred Vendor Program
 - PuroClean rebrands its identity
- 2017**
 - Pulse of the City Nationwide Customer Service Award
 - PuroClean offers franchise program for veterans with PuroVet
 - PuroClean reaches 200 U.S. office locations & 250 offices in North America
- 2018**
 - Jumps 151 spots on *Entrepreneur* magazine's Franchise 500
 - Named as a Top Franchise for Veterans by *Military Times*
 - PuroClean revises mission statement

BUSINESS SNAPSHOT

Did you know that there are over 50,000 water losses and \$21.6 million is lost to fire damage every day in the United States? From poor weather conditions, to kitchen fires, to mold growth in high humidity conditions, property damage occurs daily in cities across the country. Furthermore, water, fire, and mold can be extremely destructive and cause permanent damage if not properly treated.

When this happens, property owners file claims with their insurance companies who in turn refer and pay a professional restoration company, such as PuroClean, to restore and clean up after the damage. The most lucrative part of the claim is emergency restoration services, which is constant and unaffected by economic swings, such as interest rate, real estate, job market or stock market fluctuations.

INDUSTRY HIGHLIGHTS



About 1 in 15 insured homes have a claim each year
(ISO®, a Verisk Analytics® company)



\$204,000,000,000
Property & Casualty Market
(2016 AM Best Data)



1 in 250 insured homes have a property damage claim caused by fire damage
(ISO®, a Verisk Analytics® company)



1 in 55 insured homes have a property damage claim caused by water damage
(ISO®, a Verisk Analytics® company)



There's never a dull moment, but what we love the most about our jobs is the ability to help others in need. During trying times, we are honored when people rely on us to help them. That's why we are already looking to expand. We want to continue helping people while also improving our business.



Jerral & Chrystal Ingle

Fort Payne, Alabama
PuroClean Owner Since 2016



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REVENUE WITH DIMENSIONS

The PuroClean brand has a full suite of revenue opportunities, allowing you to offer services related to fire, smoke, water, mold, and biohazard damage, as well as other multiple revenue streams with which to grow your business.



- Water Removal
- Emergency Water Extraction
- Drying and Dehumidification
- Mold and Odor Removal
- Carpet Restoration
- Carpet Cleaning, Deodorization, and Spot Removal



- Blood and Bodily Fluid Remediation
- MRSA Decontamination and Protection (RapidDefense™ program)
- Sewage Cleanup and Sanitation
- Deodorization and Odor Control
- Crime Scene Cleanup



- Fire and Smoke Damage Restoration
- Emergency Cleaning and Sanitation
- Smoke Odor Removal and Professional Deodorization
- Temporary Protection/Board-Up
- Pack-Outs and Contents Cleaning
- Carpet and Pad Removal
- Puff-Back Cleaning



- Emergency board-ups, structural stabilization, and site security. Complete reconstruction of residential and commercial structures including:
- Inspections
 - Demolition and Debris Removal
 - Complete and Thorough Estimates
 - Permit Acquisition
 - Project Management



- Full Mold Removal
- Deodorization
- Cleaning and Sanitation of Structure, Fixtures, and Contents
- Containment in Affected Area(s)
- HEPA Air Filtration and HEPA Vacuuming



- Odor Identification & Deodorization
- Carpet & Upholstery Cleaning
- Commercial Drying
- Duct Cleaning
- Ultrasonic Cleaning
- Document Drying & Recovery
- Electronic Equipment Drying & Recovery
- Tile & Grout Cleaning



WHY PUROCLEAN?

PuroClean is a leader in property emergency services, helping families and businesses overcome the devastating setbacks caused by water, fire, mold, and other conditions resulting in property damage.

Our franchise owners follow a business-to-business and business-to-consumer sales model that paves a pathway to success in the recession-proof, multimillion-dollar property damage restoration industry.

PuroClean has become the property restoration provider of choice for insurance professionals and property owners throughout North America.

As a PuroClean owner, you benefit from very attractive profit margins while making a tremendous impact on the communities you serve by helping property owners in their time of need.

For large-scale property damage, PuroClean offers comprehensive recovery services through its partnership with Signal Restoration Services, a leader in commercial loss mitigation and reconstruction.

TOP REASONS TO JOIN

Virtually Recession-Proof

\$204+ Billion Property & Casualty Insurance Claims Annually

Very High Margins

With Third-Party Payments

National Account Work

With Top Insurance Carriers

Largest Territories in the Industry

Unlimited Potential

Financing Available

For Over 50% of Total Investment

Executive Enterprise Building

You Don't Just Buy a Job, You Can Build an Empire

\$1.2 Million, State-of-the-Art Training Facility

Comprehensive Three-Week Training Course



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Michael Martin

Westerville, Ohio
PuroClean Owner Since 2015

My PuroClean experience has been wonderful. The work requires dedication; however, the support I receive from the Home Office and each and every member of the PuroClean team is outstanding. The journey has been very rewarding and I look forward to many years with the brand.

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WE SUPPORT YOU



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After completing New Franchise Owner Training, I felt I had the knowledge, the skills, and even more importantly, the confidence to be very successful. As much of an investment as this has been for me, PuroClean has just as much invested in their franchise owners and provided me with the training and the support to be job-ready from day one.

Scott Majeski

Chicago, Illinois
PuroClean Owner Since 2009

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PuroMetrix™ is the answer to building a seamless internal system that allows me to manage my customer base, jobs, costing, sales and marketing efforts. I view this software as a comprehensive business management tool that sets us apart from all of our competitors.



Becky Edgren

Moraine, Ohio
PuroClean Owner Since 2008

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TRAINING & SUPPORT

Your success as a PuroClean franchise owner is our priority and one of the reasons why we place such an emphasis on training and certification. In fact, we offer one of the most comprehensive training and support systems in franchising.

PUROCLEAN ACADEMY

After becoming a PuroClean franchise owner, the PuroClean Academy at our headquarters in South Florida is where you will receive intensive New Franchise Owner Training (NFT) for three weeks. You will receive hands-on instruction from an Institute of Inspection, Cleaning and Restoration Certification (IICRC) teacher in order to receive Applied Structural Drying (ASD) and Water Damage Restoration Technician (WRT) certificates.

Our IICRC-approved flood house is the focal point of the hands-on practical training you will receive at the PuroClean Academy. One of only 24 in the world, our facility is designed for you to have real-life training in flood damage remediation.

You will also learn all about our proprietary software, accounting, business development, sales, and marketing programs.

ONGOING SUPPORT

Shortly after graduating from NFT, your Regional Director (RD) will spend time with you at your office for Initial Field (In-field) Training (IFT) where he/she will help set up your PuroClean, take you on sales calls, and answer your questions one-on-one. In addition, your RD will be your personal resource at any time of day, 365 days a year.

The staff at the Home Office will also be available to assist you with any questions you may have. Our mission is to help our PuroClean owners succeed and it is our honor to do so. You will have additional opportunities to attend classes at the PuroClean Academy and through our PuroClean Online Academy. The Online Academy has become a critical resource for PuroClean owners. Finally, during our favorite events, the Fall Regional Meetings and our Annual Convention, there are numerous opportunities to attend workshops and presentations to help you build your business.

PUROMETRIX™, INTEGRATED SALES & MARKETING

PuroMetrix allows you to run your business efficiently, while providing the superior customer experience that PuroClean customers have come to trust.

WE SUPPORT YOU



CERTIFIED PRIORITY RESPONSE

Part of PuroClean's national business development efforts focus on our Certified Priority Response (CPR) program.

PuroClean's CPR program helps insurance companies reduce claim costs and increase satisfaction by employing strict certification standards, clear protocols, and mutually agreed-upon scope pre-approvals.



BUSINESS DEVELOPMENT

When you join the PuroClean franchise network, you are tapping into a wealth of experience and well-connected industry experts that never stop working for you!

Our national Business Development Team, comprised of restoration industry veterans with vast experience, knowledge, and contacts, constantly work to position PuroClean as the premier choice for regional and national insurers in order to help drive additional business to our network.

Our National Call Center receives the claims from the national account and dispatches the jobs to our franchises.

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There are so many facets to this business that the possibilities are endless! We found that the mitigation industry appeared to be recession-resistant and from every aspect, PuroClean has exceeded any and all expectations that we had for our growth, training, and support.

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Kelli Smith

**Nashville, Tennessee
PuroClean Owner Since 2009**



MUTUAL EVALUATION PROCESS

PuroClean is focused on bringing the right people into our growing network of franchise owners. When choosing a franchise company to partner with, you want to be sure the opportunity is right for you and that you are also right for the opportunity. Our mutual evaluation process helps you determine this.

At PuroClean, we pride ourselves on having one of the most comprehensive and interactive discovery processes in franchising. We provide you with the knowledge of our business and industry so that you can make a fully informed decision. Likewise, we want to be sure your qualifications and experiences are compatible with our PuroClean business opportunity.

During our discovery process, you will work closely with one of our Franchise Development Directors, who will ensure you are well-informed and prepared to determine if PuroClean is the right fit for you.

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My dream was to run my own business. My background was in corporate sales and sales management, so when I began my search for business opportunities, the restoration industry was not even on the radar. To date, my business has surpassed all expectations.

Ken McDermot

Milton, Ontario, Canada
PuroClean Owner Since 2009

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PUROVET

PUROCLEAN'S PROGRAM FOR VETERANS OF THE U.S. ARMED FORCES

PuroClean's PuroVet program was created in recognition of the services veterans have given to our country. Through PuroVet, veterans of the U.S. Armed Forces save 25% off the franchise fees typically paid to PuroClean by new franchise owners. In addition, we have secured additional savings for veterans through our vendor partners.



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FOR FRANCHISE OPPORTUNITIES:



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