

A FRANCHISE CONSULTANT'S GUIDE TO PUROCLEAN

This guide equips you with the knowledge and strategies needed to confidently present PuroClean to your candidates, not only as a profitable financial opportunity but also as a chance to profoundly impact their communities. Together, we can empower your candidates to see the value in joining the PuroClean family.

Contact: Morris Shamouni at (310) 901-5611



START HERE

Candidate, I want to talk to you about a World -Class brand that provides a needed service to residential, commercial, and industrial customers. They have been in business for 30 years! Their owners are active in their businesses and communities, helping their neighbors in times of need. **Known as “The Paramedics of Property Damage®,” PuroClean has perfected a proven business model.** They provide the knowledge, support, tools, and systems Franchise Owners need to fulfill their dream of business ownership in the restoration industry. Each PuroClean office is independently owned and operated.



INDUSTRY

You might not be familiar with the restoration industry.

PuroClean provides water, fire, smoke, and biohazard remediation to commercial and residential customers. Don't worry—mold and biohazard are optional! The causes of these damages are everyday occurrences, which contribute to this being a vast industry exceeding hundreds of billions of dollars each year.



JOB

You might be curious about how PuroClean Franchise Owners secure jobs. Property damage is a daily occurrence in towns and cities nationwide. Property owners submit claims to their insurance providers, who then refer and handsomely compensate a professional restoration company to manage the cleanup and restoration. Organic jobs and national program work are other ways to earn revenue as well.



EMPLOYEES

If you are wondering about PuroClean technicians (W2, though 1099's are utilized as well), they are thoroughly screened, insured, and trained in utilizing the latest mitigation technology and procedures while operating under a strict code of ethics.



CULTURE

I remember you said being involved in your community was important. When you get to speak with PuroClean Franchise Owners, they will tell you the work they do in their communities is highly rewarding and a primary driver for starting a PuroClean franchise. They have a culture of Servant Leadership, Extreme Ownership, and Active Collaboration.



OPERATIONS

The business can be run from home initially, or you can start with a small industrial space (1200 – 1500 sq ft). Some owners in their system have 10,000+ sq ft facilities. Their Franchise Owners are active in their businesses and their communities. They perform the three major functions in the business before employees may be necessary. They will **market** locally, they will **produce** the work, and they will **administrate/manage** projects.



HISTORY

The business is privately held by two owners who are ‘restoration guys’. They are committed to their Franchise Owners, who are their stakeholders, not a 3rd party. PuroClean has 30+ years of experience in the industry, 20+ years as a privately held franchise system, nearly 500 locations, and hundreds of years of combined experience at the executive level.

BONUS



In PuroClean's FDD, Item 19 will show an average franchise open for at least one year and all of 2023 had an average annual gross revenue of **\$1M+**, on a sample size of 334 locations!



Through PuroClean's dedication to veterans via their **PuroVet** program, **1 in 7** Franchise Owners are veterans!

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