PuroClean®
The Paramedics of Property Damage

The 2026 Franchise Report

Own a High-Margin, Scalable Property Restoration Franchise with PuroClean

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



Our Process

This guide is designed to walk you through every aspect of the PuroClean franchise opportunity, from who we are and how our business works to the support, training, and growth opportunities available to Franchise Owners. Through our mutual decision process, you'll gain a clear understanding of our process, our culture, and what it means to be part of the PuroClean network. Our goal is simple: to provide you with the information you need to determine whether PuroClean is the right fit for your goals, your lifestyle, and your future. We encourage you to ask questions, validate the opportunity, and use this guide as a resource throughout your discovery journey.

1. **Intro Call**
2. **Personality Assessment**
3. **Overview Webinar**
4. **FDD Acknowldgement**
5. **Brand Ambassador Calls**
6. **Territory/Support Webinar**
7. **Application**
8. **Meet the Team Day**
9. **Sign Franchise Agreement**













Are you ready to follow a process designed to help you make a confident, informed decision?

Behind the Brand

For more than 25 years, PuroClean has grown by investing in Franchise Owners, building strategic partnerships, and continuously strengthening the franchise system. Along the way, that commitment has earned recognition from respected franchise organizations and, more importantly, the trust of entrepreneurs across North America.

Milestones that Shaped the Brand

2001
PuroClean Begins Franchising

2008
First First Female Franchise Owner Joins the Network

2010
PuroClean Expands Into Canada

2011
PuroClean Academy Opens as Only 1 of 27 IICRC-Approved Flood House in the World

2013
Steve White Joins as President

2015
Mark W. Davis & Frank Torre Acquire PuroClean

2016
Signal Referral Incentive Program Launches

2019
100th Training Flood of the IICRC-Approved Flood House

2019
PuroVet Program Launches with 25% Veteran Discount

2020
The PuroClean Way is Established

2022
400th Location Signed & Expansion to Puerto Rico

2023
PuroClean Canada Reaches 50 Locations

2025
PuroClean Signs Its 500th Location



Awards & Accolades

Entrepreneur FRANCHISE 500 FASTEST GROWING 2026

Entrepreneur FRANCHISE 500 RANKED 2026

Entrepreneur FRANCHISE 500 TOP BRAND FOR MULTI-UNIT OWNERS 2026

FBR SATISFACTION AWARDS ★TOP★ FRANCHISES 2026

FBR SATISFACTION AWARDS ★TOP★ FRANCHISES FOR WOMEN 2026

TOP FRANCHISES AWARD WINNER 2025 Franchise Business REVIEW

TOP FRANCHISES CULTURE SATISFACTION AWARD 2025 FranchiseBusiness REVIEW

MOST PROFITABLE FRANCHISES SATISFACTION AWARD 2025 FranchiseBusiness REVIEW

FRANCHISE ROCK STAR AWARD WINNER 2025 FranchiseBusiness REVIEW

$20M Gross Revenue from Top Franchise in 2025*

$5.9M Average Gross Revenue from Top 10% of Franchises**

$3.7M Average Gross Revenue from Top 25% of Franchises**

$80M In Referrals from National Accounts

44% of Franchise Owners are Multi-Unit Operators

500+ Franchise Locations Across North America

**This figure represents the results of a single franchisee identified in Item 19 of our Franchise Disclosure Document("FDD").Individual financial performance will vary based on numerous factors. Prospective franchisees should care-fully review the full FDD — including Item 19 — and consult with their own legal, financial, and business advisors before making any investment decision.*
***With sales rep: see 2026 FDD*

PuroClean's Culture

PuroClean's culture starts with leadership and carries through every level of the system—from our Franchise Owners to their teams in the field. Servant leadership is built into how we operate. The people we serve are dealing with property damage and disruption to their homes or businesses. Showing up with professionalism, urgency, and genuine compassion is what defines the brand.

That commitment to doing the job the right way, every time, is why our Franchise Owners consistently deliver world-class service and why the system continues to be recognized for Franchise Owner satisfaction and culture.

OUR CULTURE

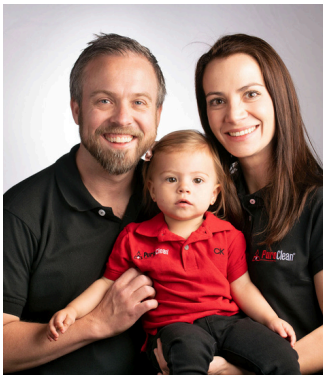
Servant Leadership
We lead boldly with the heart of a servant

Extreme Ownership
Our word is our bond

Active Collaboration
One team working together to build a World-Class Brand







At its core, PuroClean is a network of operators who lead with purpose. Each business is independently owned and operated, but no one operates alone. The shared mindset, accountability, and commitment to serving both customers and each other is what makes the system distinct and what gives Franchise Owners the confidence to build and scale within it.

Scan to Experience PuroClean's Culture

PuroClean®
The Paramedics of Property Damage

Finding Your Why

As you continue, consider the strategic advantages of franchising in the restoration industry and why so many entrepreneurs choose PuroClean.

Why Franchising?

According to the International Franchise Association, franchising is a proven business model that enables entrepreneurs to launch and operate their own businesses under the brand and guidance of an established company. This franchise system has become a cornerstone of growth for countless large and small businesses worldwide, from fast-food giants to fitness chains and beyond.

Building those resources independently can take years, requiring significant time, investment, and relationship-building before you can compete at the same level. At PuroClean, you gain access to those advantages from day one.







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

- ✓ Established national brand recognition
- ✓ Proven business and operational systems
- ✓ Comprehensive initial ongoing training
- ✓ Dedicated Regional Director business coaching
- ✓ National Account program
- ✓ Proprietary technology platforms
- ✓ Professional marketing resources
- ✓ Collaborative network of Franchise Owners
- ✓ Scalable multi-unit growth opportunities
- ✓ Negotiated vendor discounts

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

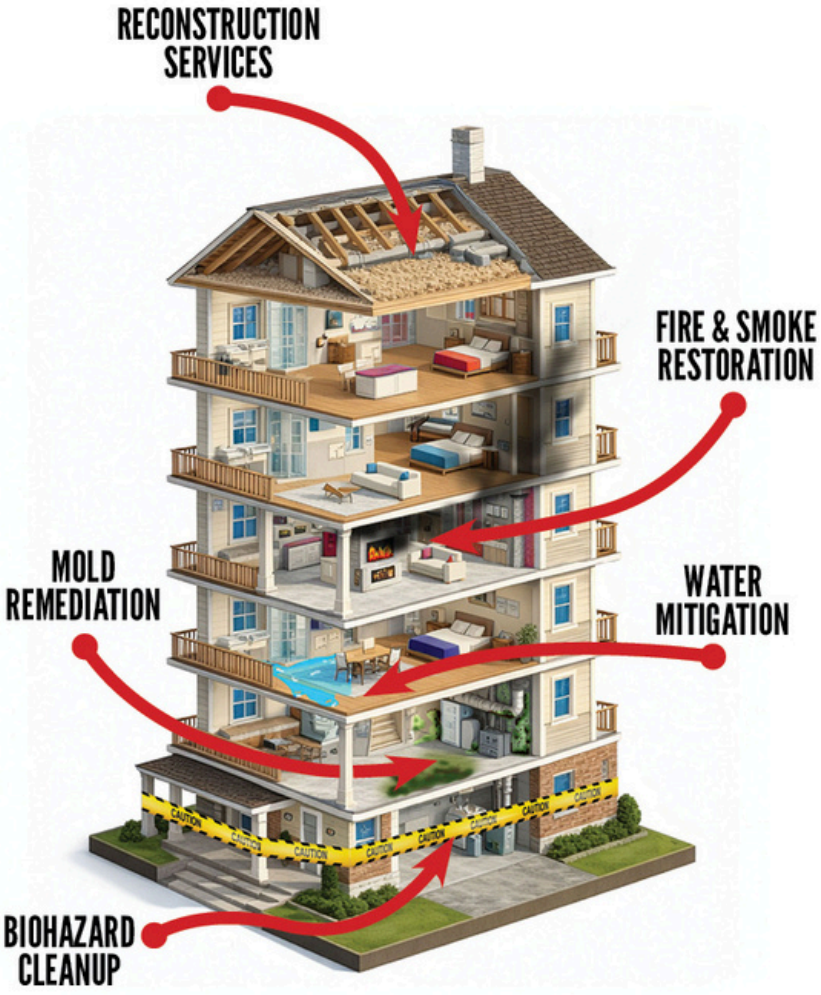
IFA Member since 1994

iFA INTERNATIONAL FRANCHISE ASSOCIATION

MEMBER OF VET★FRAN

Why Restoration?

PuroClean operates in the recession-resistant property restoration industry, providing essential services that homeowners, businesses, and insurance professionals rely on after water, fire, mold, biohazard, and other property damage. With multiple revenue streams and a mission rooted in helping people recover from unexpected disasters, Franchise Owners build businesses that make a meaningful impact while serving a consistent, year-round demand.





In the U.S., 14,000 people experience water damage every day.

The third most common cause of property damage is fire and lightning.

Nearly 50% of both commercial & residential properties face mold risks.

By 2032, the industry is projected to grow in size by nearly 50%.

About 1 in 60 insured homes files a property damage claim each year, with many needing reconstruction services.

Want to own a business that your community needs?



Why PuroClean?

PuroClean is one of North America's fastest-growing property restoration franchise organizations, with more than 500 locations serving residential and commercial customers across the United States and Canada. PuroClean provides essential, recession-resistant services including water damage restoration, fire and smoke remediation, mold removal, and biohazard cleanup.

- With more than 500 locations across the U.S., Canada, and Puerto Rico, PuroClean offers local ownership with national reach.
- PuroClean does not saturate the market; it dominates it with an open territory model, allowing you to work nationwide.
- PuroClean Franchise Owners have achieved a 95.6 % success rate with the franchise model. See Item 20 of the PuroClean FDD for statistical information.
- 44% of Franchise Owners have expanded into multiple units, showing confidence in the system's ability to scale.
- 82% of Franchise Owners enjoy operating their business.
- Industry-leading training includes hands-on experience in a state-of-the-art Flood House, 1 of 31 in the world.
- PuroClean is a preferred partner for three of the top five national insurance carriers.
- A top-tier veteran entrepreneur program, PuroClean is consistently named a Top Franchise for Veterans.
- Backed by sister company Signal Restoration, Franchise Owners never have to say no to a job that's too big or too small.



Industry Comparison

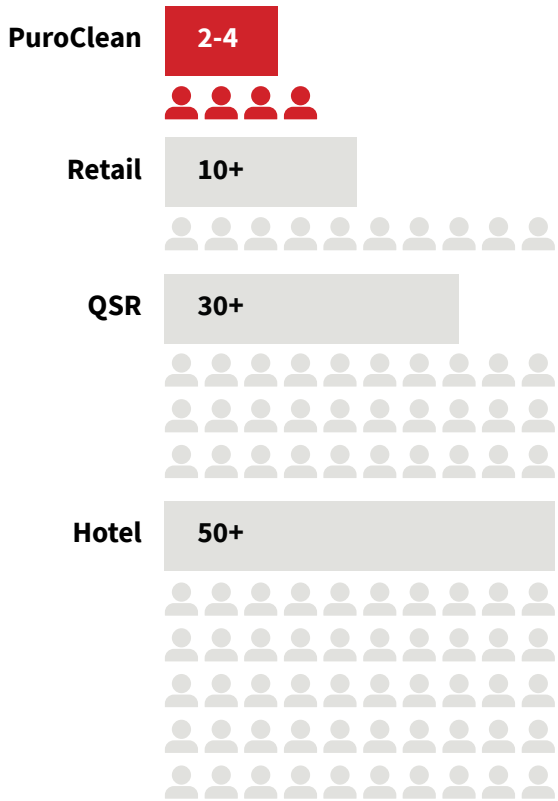
INITIAL INVESTMENT

PuroClean	$233K–$277K
Retail	$300,000+
QSR	$1,000,000+
Hotel	$3,000,000+

TIMELINE TO OPEN

PuroClean	3 Months
Retail	6-18 Months
QSR	6 - 12 Months
Hotel	12-24+ Months

STAFF REQUIREMENTS



Make a Strategic Investment

See how PuroClean compares to other franchise industries like retail, hospitality, and quick service restaurants(QSR) across key investment factors like startup costs, staffing, and time to open. More entrepreneurs are choosing PuroClean because it leads in all three categories while offering a scalable business model and strong national infrastructure designed to support long-term growth.

PuroClean®
The Paramedics of Property Damage

What Makes PuroClean Stand Out?

Throughout our process, you'll gain a deeper understanding of why entrepreneurs continue to choose PuroClean as the premier restoration franchise opportunity.

Premier Restoration Franchise

Largest Privately Owned Restortation Franchise

PuroClean is privately owned by Mark W. Davis and Frank Torre, not private equity. That means decisions are made with a long-term view of the business and the success of Franchise Owners, not short-term returns. Davis and Torre also have ownership in large loss firm, Signal Restoration, so they are operators themselves.

Hear From Ownership



Residential & Commercial Opportunities

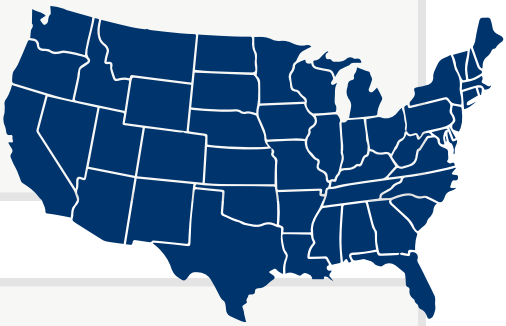
PuroClean is built to serve both residential and commercial clients under a single license. Moreover, the relationship between Signal Restoration Services, a nationally-focused large loss commercial restoration firm enables Franchise Owners to pursue a wider range of job types and revenue opportunities without added complexity or fees.



Discover Why You Can Say "Yes" to Every Job

Strong Insurance Relationships

PuroClean's Home Office builds and manages relationships for all National Accounts. PuroClean is the preffered provider for three of the top five national insurance carriers, plus dozens of third-party administrators. These relationships help create opportunities that flow down to Franchise Owners in their local markets.



National Response Team

PuroClean's National Response Team expands access to large-loss and commercial opportunities that extend beyond a single market. NRT combines centralized coordination with local execution by giving Franchise Owners extra support to participate in large loss or catastrophe events. This results in access to additional revenue streams and experience typically not available at the local level alone.

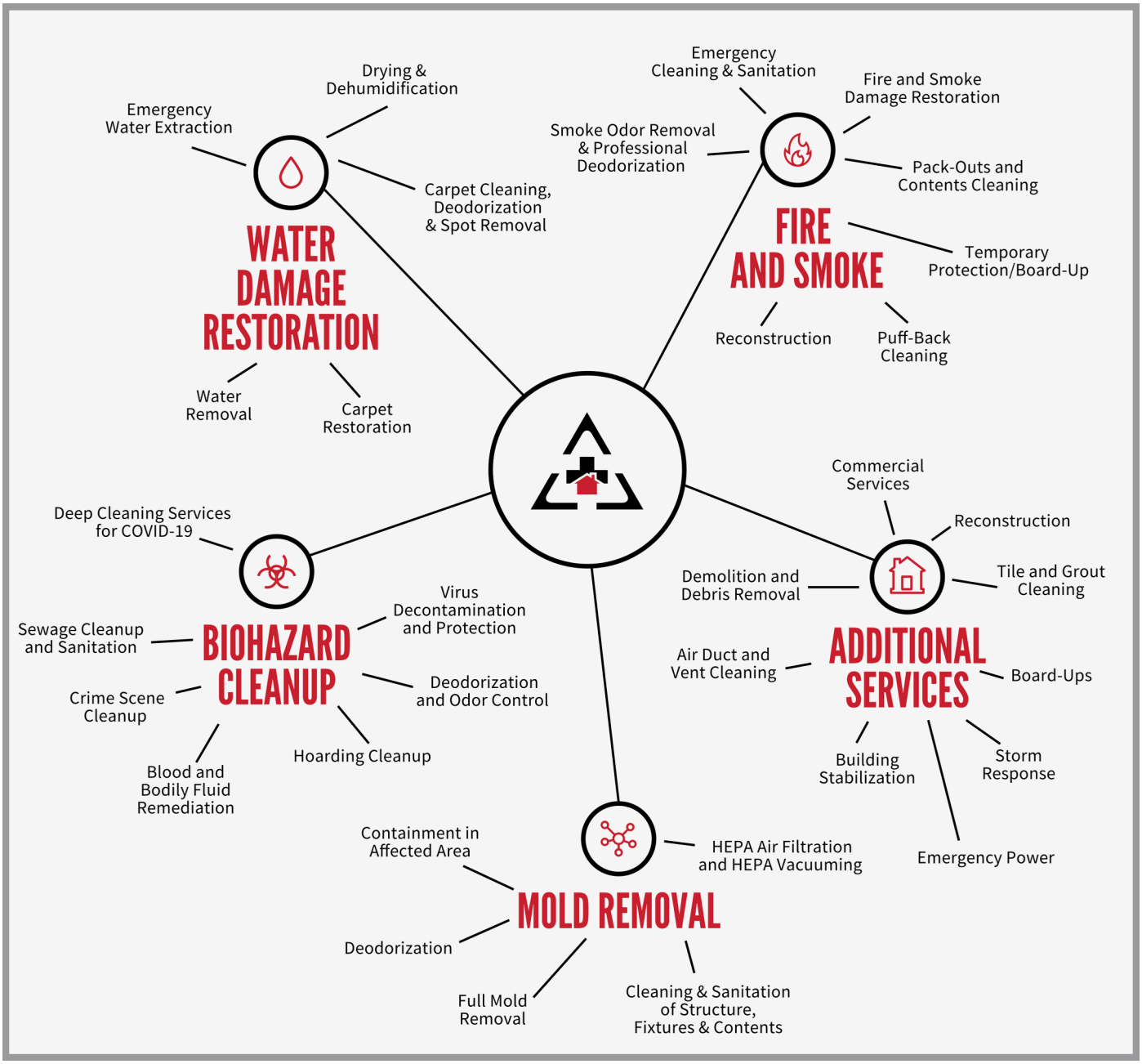
Hear Directly from a Franchise Owner



Diverse Revenue Streams

The PuroClean brand provides a full-service restoration model, allowing you to offer fire, smoke, water, mold, biohazard, and reconsutruction services,creating multiple revenue streams to grow your business. The most successful PuroClean Franchise Owners have a healthy mix of service offerings.

Are you looking for a full-service model that allows for a diverse portfolio?



Say Yes To Every Job

Who We Serve

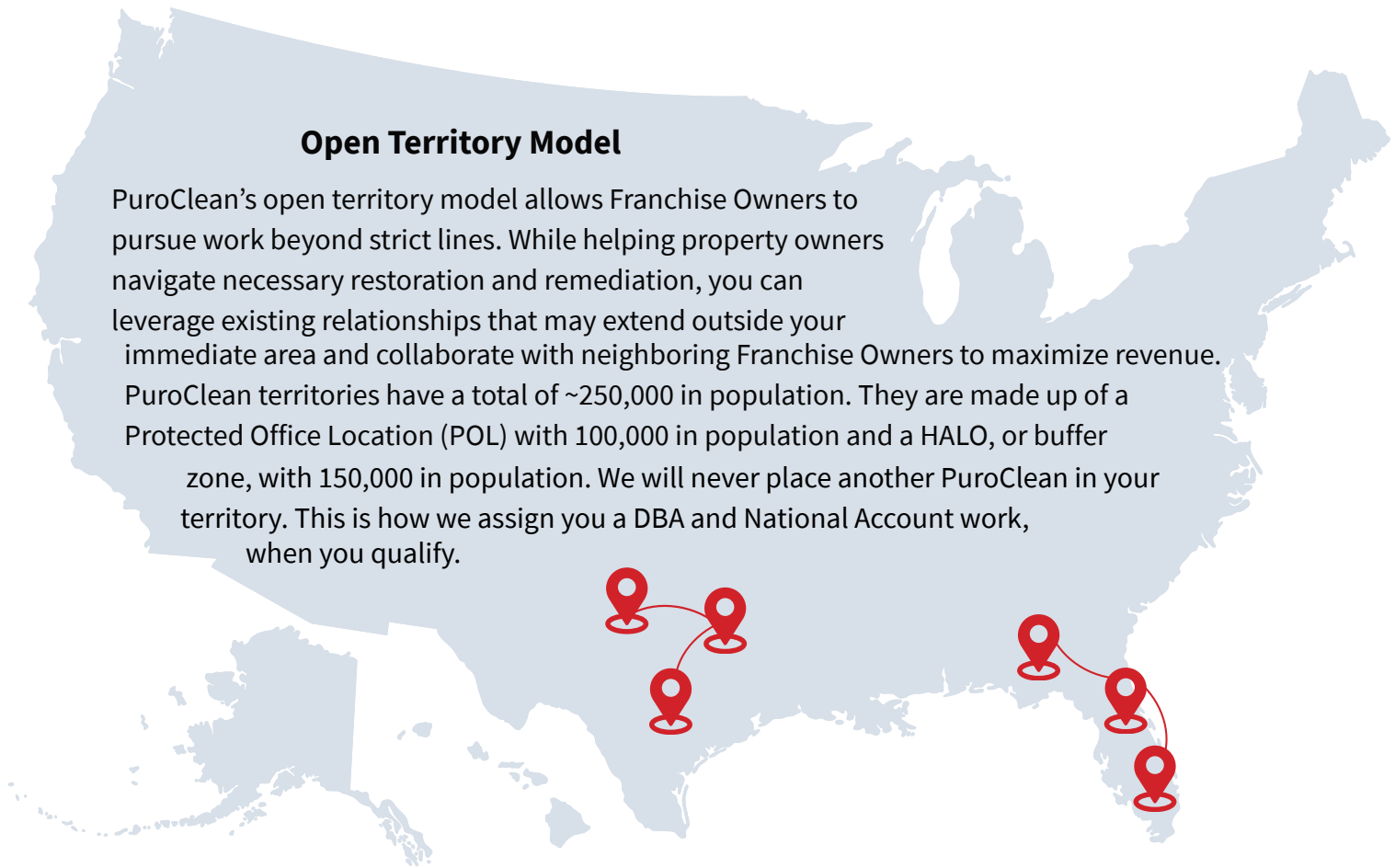
- Residential Homes
- Apartment Buildings
- Stadiums
- Restaurants & Bars
- Hotels
- Schools
- Medical Facilities
- Retail Spaces

Who We Market To

- Insurance Agents
- Property Managers
- Facility Managers
- Commercial Agents
- Plumbers
- Real Estate Agents
- General Contractors
- Roofers

Open Territory Model

PuroClean's open territory model allows Franchise Owners to pursue work beyond strict lines. While helping property owners navigate necessary restoration and remediation, you can leverage existing relationships that may extend outside your immediate area and collaborate with neighboring Franchise Owners to maximize revenue. PuroClean territories have a total of ~250,000 in population. They are made up of a Protected Office Location (POL) with 100,000 in population and a HALO, or buffer zone, with 150,000 in population. We will never place another PuroClean in your territory. This is how we assign you a DBA and National Account work, when you qualify.



PuroClean's open territory model complements its full-service approach by allowing Franchise Owners to maximize the value of the relationships they build.

Do you want to maximize revenue by levergaing PuroClean's unqiue model?

Hear Directly from a Franchise Owner



Franchise Support System

2.3x **Franchise Owners with a Business Development Representative (BDR) have an average gross revenue that is 2.3x higher than those without one.**

The Sales and Franchise Growth team equips Franchise Owners and their BDRs, or sales reps, with proven restoration strategies to go into their market and win organic jobs. They provide practical sales training and ongoing coaching focused on building relationships, closing opportunities, and driving revenue.



Marketing Resources To Help You Win Jobs

Localized Website • **Google Business Profile** • **Custom AI Tools** • **Commercial & Residential Resources** • **Public Relations**



The Regional Director (RD) Team is your daily go-to resource. Leverage their expertise to help scale your franchise. Well versed in business and restoration, our RDs are well equiped to help you win jobs, increase profitability, and run an efficient operation.

Think about where you create the most value. Is it administration, sales, or production? Then consider how the right support can strengthen everything else.

Onboarding and Training

1 RightStart Program

The RightStart Program begins with licensing, insurance, and vendor setup. It also includes prerequisite work and operational checklists. Weekly accountability keeps you on track and prepared for New Franchise Training.

2 New Franchise Training

New Franchise Training is a three-week program that combines classroom instruction with hands-on experience. You'll learn the systems, technology, estimating, and documentation needed to operate your business, earn industry certifications through real-world training in 1 of 31 flood houses, and finish with safety, equipment, and sales, and marketing training before graduation with your peers.



Learn About World-Class Training

3 PuroMentor

You'll spend four to five days in the field alongside an experienced Franchise Owner, learning how a successful PuroClean business operates. Gain hands-on experience with real jobs, customer interactions, scheduling, estimating, documentation, and day-to-day responsibilities.

4 PuroLaunch

Your first six months of business ownership are guided by a dedicated Regional Director through a structured startup program designed to help you reach your first dollar of operating profitability faster. Weekly one-on-one coaching, ongoing cohort sessions with your training class, and KPI tracking provide the accountability, guidance, and support needed to confidently build and grow your business.



PuroClean®
The Paramedics of Property Damage

Do Your Due Dilligence

Investing in a franchise is a significant decision. Thorough due diligence helps ensure you're choosing the opportunity that's right for your goals.

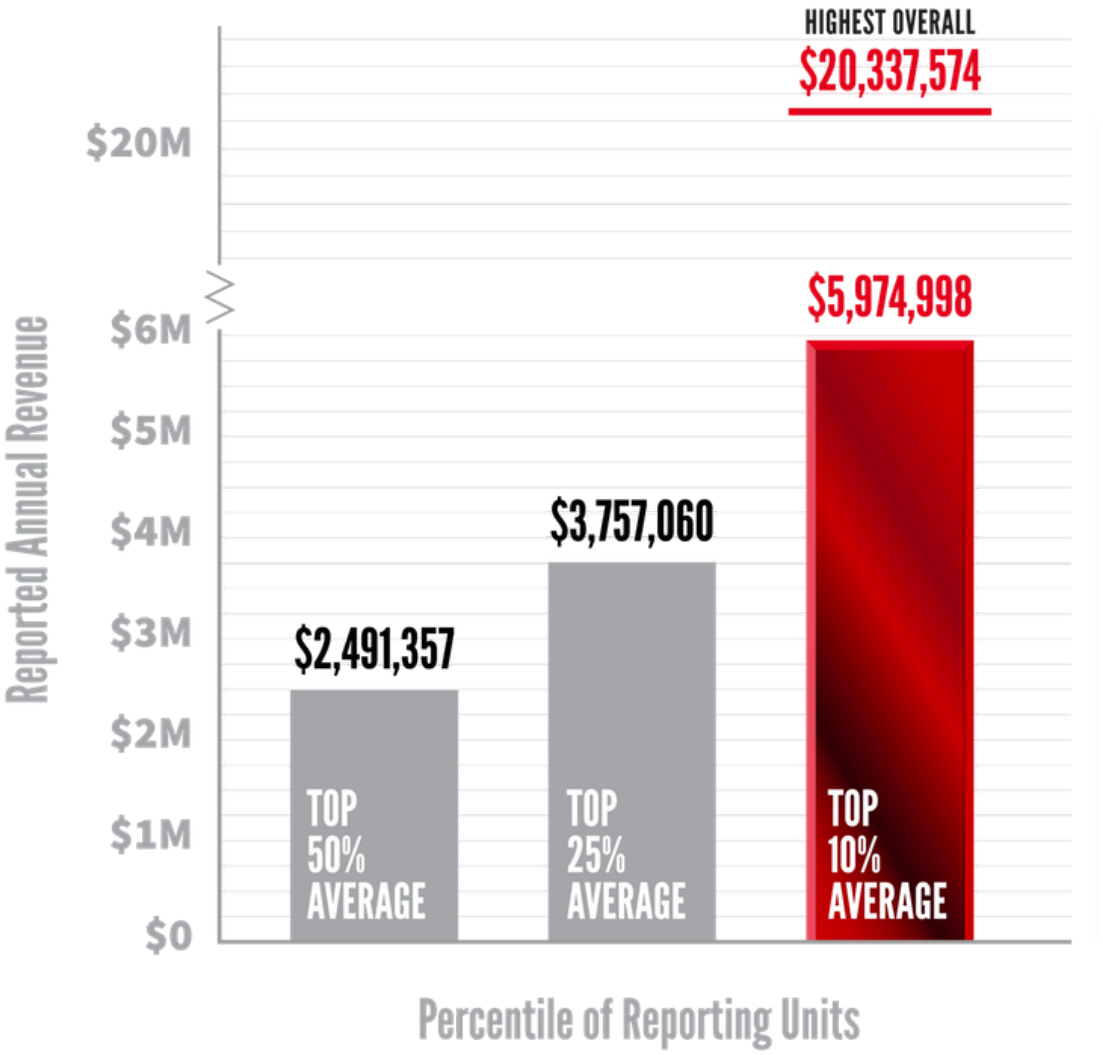
Franchise Disclosure Document

The Franchise Disclosure Document (FDD) is one of the most important steps in the franchise evaluation process. It provides a comprehensive overview of the PuroClean franchise opportunity, including system-wide performance, leadership, fees, obligations, and operational expectations.

The FDD is a standardized legal document, structured consistently across all franchise systems, and is designed to support informed decision-making. It should be reviewed carefully, with attention to key sections and any questions that arise during the process. You are encouraged to supplement this review by speaking directly with existing Franchise Owners to gain additional insight into day-to-day operations and overall experience within the system.

Key Areas of the FDD are:

Item 1 - Our Company History
Item 2 - Leadership
Item 6 - Fees & Royalities
Item 19 - Financial Performance



*This figure represents the results of a single franchisee identified in Item 19 of our Franchise Disclosure Document("FDD").Individual financial performance will vary based on numerous factors. Prospective franchisees should care-fully review the full FDD — including Item 19 — and consult with their own legal, financial, and business advisors before making any investment decision.
**With Sales Rep: See Item 19 of FDD

Brand Ambassador Calls

Brand Ambassador calls give you direct access to current PuroClean Franchise Owners who can share real insight into the business, the support system, and what ownership looks like day to day. These conversations are one of the most valuable parts of the validation process, and we encourage you to attend at least two calls within a 30-day period.

A new Franchise Owner joins the call every Wednesday, giving you the opportunity to hear different perspectives and ask the questions that matter most to your decision. Ask your Franchise Development Director for the call-in information to attend.



What questions do you have for PuroClean Franchise Owners?

- ✓ What career did you have before?
- ✓ What tools have been the most helpful?
- ✓ What mix of services do you provide?
- ✓ What has been your strongest referral source?
- ✓ How do you incentivize your BDR?
- ✓ When did you breakeven?
- ✓ What is your mix of organic and program work?
- ✓ How have you collaborated with the network?

What else would you like to know before you begin your journey with PuroClean?



The PuroClean Franchise Owners I contacted were willing to talk and tell me the good, bad, and ugly about the business. Those calls were incredibly helpful to me, and the willingness of those Franchise Owners to help me on my journey eventually drove me to become a Brand Ambassador.

Brian Towne, PuroClean Franchise Owner

PuroClean®
The Paramedics of Property Damage

Becoming a Franchise Owner

Becoming a PuroClean Franchise Owner is the culmination of a thoughtful, mutual evaluation process designed to ensure the right fit for both you and our system.

Franchise Application



The franchise application is designed to facilitate mutual due diligence. It gives us a better understanding of your experience, financial readiness, and goals while providing another opportunity for meaningful discussion throughout the discovery process.

Take time to thoughtfully complete the business planning section. Your responses help us understand how you think about leadership, growth, and building a successful business. If you have supporting materials such as a résumé, financial statement, business plan, or management overview, we encourage you to upload them with your application.

Financial Information
Please provide a complete picture of your assets and liabilities. Accurate information helps us have productive conversations about capitalization and long-term business success.

Background Check
A background and credit check is only initiated after you and your Franchise Development Director mutually decide to move forward in the process.

Meet the Team Day

Meet the Team Day is a critical step in the evaluation process for both you and PuroClean. It is designed to validate everything learned throughout the journey and provide a clear, comprehensive understanding of the PuroClean franchise opportunity.

During this experience, candidates engage directly with the Executive Team and key leaders across the organization. Each session is structured to provide transparency into how the business operates and how Franchise Owners are supported.

Discussions cover all core areas of the model, including leadership, culture, Franchise Owner network, operations, marketing, training, business development, legal, and ongoing support.





By the end of the day, you will know if this is the right opportunity for you.

At PuroClean, most candiates sign their franchise agreement at the end of Meet the Team Day and celebrate their exciting, new business venture with the entire team!

Hear Directly from a Franchise Owner

Ready to take the next step to owning a scalable, high-margin property restoration franchise?