



# PATH TO OWNERSHIP FULL GUIDE

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**Find Business Success Serving  
Your Own Community With  
A PuroClean Franchise**

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## Dear Future PuroClean Franchise Owner,

Congratulations 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 systems you'll need to fulfill your dream of business ownership.

We are committed to providing top-quality property damage restoration services to our clients across North America. Industry experts and insurance carriers have recognized PuroClean as one of the most dependable and professional service providers in our segment, a reputation we've earned 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 franchise owner. I welcome you on this journey as you consider joining our family.

Sincerely,

Steve White  
President & COO

**Watch Steve's video**



# 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? Property damage occurs daily in cities across the country from poor weather conditions, kitchen fires, or mold growth in high-humidity conditions. 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.

\*AM Best Data

## Recent Milestones

<b>Entrepreneur Magazine</b> Franchise 500, #2 in Category	#84
<b>Franchise Times</b> Fast & Serious	#31
<b>Franchise Business Review</b> Top Franchises Satisfaction Award	5 years
<b>Franchise Business Review</b> Recession-Proof Franchise	2 years

## Growth in Numbers

<b>Network Growth</b> 14%	<b>System-wide Sales Growth</b> 22.2%	<b>Franchise Agreements Signed</b> 97
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## Owner Satisfaction

<b>Believe in our Strong Team Culture</b> 86%	<b>Franchise Owners Supportive of Each Other</b> 84%	<b>Would Recommend Franchise to Others</b> 82%
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Most recent Nov. 2022\*



Scan to see all awards here



Scan to learn more here

# About This Guide

We are really excited to help you with the discovery process and believe that this guide will be a great tool to help along the way. There is a mixture of information included to read and learn about:

- ✓ Industry Information
- ✓ Franchise costs
- ✓ Owner Testimonials
- ✓ Marketing and Operational Support
- ✓ And more

“



**Rick Gutridge**

Columbus, OH

“[Most important] is the freedom and the flexibility you have to control how you want to run your business, how you want to grow, how you want to schedule your time. After owning my own business I could never see myself working for someone else.”



Watch Video



# How The Guide Works

This guide is intended to be an interactive place where you can answer some critical thinking questions about your “why” for owning a business and identify strengths and weaknesses. There is a lot of information to review and this book will help you stay organized and answer a lot of your early questions.

Please take the time to review the content and most importantly,

- 1 Answer the self assessments
- 2 Write down your important dates
- 3 Highlight information that’s important to you or you have questions on
- 4 Use this guide during every phone call or webinar to take notes, especially during Meet The Team Day
- 5 Stay on track for your ideal timeline

# Your Franchise Coach

## Initial Research

This guide is designed to help you discover if this PuroClean franchise opportunity is going to fulfill your business needs and help you meet your goals for success.

Please take a moment to answer these questions openly and honestly about yourself and your wants and needs. This is to enable you to better understand what you're looking for, and we can have an open conversation about franchise ownership within our strong network.

## Franchise Development

**Sales@PuroClean.com**  
**1-800-351-2282**  
**PuroCleanFranchise.com**

6001 Hiatus Road | Suite 13 | Tamarac, FL | 33321

**Knowing **WHY** you want to become an independent business owner can be one of the most important factors to your decision and ultimately your success**

## Why do you want to become a business owner?

- I want to build an asset I can sell or pass on
- I want to serve my community in a time of need
- I want to create income and a financial future
- I want to build a team and business culture
- Entrepreneurship is in my family
- I need a new challenge
- I am tired of corporate work

## When planning your first hire, what areas of the business could you use help in most from the beginning?

- Sales
- Marketing
- Admin
- Technical
- Hands on work
- Production/ Job Management

## What skills do you have that you believe will help you become a successful business owner?

- Management
- Finance
- Marketing
- Sales
- Production
- Relationship Building
- Teaching/Coaching
- Confident
- Professional
- Values Customer Service
- Attention to Detail
- Other

## To Do:



Follow us on social media



Follow us



Follow us

# Why Choose PuroClean?

## Why PuroClean?

Like you, our PuroClean franchise owners had dreams of running their own business. Whether they have a background in plumbing or a background in sales, we teach our franchise owners the restoration business and empower them to leverage the professional experience they have from various industries (contracting, engineering, customer service, insurance, real estate). With our hands-on training process and ongoing support, PuroClean franchise owners easily transition into a business based on strong local relationships and serving others.

As a PuroClean franchise owner, you benefit from attractive profit margins, while making a tremendous impact on the communities you serve by helping families and businesses overcome the devastating setbacks caused by water, fire, mold, and other conditions resulting in property damage.

### What do you want in this business opportunity?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Our Business Opportunity Includes:

Rank these by importance to you. (1 being the most important)

- \_\_\_ Daily Regional Director Support (1:22 Ratio)
- \_\_\_ National Account Work from 3 of the Top 5 Insurance Providers
- \_\_\_ Open Territory System
- \_\_\_ Online Training Academy
- \_\_\_ Dozens of Commercial Partners
- \_\_\_ \$1.5M State-of-the-Art Training Facility
- \_\_\_ Custom Business Growth Plans
- \_\_\_ Strong Franchisee Community

**MYTH** “I need to have a background in construction or restoration to be a successful business owner”

#### Fact

The simple answer is no. Our franchise system is designed so that entrepreneurs that have a desire to serve their communities can receive both the technical and business training they need to run a successful PuroClean. Most of our owners had no prior knowledge or experience in restoration or other service industries and are now thriving in their businesses due to the day to day support of our team and our network of amazing franchise owners.



Watch Video



# Servant Leadership And Culture

The culture at PuroClean flows from our leadership team down through our franchise owners and to their employees and team members. It is one of the most defining things about our franchise opportunity, if not the most.

Culture and servant leadership is built into everything we do. The customers we serve are experiencing a disaster in their home or place of business and we believe that showing up to serve those people compassionately and professionally is elevating our brand. Our franchise owners believe in providing world-class service each and every time they handle a job, which has gained the attention of several publications who have awarded us for our franchise owner satisfaction and specifically our culture.

# OUR CULTURE

## Servant Leadership

We lead boldly with the heart of a servant

## Extreme Ownership

Our word is our bond

## Active Collaboration

One Team working together to build a World-Class brand

We want to create an opportunity to have active collaboration between Home Office and our franchise owners and this occurs on an almost daily basis by connecting them with their assigned regional director for their immediate needs. PuroClean also established a Network Leadership Council, the members of which participate in formal meetings throughout the year to help champion the voice of owners when there is an opportunity for growth or discussion.

The existing network of franchise owners accept the challenge to lead boldly with the heart of a servant in their communities and among each other. Your PuroClean will be independently owned and operated by you, but the shared comradery and passion that our franchise owners experience together makes being a part of this franchise opportunity one of a kind.



# Why Franchising Makes Sense

## Understanding Franchising



When you own a PuroClean franchise, you are the master of your destiny. You are free to direct the success of your business using the standards, policies, and procedures we put in place to help you grow your company. We train and support you as a franchise owner throughout the process, so you don't have to figure out how to perform the services – from marketing to accounting – that are necessary for your business.

Not only will you receive training at our state-of-the-art facility when you begin your PuroClean ownership journey, you will also have support and training throughout your PuroClean career. The entire PuroClean Home Office staff, as well as the team of regional directors in the field, will help you create and build a successful business.

## What benefits are most important to you when joining a franchise system?

- Proven year over year growth of existing owners
- Strong and experienced top down leadership
- Dedicated teams to support my business in specific areas like marketing and national accounts
- Professional and savvy local marketing efforts and materials including an individual website
- Exceptional hands on and classroom industry training
- Strong system of existing franchise owners willing to help
- Additional and ongoing education and online learning
- Award-winning company recognized as a leader in the industry
- Established relationships with third party and commercial partners
- 24/7 Regional director support

**How many of these points did you realize you had not thought of, but really want?**

You might think your voice will get buried in a sea of owners, but our open lines of communication and dedication to the health of the network as a whole makes it easy to communicate when you wish to connect on a topic with Home Office or fellow franchise owners.

PuroClean also supports a National Leadership Council, filled with 9 franchise owners elected by their peers, that receive a seat at our table in South Florida twice a year to present the concerns of the network to the PuroClean executive team. This two way communication has been very effective at spurring changes that benefit the network as a whole and introducing new objectives.

## As you go through this journey you are definitely not alone!

How is your franchise development director going to help you? They will...

- ✓ Connect you with current franchise owners or team members
- ✓ Discuss the value our brand and franchise owner network holds
- ✓ Explain the opportunity and how we can help you grow and scale your business
- ✓ Ask questions about your needs and wants
- ✓ Confirm your “why” for becoming a PuroClean franchise owner
- ✓ Answer your questions to make you feel confident in your knowledge of the opportunity



## Follow Our SYSTEM

Franchising thrives because of the systems that allow new entrepreneurs like yourself to feel confident in the processes given to them have been proven to create success. The franchise owners who buy into our systems from day one, are creating a valuable asset that they can one day pass on or sell.

### To us, S.Y.S.T.E.M. stands for: Save Yourself Time Energy and Money.

There is a lot of immediate value in joining a franchise brand that comes in the form of:

- ✓ Operational Support
- ✓ Growth Road Map
- ✓ Marketing Support and Materials
- ✓ Advanced Training and Operations
- ✓ ...and so much more

Could you have all these things if you were an independent restoration business? Would you have time to research and create these things? Do you have a mentor with the experience to advise you on how to grow your business when the time is right?

PuroClean’s proven SYSTEM provides you with more tools and knowledge at your fingertips so you can focus more on working *on* the business instead of *in* the business.

“



**Becky Edgren**

Dayton, OH



Watch Video

“Anyone who is considering a business in PuroClean I think the timing is right. We are so well positioned right now for growth. It’s a lot of work, it’s a lot of hard work and it doesn’t happen overnight but if you follow the plan, PuroClean provides a great marketing and sales plan and that’s really what it’s all about. They have good support at the corporate level as well as the support among the network. I truly believe that there are no better business owners out there than those that are here at the PuroClean network.”

# Industry Highlights

This is what I already know about the restoration industry:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Property restoration:** (Highlight or underline what stands out to you)

Property damage occurs daily in every city across the country. Property owners file claims with their insurance companies, who then refer and pay a professional property restoration company – such as PuroClean – to restore and clean up the damage which is constant and unaffected by economic swings, such as interest rates, real estate, the job market or stock market fluctuations. Every day, there are more than 50,000\* water damage property losses and \$21.6 million\* lost to fire damage in the United States. This makes up a \$210 billion\* dollar industry.

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 350-plus franchise offices across the U.S.

Having diverse revenue opportunities help PuroClean franchise owners grow their business, while also presenting an opportunity to help property owners during these unfortunate times. Franchise owners build teams of technicians to serve their community while they enjoy a lifestyle they’ve always dreamed of in their own community.

*\*AM Best Data*

**What are your concerns about being able to build a profitable business in this industry?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Rank how important the following industry values are to you**

Recession Proof

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Community Service

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

**MYTH** “Storms and catastrophic events make up the bulk of the work in this industry”

**Fact**

No. Storms do not actually make up the bulk of our business in this industry. Our franchise owners are responding to emergencies right in their own communities for water lines breaking, a bathtub left running, kitchen fires, and dozens of every day emergencies that occur in the home or office.

High Profit Margins

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Everyday Occurrences

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Need And Emergency Based

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

Growth Potential & Scalability

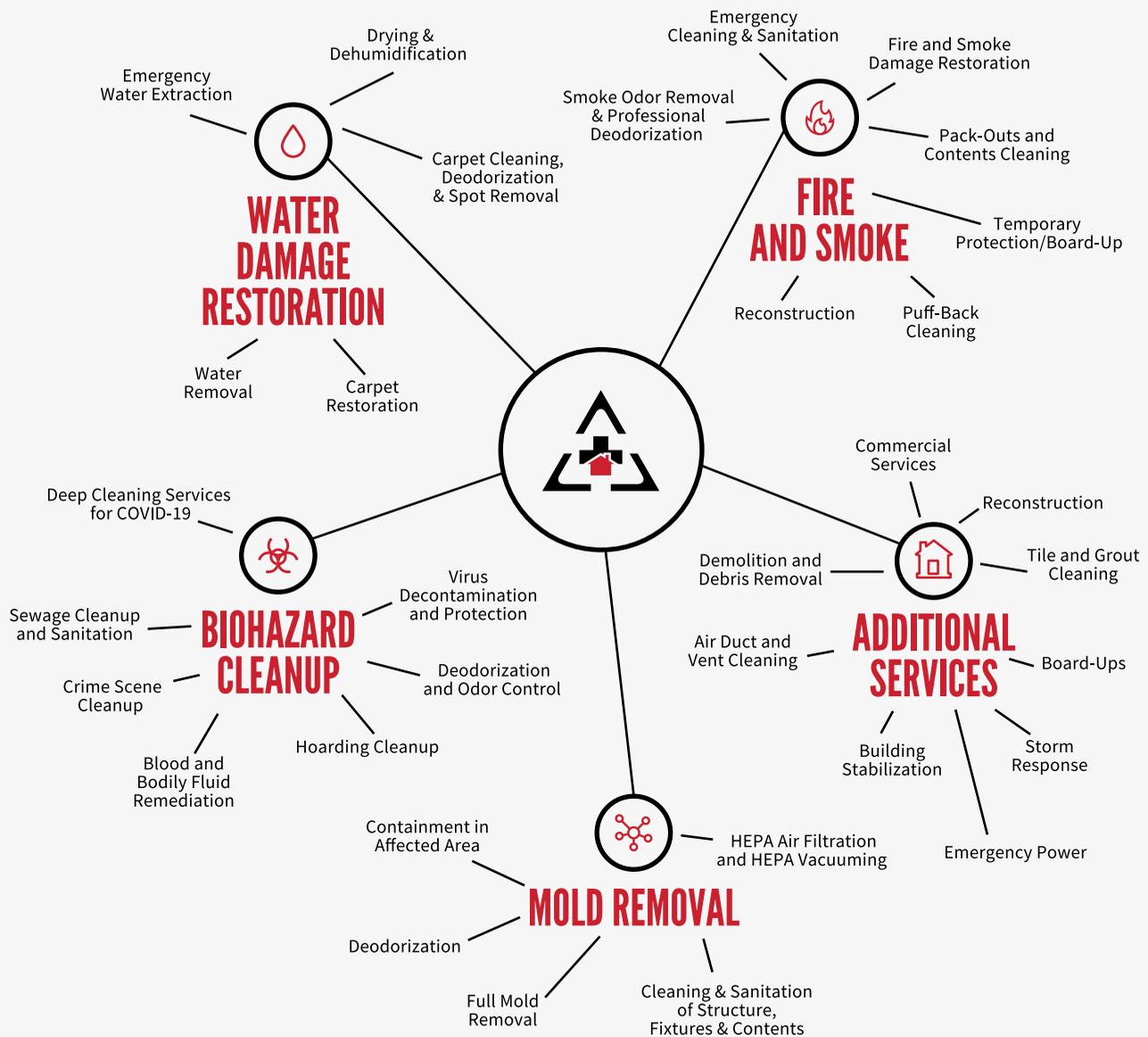
1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10

# Revenue Opportunities

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

The majority of your business is centered around day to day occurrences in the home or office however, the training you receive at the PuroClean Academy and the business acumen you will acquire by being surrounded by experts in the industry and seasoned franchise owners, will help you discover a multitude of other revenue opportunities that you might not have thought of.

## Revenue With Dimensions



## Webinar

# Get Ready

One of the most important steps in this discovery process is to view a live one-on-one webinar with one of our coaches. They will be able to present the franchise opportunity to you in a visual way with engaging conversation covering an array of topics and questions:

- ✓ What value does the PuroClean Leadership Team offer?
- ✓ What resources and support systems do I get?
- ✓ How is the PuroClean opportunity different?
- ✓ How will I get the training I need for my team and I?
- ✓ What does it take to get started?

# Self-Assessment

Reflect on the following questions when thinking about how you'd like to operate your business and what some of the planning steps might look like for you with your current needs.

### How to build your network:

Do you enjoy connecting with people and building relationships?

- Yes! Connecting with people is easy for me.
- I'd like to get better at it.
- I'd look at hiring someone to help create relationships for my business.

### Are you considering working from:

- Your Home     Warehouse

What zip code would you like to operate from? \_\_\_\_\_

#### If Home:

Do you have enough space to store an entire equipment package?

- Yes     No

Are you able to park your vehicle in your driveway or on your street?

- Yes     No

Do you have enough working space to keep important documents?

- Yes     No



We strongly encourage our franchise owners to work from a warehouse location with enough room to store their equipment, vehicle, and have a small working office. (Approx. 1,000 – 3,000 sqft)

Franchise owners are able to work out of their homes when first starting their business, but should have a plan in place for growth into a dedicated office space.

If you are new to franchising or this industry it is strongly encouraged to allow yourself the time to complete all the research and education steps before ending your discovery process.

Do you know anyone in the following industries in your community?

- |   |  |
|---|--|
| <input type="checkbox"/> Insurance Agents/Adjustors | <input type="checkbox"/> Property Managers     |
| <input type="checkbox"/> Plumbers                   | <input type="checkbox"/> Real Estate Agents    |
| <input type="checkbox"/> Roofers                    | <input type="checkbox"/> Other Business Owners |

#### If Warehouse:

Have you planned accordingly for costs associated?

- Yes     No

Will you have climate controlled space for contents? \*Not necessary to start

- Yes     No

Is there access to your vehicles overnight?

- Yes     No

## Business Planning

We want to make sure that you understand the financial needs of opening a business and that you are prepared to succeed.

PuroClean has already established connections with various lending sources that can help you gain the necessary funding to start this business.

### Let's take a closer look at what your needs are:

**Do you plan on applying for business loans or reviewing financing options?**

- Yes  No

**Do you have the necessary liquid capital**

- \$59k Franchising fee  
 \$30k - \$50k working capital

**How do you plan on covering your vehicle costs?**

- Financing  
 SBA loan  
 Cash

**How do you plan on covering your initial equipment package costs?**

- Financing  
 SBA loan  
 Cash

**How are you feeling about the total investment?**

- I am feeling comfortable with my financial situation  
 I'd like to talk to my franchise coach about lending partners and options  
 I'd like to discuss leasing options on a vehicle  
 I'd like to discuss financing options on equipment

### Are you aware of the necessary capital and franchising fee?

**Total cost all in: \$220,000 – \$245,00**

Franchise fee: \$59,000\*

Equipment package: \$60,000

Vehicle options: \$65,000 *(cost varies, purchase or lease options)*

Working Capital: \$30,000 – \$50,000

*\*includes technology fee*

### We are here to help you! Don't have a plan yet? Let's make one together!

#### To Do:

If looking into SBA or Financing options do you have the following available:



- Find out my credit score - My score is   
 Schedule webinar with my franchise coach  
 Write down my questions on the next two pages

### My Webinar is scheduled for:



**Date**

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Time**

\_\_\_\_ : \_\_\_\_ AM/PM

Also make sure you bring this guide with you, and that your "why" and business goals are filled out.





# Franchise Disclosure Document [FDD]

## What is the franchise disclosure document [FDD] and what does it tell me?

The FDD review is one of the most important steps in doing your due-diligence. The FDD contains information including, system-wide sales, franchisee's obligations, fees and territory information.

It is a standardized document that is laid out the same way for every franchise concept. I would like to point out a couple sections to take your time reviewing and note any follow up questions you may have about them.

Some of these questions can also be answered in more depth by our current franchise owners themselves.

Ask your franchise coach about how you can connect with other owners and dig a little deeper into certain topics that we as the franchisor cannot legally make claims to.

Key Areas of the FDD are:

- ✓ Item 1 - Our company history
- ✓ Item 2 - Leadership
- ✓ Item 6 - Fees & Royalties
- ✓ Item 19 - Financial Performance

## ITEM 23

The FDD receipt, or Item 23, is confirmation that we have sent you our disclosure document for review. This starts a time clock of 14 days until you are eligible to sign a franchise agreement. We want to make sure you feel confident in understanding the information contained in the document and perform proper due diligence by contacting other franchise owners in our system.

“



**Tim Kreczmer,**  
Lake in the Hills, IL

“The franchise model is great for me because you get all this support that you don't have being one person, a new owner, starting a new business, in most cases you're on your own. Without the franchise and the backing of them and all the marketing and the buying power of buying into a franchise [...] you're getting better pricing and you're getting all the support that you can call anyone in the franchise network.



Watch Video

## To Do:



- Sign Item 23 (FDD digital receipt)
- Attend next Brand Ambassador call (Wednesday, 4pm ET)

The next two Brand Ambassadors are:

1. \_\_\_\_\_
2. \_\_\_\_\_

**Brand Ambassador calls are your chance to speak directly with a franchise owner about anything. These validation calls are very important to the process and you should make sure to attend no less than 2 calls in a 30 day period.**

Ask your franchise coach for the call-in information to attend.

# Franchise Application

## When should I fill out the application?

## How do I fill out the application?

The application is an important next step in the path to ownership but it should not be a scary one, just an honest one. This document asks for information about you so that we can get a better understanding of how to help you succeed in our franchise system.

When completing the financial section covering your assets and liabilities, it is very important to list all monies under your name. Withholding this information may delay your progress to get approved. If there are any questions about your finances, we will reach out to learn more about your plan to stay financially stable through the opening of your business.

The other important section to put some dedicated time into, are your responses to the business planning section. Complete and well-thought-out answers will bring to light your vision for business ownership and your commitment to success. We want to award franchises to people who show they are ready to take on this challenge and who know that we will be there to support them.

If you have other documents that you would like to be considered or reviewed (resume, financial planner spreadsheet, past work history, management plan or other) please include those documents in the additional documents section of your application by uploading them directly.

The last part of the application includes authorization for a background check. This check will NOT be performed until you and your franchise developer give the greenlight approval that you'd like to be fully considered as a franchise owner and want to be approved to come to a Meet the Team Day event.

## To Do:



- Upload front and back color copy of driver's license with application
- Schedule territory review webinar
- Attend second Brand Ambassador call (Wednesday, 4pm ET)



**Date**

/ /

**Time**

: AM/PM

We take pride in our transparent and mutual review process. We want you to get a great feel for who we are and how we can support you in your business goals, and equally we'd like to learn more about you and your vision for building a successful business and how we can help you get there!



## Business Support & Territory

# Sales And Marketing

## Award-Winning Support

One of the advantages of being a PuroClean franchise owner is access to our proven, optimized sales and marketing program and our award-winning in-house team of professionals.

Marketing and sales assets in this program are ready for you to leverage in your local market from day one. You'll benefit from the strength and increasing awareness of the PuroClean national brand, both online and offline.

When you present a polished, consistent and attractive property restoration service to your customers, you attract new customers by increasing their confidence to call and recommend you to others.

You are also backed by a public relations firm that supports you at the local, regional and national level under the PuroClean brand. PuroClean is also connected with dedicated marketing experts who are working to direct homeowners in your local area to your award winning personalized website when they need you most.

Weekly newsletters and special webinars dedicated to sales and marketing are provided frequently to help you build your local visibility within your community. Need a custom flyer for an event you are hosting? Want to educate your local insurance agents on the best practices to prepare their homes for the first winter freeze of the season? We have everything you need to elevate your business and find the success you want.

We are confident that you can become a successful PuroClean franchise owner with our support.



# Business Development

## Revenue Opportunities

Business development is rapidly growing at PuroClean. Our network has worked hard to build strong relationships with top insurance providers, while also building trusted relationships with dozens of third-party administrators and commercial partners.

Their job is to help present revenue opportunities to our franchise owners, who can then decide if those opportunities are the right fit for their business. You can pick and choose which opportunities are going to be right for you.

We have a dedicated support member ready to help onboard you to these accounts and educate you on the proper administrative needs for each type of job.

Remember, in the PuroClean network you are never alone and we offer our franchise owners a variety of revenue-generating opportunities to choose from in order to keep a strong and healthy business.

# Territory Review & Coverage Map

## Territory Review

Our compliance and franchise development teams work closely with the regional directors and business development team in order to carve out the best territories to achieve success for a franchise owner in our system. Many factors play a part in determining which areas will fit best for you, our newest franchise owner. The input provided on your application helps us focus on your areas of highest interest.

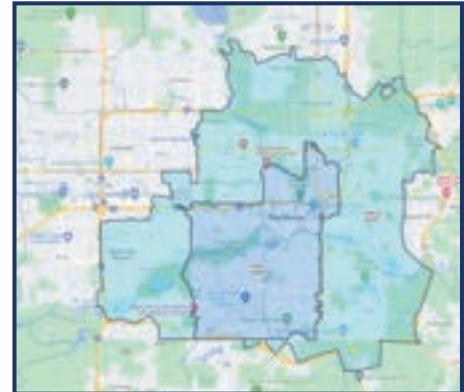
## Open Territory System

It is important to keep in mind that we also support an open territory market system. Our open territory market design allows you to maintain the relationships that you have already built in your territory while not limiting your drive to grow your business and achieve your business goals.

Learn about our territory system



Watch video



Often times the relationships that you build locally with insurance agents, contractors and other sources of referrals, will take you outside of your territory. These would be your earned relationships and you already have their trust to perform the job to their satisfaction, you will not have to hand over or forfeit these jobs in any way.

We know there is great potential inside every territory that we design for our franchise owners to be successful. To date we have over three-dozen multi unit franchise owners who are continuing to find success in their local markets.

## POL/HALO

The franchise application will ask for the zip codes that you are looking at for your POL (Protected Office Location of 100,000 population) which is also the location where your warehouse or operations will be based out of. It is important to include additional information about the surrounding area or information you'd like to be considered while PuroClean drafts your HALO (additional population of 150,000) around your desired POL.



List the cities/areas you would like to serve as a business owner:

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# What is Meet The Team Day?

Meet the Team Day is an exciting day for both you and PuroClean. It is the day where you can bring everything that you have learned to the table, and confirm the value of the PuroClean franchise opportunity. You will hear from our executives directly to help you validate the confidence you've been building towards becoming a business owner.

We're sure you will have a wide range of questions and we will cover all areas of our business model including: Leadership, culture, owner network, operations, marketing, training, business development, legal, events and more. You should walk away from this day knowing exactly how PuroClean supports you as a franchise owner, what sets us apart from our competition, and what systems our franchise owners follow in their daily work to market and operate their businesses the PuroClean Way.

## Preparing for MTTD

### Items to make sure are complete:

- 9 Personas Assessment
- Sign FDD Receipt (Item 23)
- Application (+ upload driver's license)
- Approved Territory



## Attending MTTD

### If Virtual:

- Take pre-MTTD survey (to be emailed)
- Have this guide
- Watch the PuroClean tour video (to be emailed)
- Have a computer or phone available with audio and video

### If In-Person:

- Take pre-MTTD survey (to be emailed)
- Have this guide
- Make travel arrangements with your franchise developer (Dinner is arranged the night before)
- Wear business casual dress & comfortable footwear

# MTTD Notes

## Leadership, Vision, Culture, and Owner Network

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## Business Development

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## Operations and Marketing

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## Training

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## Legal and Franchise Disclosure Document

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# Final Steps

Review Agreement

Sign to become a PuroClean Owner

## Things to do

- ✓ Stay on top of your SBA/ Financing paperwork
- ✓ Make sure your POL includes where you will operate the business from (home or warehouse)
- ✓ Request to meet your Regional Director for a short intro
- ✓ Set up business entity after signing

## Things not to do

- ✗ Do not order your equipment or van before signing
- ✗ Do not refinance homes, make large investments, or make drastic financial changes
- ✗ Do not register your PuroClean DBA until after signing

## Progress tracker

Requirements	Started	Completed	Date completed
SBA loan application			
Sign Item 23 in FDD			
PuroClean application			
Attend Brand Ambassador call(s) <small>*2 minimum</small>			
Produce articles of incorporation			
Territory approval			
Desired training date selected with Developer			

### In a perfect world I would like:

Date to have my  
PuroClean open:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

Ideal PuroClean  
class date:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

Need to  
sign by:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

FDD  
sign date:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_





## 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 with our vendor partners.

#### Read a PuroVet's Story Here



**(800) 351-2282**

Sales@PuroClean.com

PuroCleanFranchise.com

6001 Hiatus Rd, Suite 13

Tamarac, FL 33321

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