



Prospect Presentation



americasgreatestfranchises.com
(310) 901-5611





Agenda

- 1 Overview of Discovery Process
- 2 Who is DRYmedic/Authority Brands
- 3 Our Differentiators
- 4 Learn about Restoration Industry
- 5 Marketing - Making The Phone Ring
- 6 Financial Overview
- 7 What's Next



Franchise Discovery Process



... We provide you the information to
... make an informed & intelligent decision
... concerning the DRYmedic Restoration
... Franchise.

WEEKS 1-2

Introductory Call

Discover your goals and our commitment

Determine if there are Mutual Interest

Management styles and the operation of DRYmedic

Informational Webinar On DRYmedic/AB

History of the business and marketing tools

WEEKS 3-4

Send FDD if Ready & FDD Review

Comprehensive review of franchise information

Validation Calls/Territory

Call franchisees to get detailed information

Meet Your Team Day

Meet the support team at the HQ

WEEKS 5-7

Final Credit and Background Check

Credit and background checks completed by all owners

Franchise Agreement Delivered

Your Franchise Agreement sent via DocuSign

Signing Day

Sign the agreement/Call with opening support

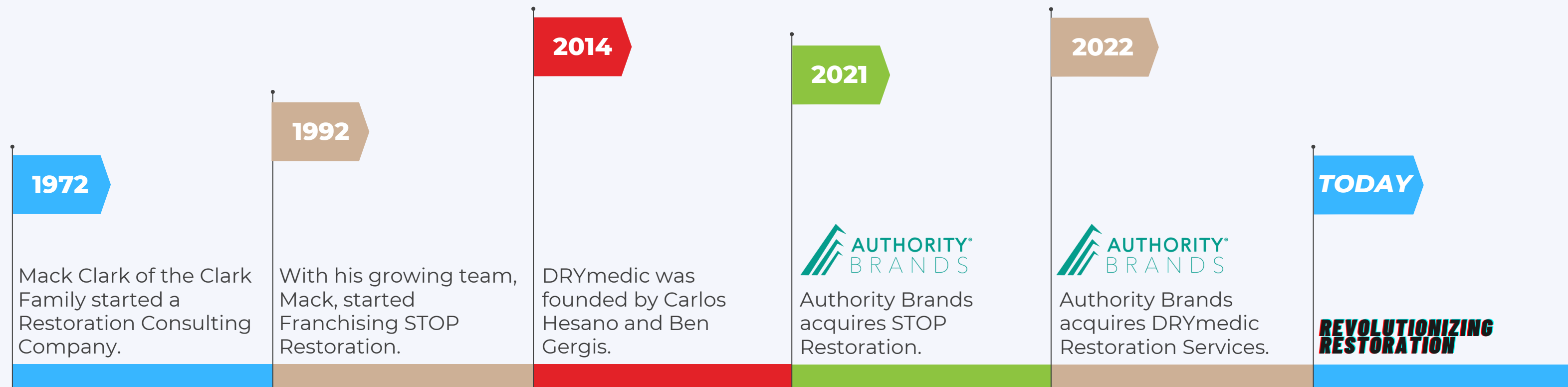
What DRYmedic Does



*additional services added after business is established

Our History

As of 2022, DRYmedic and STOP restoration have 52 years of combined experience in the restoration industry. Founded in 1972, STOP Restoration has grown to 34 locations nationwide. In a short period of time, DRYmedic has become a major player in third most competitive restoration market in the country. Now under Authority Brands, STOP Restoration and DRYmedic have joined forces in effort to provide communities quality restoration services and entrepreneurs the ability to succeed in the restoration business.



The DRYmedic Effect

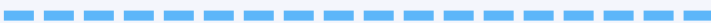
**REVOLUTIONIZING
RESTORATION**



Join the most exciting restoration franchise in the industry.



OUR CORE VALUES



DRYmedic
RESTORATION SERVICES

Hard Work



DRYmedic
RESTORATION SERVICES

Integrity



DRYmedic
RESTORATION SERVICES

Communication



DRYmedic
RESTORATION SERVICES

Professionalism



DRYmedic
RESTORATION SERVICES

Positivity



DRYmedic
RESTORATION SERVICES

Compassion





Carlos Hesano

Brand President



Ben Gergis

VP of Integration

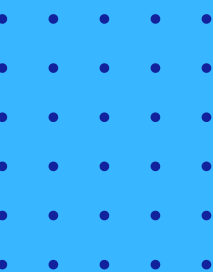


Marc Siegal

VP of Operations

Operations Team

Our operations team has significant restoration industry experience as well as franchise business knowledge.





Dominic Hesano

Franchise Development
Manager



David Colella

Franchise Development
Manager



Damon Cox

Franchise Business
Consultant

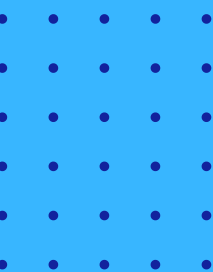


Whitley Bilek

Franchise Support

Franchise Team

Our franchise team has experience is starting new franchises as well as growing existing units.



Heather McLeod

Chief Growth Officer



Pam Harper

VP of Marketing



Kari Sanders

Marketing Director



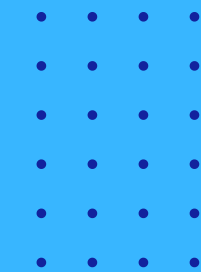
Megan Boyd

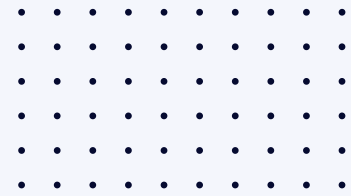
Marketing Manager



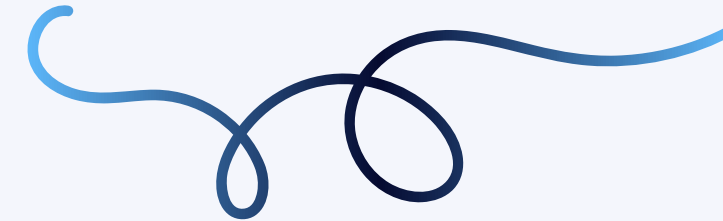
Marketing Team

Our marketing team is well-versed in driving revenue for franchise units by utilizing the most effective strategies.





Our Mission



Leverage the combination of our restoration industry experience with our franchise background and business knowledge.



Make every existing franchisee profitable through extensive training



Continually refining franchisee unit training and implementation programs



Launch franchisor marketing initiatives to fuel unit growth

The Power of Authority Brands



A Family of Service Brands

The DRYmedic Difference



Projected Territory of up to
150,000



Referral Sources to get B2B
Customers



Recession Proof



Low initial equipment
investment means the
equipment is out in the field



Start the business out of your
home - Start Simple, Grow
Big- Model



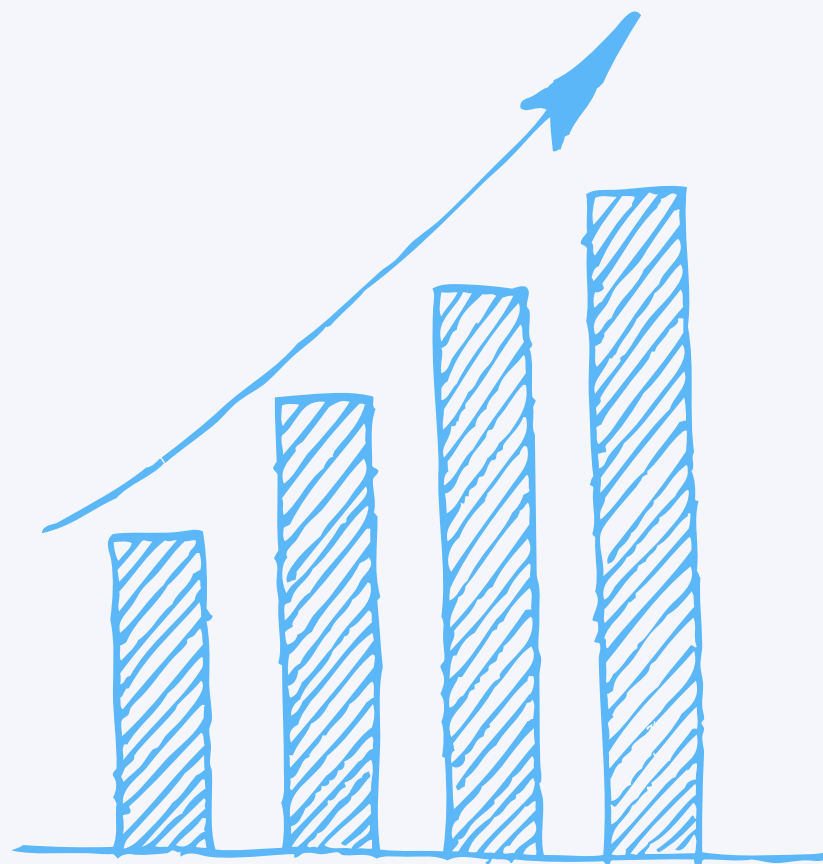
Built-in referral sources thru
our various brands- Benjamin
Franklin Plumbing, One Hour,
etc.



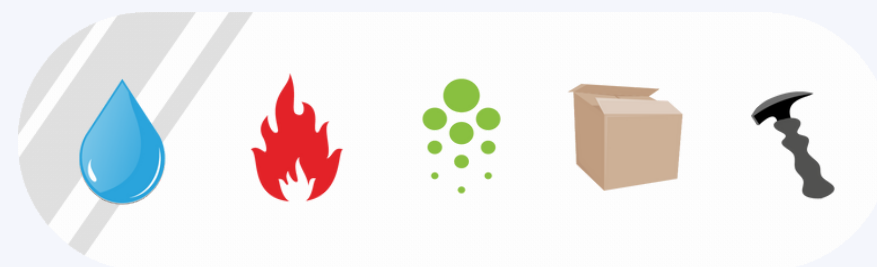
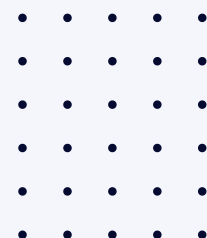
Dedicated Franchise Business
Consulting, Technical Support
and Marketing Department



National Coverage... Local
Commitment



Start Simple, Grow Big



Increased Buying Power



\$1.3 Billion in Buying Power
300+ Vendors

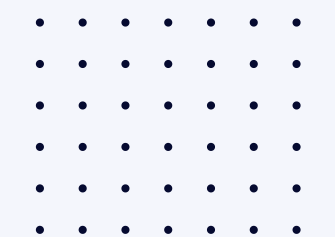


Marketing Programs & Support

From day one, franchisees are equipped with a marketing and sales strategy that produces a strong online and local presence by which to build and grow their business.

Programs include but are not limited to:

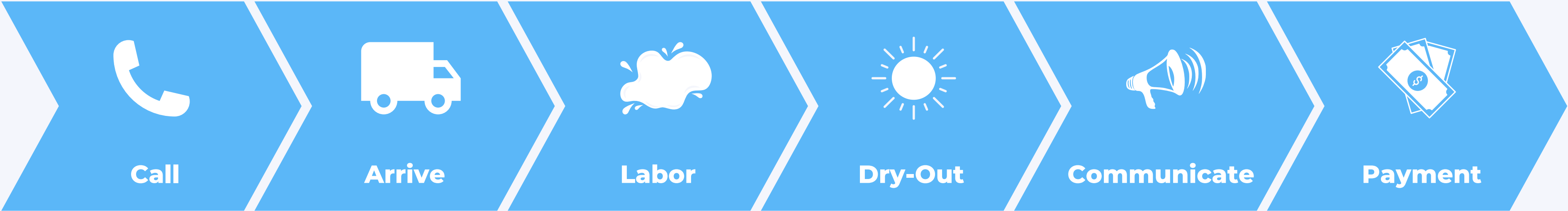
- Custom Local Micro-Website
- SEO Optimized
- PulseM
- Marketing collateral designed with specific campaign targets
- Email marketing campaigns
- Social Media
- Digital Advertising
- Support from a dedicated marketing and communications manager
- Pay-Per Click Advertising
- Route Marketing
- Referral network support
- Lead generation support
- Customer Financing



The Restoration Industry

- \$210 Billion Industry
- 14,000 people per day experience water damage
- More work than reliable service providers
- Year over year restoration companies continue to report high revenue
- As homes age, claims continue to climb
- Contents and drying activities create passive income streams. If you are drying or storing contents, the meter is running
- Operations supported by technology





Call for emergency services comes in from referral source.

Arrive at customer’s house to determine size and scope of loss. Collect contract from homeowner and service deposit.

Labor begins to remove furniture, wet carpet and extract water from the space.

Labor sets up drying equipment to dry the space for the number of days needed for the job. DRYmedic leaves the home. PASSIVE INCOME.

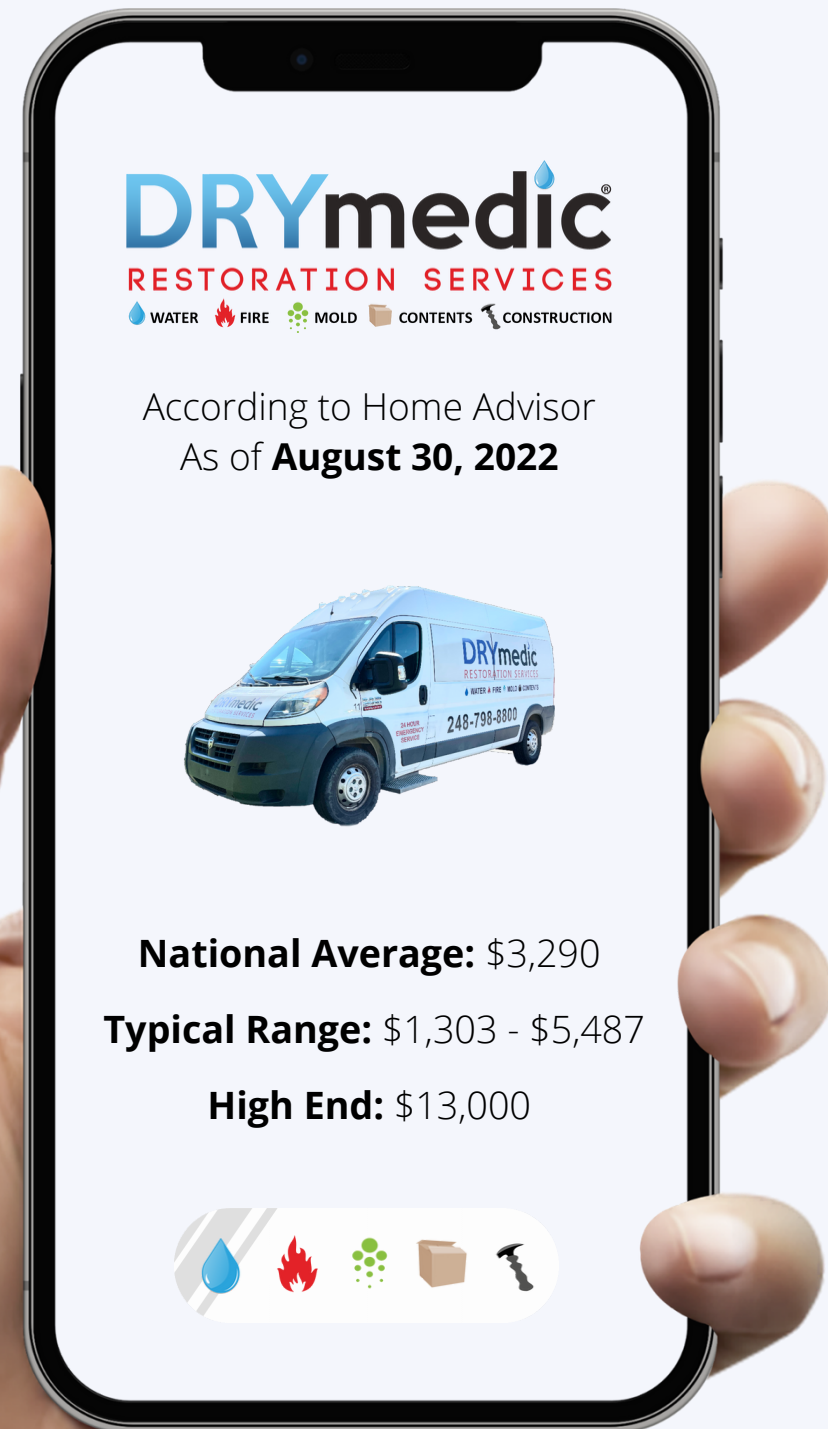
Communication about the progress of the project is provided to customer and referral source throughout.

At the end of the project, the equipment is collected, and the insurance company is billed.



DRYmedic's Water Claim Process





Example of Billable Items - Water Claim

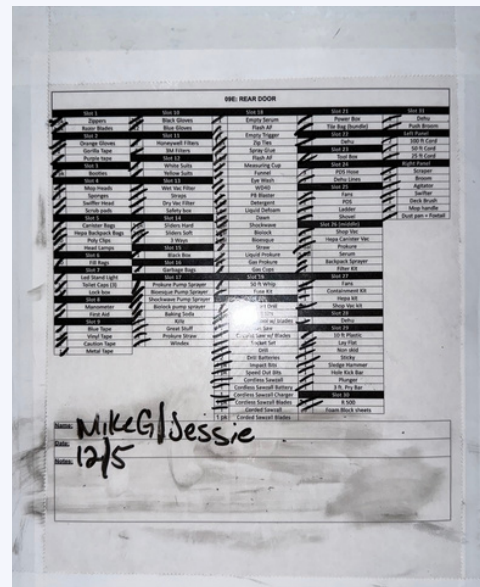
- Emergency Service Calls
- Extraction of water
- Containment set-up
- Removal of building materials such as drywall, base and flooring
- Furniture manipulation
- Anti-microbial treatments
- Equipment rental fees for fans and dehumidifiers

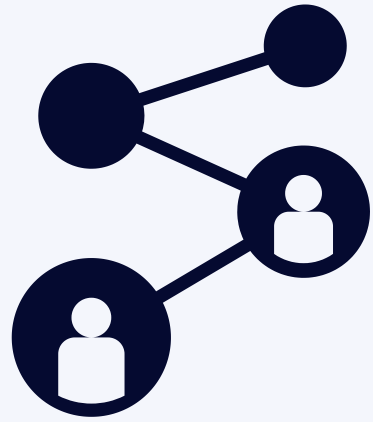


Vehicle Efficiency

Our vehicle organization structure has been refined throughout our 30 years of business to be the most efficient in the restoration industry.

*You have the option to retrofit, decal, label the vans at the corporate office to be road-ready after training.





Referral Sources

Utilize various referral sources that can be switched on and off.



1. **Local and Regional Marketing** to the key 25 referral sources (B2B relationships). Including our partnership with Associa. Associa is the nation's largest property management company serving over 5 million residents across the country. Includes both direct to customer and direct to HOA's platforms making DRYmedic Restoration the preferred service provider.

2. **Digital Internet Presence**- website, social media, pay per click campaigns

3. **Industry Associations**- Insurance groups, local chambers, conventions

4. **TPA network**- join the Third Party Adjuster Network

5. **Vendor Network**- receive referrals from service vendors (plumbers, HVAC, and more)

6. **Route Marketing**

7. **Municipality Marketing**

8. **Digital Lead Generation**

Robust Task System

Pre-Programmed Workflows - Unique to DRYmedic



Streamlined Software:

Our task-based system is pre-programmed with workflows that walks the entire team through every step of the process. **DRYmedic is an Ultra-Partner with DASH**, meaning we have worked with their software development team to utilize the platform to our needs. Complete with required compliance tasks document, photos, checklist, moisture tracking, notes, and more.



Achieving the..
"DRYmedic Standard of Care"

Industry Leading Training Resources & Tools

- Access to experienced industry professionals with over 30 years of restoration experience
- Training modules videos, lessons, skill assessments, and business coaching
- On-demand technical support
- Ongoing Mastermind meetings
- Continuing education
- Technical Manuals
- Marketing Training



Training Categories

Marketing/ Sales

Sign more jobs through our intimate sales training.

Management

Create a culture that will attract talent to your team. Learn to report and reward teams hard-work.

Production/ Process

Utilization of our refined production process to improve turnover time and quality.

Finance

Understand the tools, reports, and procedures necessary to bill projects timely and simplify the collections process.

Relationship
Building

Onsite
Estimates

Follow Up

Team Building
Culture

Report Building

Human Resources

Crew
Management

Health/Safety

Field Training

Insurance
Billing

Auditing
Process

Collection



Start-Up Program

7 Stages

Jump-Start:

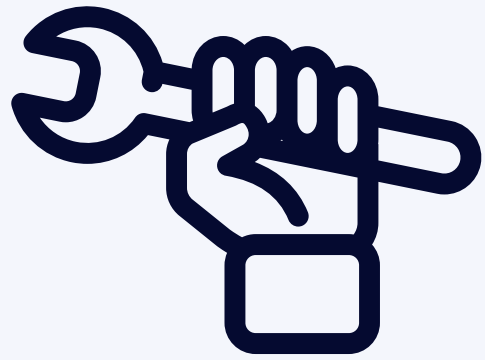
Onboarding Team takes you through a very specific step-by-step program of what to do every week and everyday in the Onboarding process.

What to do and when to do it! They take you through a checklist you need to jump-start your business.

DRYmedic

You will have meeting to set up the following for your business:

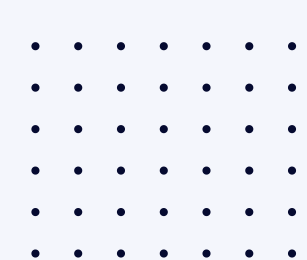
- 1)** Business Plan
- 2)** Staffing Plan
- 3)** Operations Plan
- 4)** Marketing Plan
- 5)** Training Plan
- 6)** Sales Plan
- 7)** Opening Plan



Technicians First Process

Hands-On Approach

- Operators will learn the ins and outs of the mitigation job workflows
- Operators will perform the duties of a field a Technician, Lead Technician, Foreman, Project Manager, and Estimator.
- Gain valuable insight from the experienced field team.
- They will learn how to strategize and problem solve in a real world setting as the scope of the job evolves.
- Learn how to communicate and build trust within the team.
- Learn to manage, document and collect project information by utilizing our CRM system's app in the field.
- Field Sales Training



Technical Development Course



Duration: 2 Weeks



Location: DRYmedic Headquarters - Field and Office Training

*Confirmation of Certificates in Water, Fire, Mold, and Smoke are required prior to training

Training participants will have **hands-on field training** as well as **administrative training** in all mitigation job types. Focusing on the different Water, Fire, Smoke and Mold projects.

Field Training

Utilizing our **Technicians First Process**, franchisee's will work with our experienced field team to instill the core process and procedures.

Administration Training

In the office, franchisee's will learn the **operational tasks** involved throughout the job workflows. Such as, coordinating, estimating, invoicing, sales, insurance adjuster relations, and more.



2022 Franchise Disclosure

DRYmedic Restoration Services: Item 19 Financial Representation

Top Performers Average: \$2.4M
Best Performer did: \$5.6M

**2021 Average
Gross Revenue**



\$830,131

QUARTILE	AVERAGE GROSS REVENUE
Top 25%	\$2,438,152
2nd Quartile	\$609,039
3rd Quartile	\$197,083
Bottom 25%	\$76,251
Total System	\$830,131



Who makes a high-performing DRYmedic Owner?



Team Builders



Problem Solvers



Management Minded



Ability to Learn & Willingness to Teach



Friendly & Approachable



Desire to Help Others





Experienced Disaster Restoration Specialist

Helping Michigan families & businesses recover for over 30 years.





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