



WELCOME FRANSERVE!

BRAND OVERVIEW

Contact Morris Shamouni for more information at

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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

What makes our industry successful?

Essential

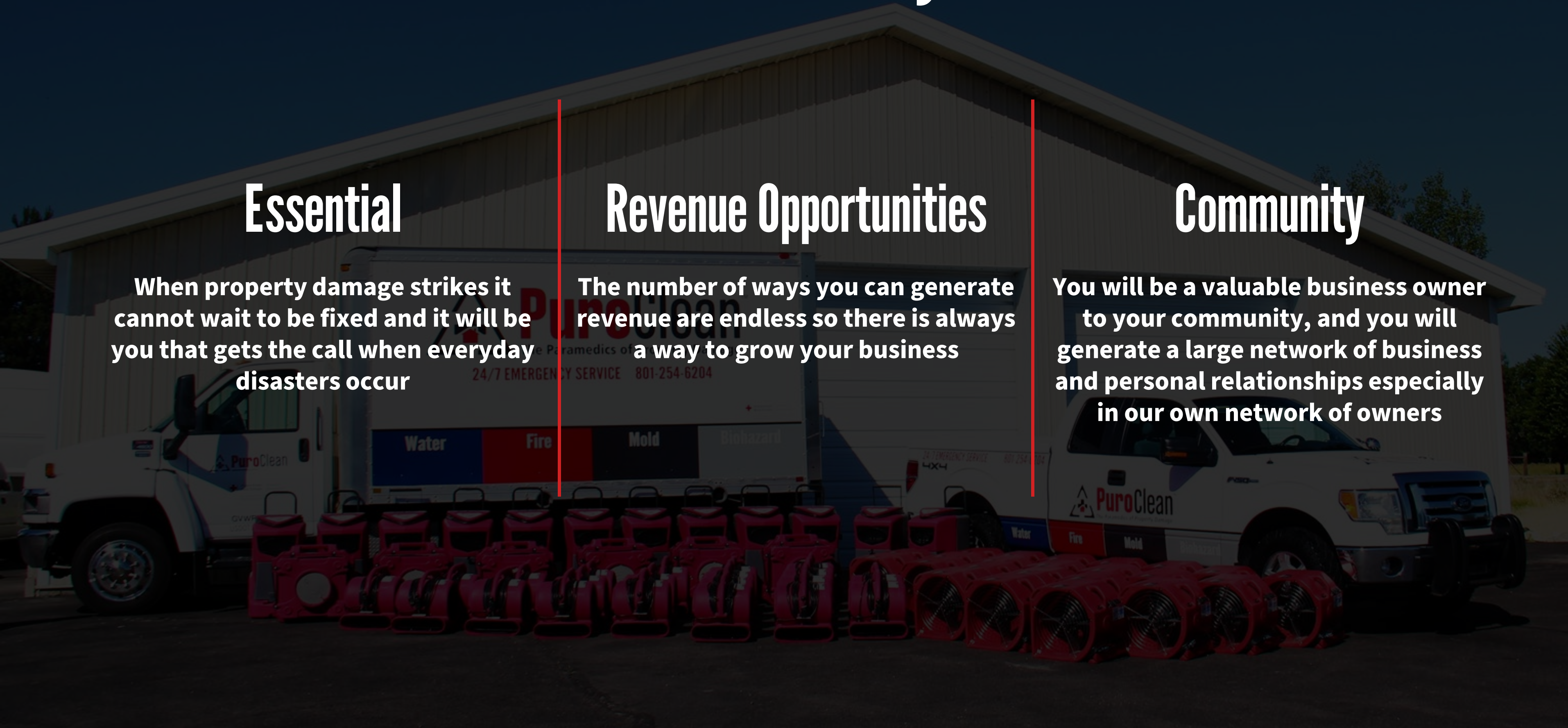
When property damage strikes it cannot wait to be fixed and it will be you that gets the call when everyday disasters occur

Revenue Opportunities

The number of ways you can generate revenue are endless so there is always a way to grow your business

Community

You will be a valuable business owner to your community, and you will generate a large network of business and personal relationships especially in our own network of owners



Protected Open Territory System

POL

**Protected Office Location
OWNED**

~100K by zip code

HALO

**Buffer Zone
GRANTED**

~150K by zip code

~250,000 Total Population

You are **not** restricted to only service inside your territory.

Reasons to service outside territory:

- Your local adjustor has a client outside your territory
- Pre-existing connections or referral
- Storm Team

..... **Build Your Business Locally**

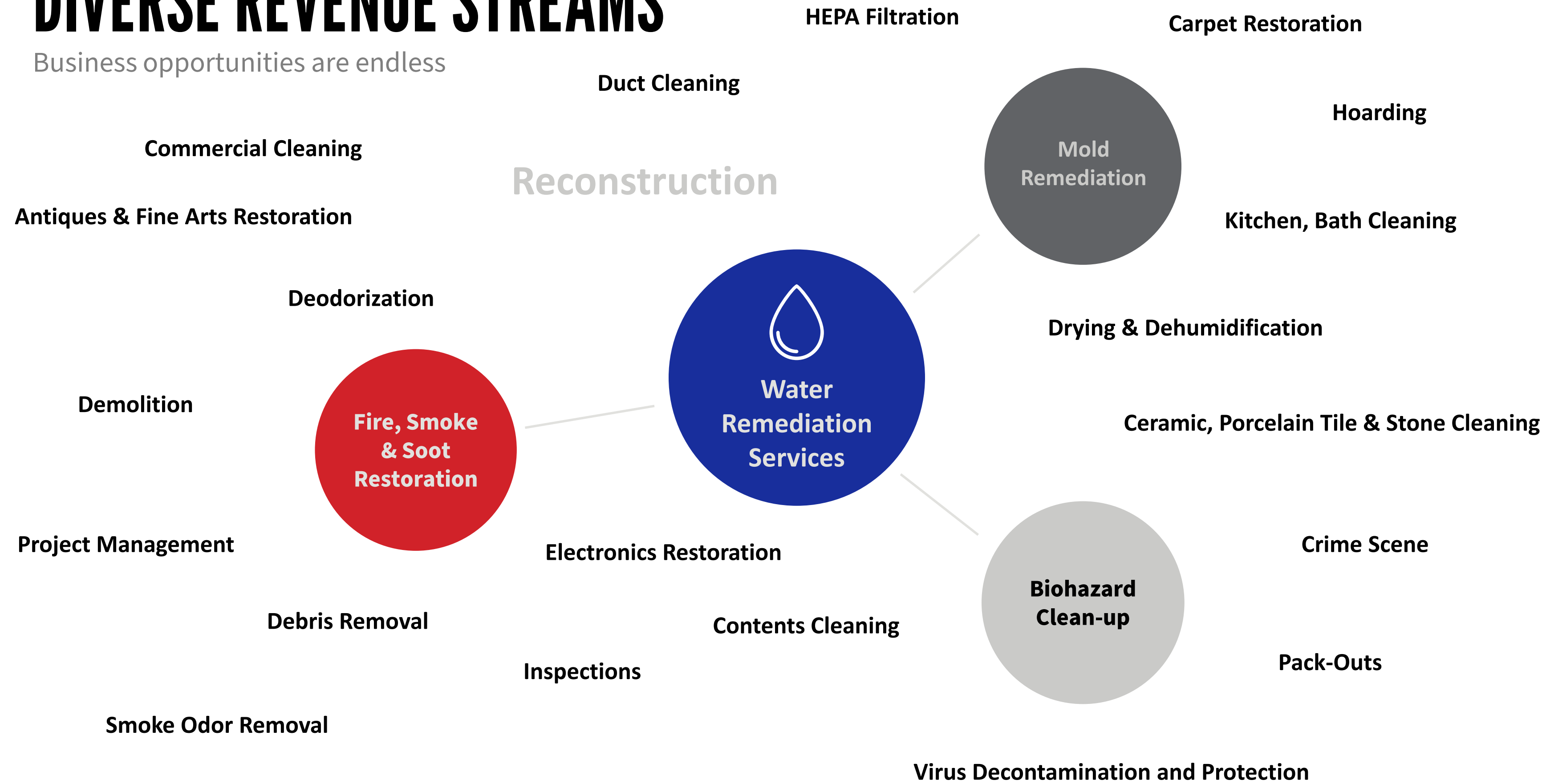
No other PuroClean can be awarded in this area
National account work is assigned to you*

*Must qualify and be willing



DIVERSE REVENUE STREAMS

Business opportunities are endless



Your Support Team

Finance/Accounting

Help you find a missing payment or consult on best business practices

Regional Directors

First point of contact for day-to-day support

Marketing

Award winning team providing digital and print content for every aspect of your business

Business Development

Helping to create revenue opportunities including insurance and commercial accounts

Franchise Development

When you're ready to expand your business let us know



We're Here For You

LEADERSHIP TEAM



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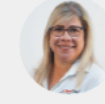
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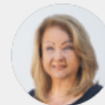
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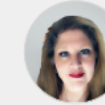
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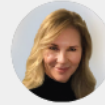
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REGIONAL DIRECTORS



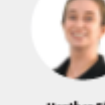
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SALES AND SUPPORT

LEGAL



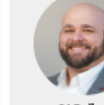
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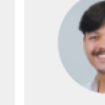
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INFORMATION TECHNOLOGY

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Investment

Franchise Fee

\$59,000

Includes Technology Package
Access to the PuroClean Brand

Operating Capital

\$50,000

For costs found in Item 6 and 7
of the FDD

Vehicle

\$65,000*

*Approximate Cost
Required as First Vehicle
Approved Supplier List

Equipment

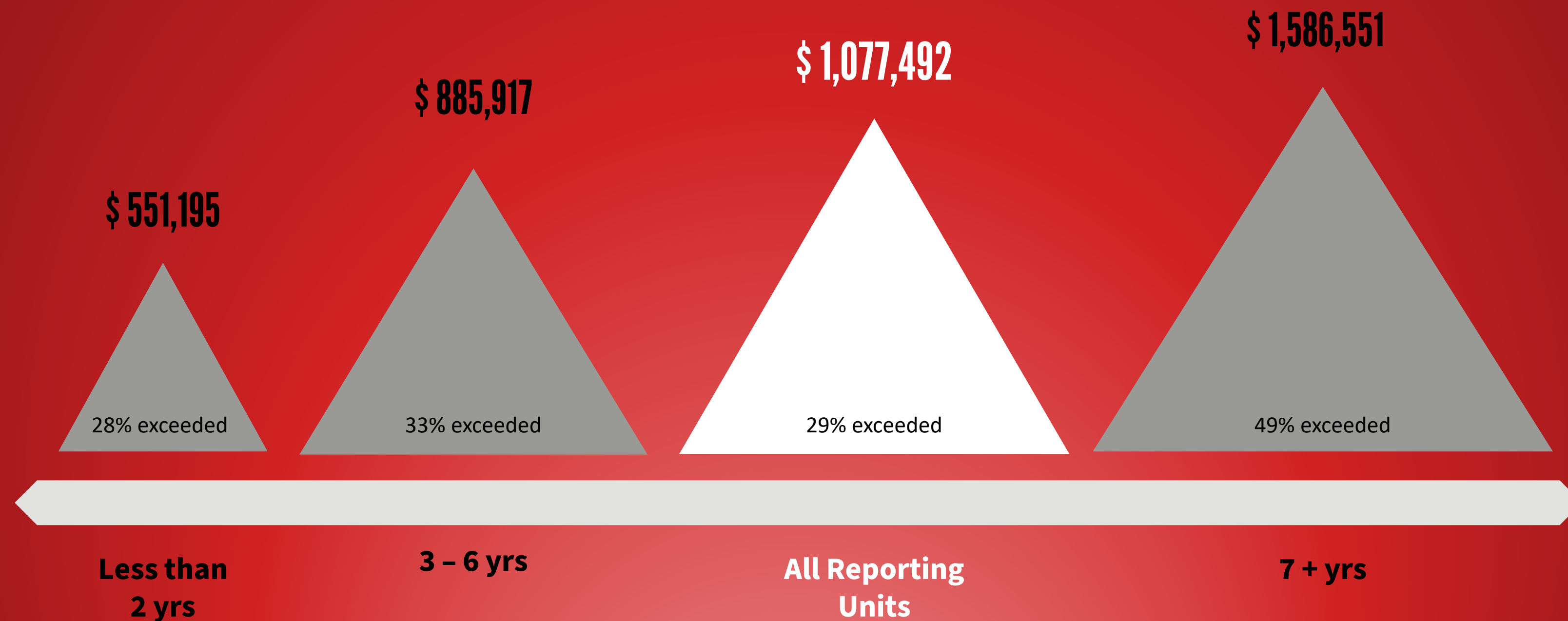
\$65,000*

*Approximate Cost
Initial Equipment Package
Aramco – Largest Distributor

ITEM 19

Found in the Franchise Disclosure Document

Contains certain historical data submitted to us by our franchisees for the period January 1, 2023, to December 31, 2023. There were 334 in operation for the full 2023 Measurement Period that had been opened for one or more full years.



National Accounts

BRONZE



SILVER



GOLD





Never say “NO” to a job.

Signal Restoration Services is our sister company who provides emergency and environmental property restoration services on a large scale.

PuroClean and Signal work together by referring work to our franchise owners, partnering with them on jobs or accepting referrals.



PuroLogic

Restoration Management Software

Core business suite of software's that help you manage your entire job from beginning to end, that work out in the field where you need them most, while also tying into your insurance claims.



Marketing Tools

Lunch and Learns/CE Classes

Grow your network of insurance professionals. In person or online, we have approved courses for you to teach in your community to position yourself as the expert.



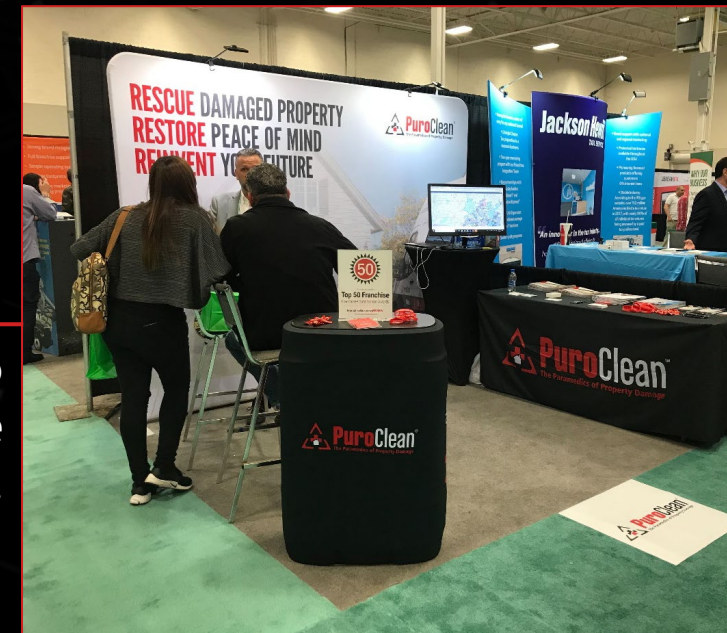
Marketing Materials

Access to a whole library of materials for print or digital use made for commercial and residential



Events

Local events are a great place to connect with other professionals. Make sure to promote these localized events.



The Flood House

Our training academy is unmatched when it comes to the level of our instructors as well as the hands-on experience in our state-of-the-art flood house. Training doesn't stop as we offer numerous advanced courses in mold, biohazard, and commercial large loss.



Classes

NFT / IFT

New Franchise Owner Training is where you learn the basics of the restoration industry. That is followed by Initial Field Training by your Regional Director at your facility.

WRT/ASD

At the end of NFT, you will have the opportunity to earn your WRT and ASD certifications.

AMRT / FIRE

When you're ready for the next level we have Mold (AMRT) and Fire classes to help you grow your knowledge to tackle bigger jobs.

ADVANCED

We also host special classes like large loss, commercial drying and microbial warrior to make sure your learning never ends.

Online Academy

Stay up to date and take your training with you through the PuroClean Online Academy. We have dozens of courses available for you and your team. These are prepared in a way to make learning quick and simple, making sure any employee knows The PuroClean Way.

Equipment, Safety, Marketing, Admin, Culture, and so much more!

