

FOR FRANCHISE OPPORTUNITIES:



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LOW-RISK, HIGH-REWARD  
FRANCHISE OWNERSHIP



### Dear Future PuroClean Franchise Owner,

On behalf of the Executive Team and the PuroClean Network, I would like to congratulate you on taking the first step to change your life and your future by considering the PuroClean franchise opportunity. PuroClean is one of North America'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 structure you'll need to fulfill your dream of being your own boss.

We are committed to providing top-quality property damage restoration services to the insurance industry, property managers, and commercial and residential property owners throughout North America. Industry experts and insurance carriers have recognized PuroClean as one of the most dependable and professional service providers in our segment, and we've earned this reputation 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 owner. I welcome you on this journey as you consider joining our family of franchise owners and share in your optimism as we show you a whole new world of possibilities.

Sincerely,

Gordon Gamble  
Chairman & CEO



## CANADIAN FRANCHISE ASSOCIATION - FRANCHISEES' CHOICE

The Franchisees' Choice designation, presented annually by the Canadian Franchise Association (CFA), is awarded to CFA member franchise systems for their solid rankings in franchisee satisfaction. These franchise systems take part in an independently-administered survey, wherein franchisees are asked to rate the franchisor in key areas of the franchise business model, such as franchisee selection process, information package, leadership, business planning and marketing, training and support, ongoing operations, and the relationship between franchisor and franchisee.



## MUTUAL EVALUATION PROCESS

PuroClean is focused on bringing the right people into our growing network of franchise owners. When choosing a franchise company to partner with, you want to be sure the opportunity is right for you and that you are also right for the opportunity. Our mutual evaluation process helps you determine this.

At PuroClean, we pride ourselves on having one of the most comprehensive and interactive discovery processes in franchising. We provide you with the knowledge of our business and industry so that you can make a fully informed decision. Likewise, we want to be sure your qualifications and experiences are compatible with our PuroClean business opportunity.

During our discovery process, you will work closely with one of our Franchise Development Directors, who will ensure you are well-informed and prepared to determine if PuroClean is the right fit for you.

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My dream was to run my own business. My background was in corporate sales and sales management, so when I began my search for business opportunities, the restoration industry was not even on the radar. To date, my business has surpassed all expectations.

**Ken McDermot**

Milton, Ontario  
PuroClean Owner Since 2009

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**Jason Reis**  
President



**Matthew Camicata**  
National Operations  
Director



**Janet Simpson**  
Director of Client  
Services & Franchise  
Development



**Joe Pietras**  
Western Regional  
Director



**Ken McDermot**  
Central Regional Director



**Joel Nelson**  
Eastern Regional  
Director



**Heather Ciechorski**  
Controller



**Jessica Fox**  
Client Services &  
Marketing Manager

## ABOUT US

Known as the “Paramedics of Property Damage®,” PuroClean Canada provides water damage restoration, fire and smoke damage remediation, mould removal, and biohazard cleanup to commercial and residential customers. PuroClean Canada opened Canadian operations in 2009 by Canadian Founder and current President Gord Gamble. Since then, our team has developed into an organization which is packed with experienced experts who exist to serve others.



# OUR HISTORY

- 2001** • PuroClean franchise model created
- 2006** • 100 PuroClean franchises across the country  
• PuroClean main office moves to Tamarac, FL
- 2009** • PuroClean Canada is launched
- 2011** • PuroClean Academy opens with IICRC-approved ASD facility, the 24th such facility in the world
- 2012** • PuroClean Canada opens their 20th location
- 2014** • Launched Heartbeat Quarterly Company Magazine
- 2015** • Mark Davis and Frank Torre purchase PuroClean  
• Gordon Gamble purchases PuroClean Canada Master License
- 2016** • PuroClean Canada mobilizes in Fort McMurray due to wildfires  
• PuroClean rebrands its identity
- 2019** • PuroClean Canada opens their 40th franchise

# BUSINESS SNAPSHOT

Did you know that between \$35 million and \$40 million worth of property damages occur every day in Canada? From poor weather conditions, to kitchen fires, to mould growth in high humidity conditions, property damage occurs daily across the country. Furthermore, water, fire, and mould 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. This work is constant and unaffected by economic swings, such as interest rate, real estate, job market or stock market fluctuations.

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**PuroClean has given me the opportunity to run my own business. With support and training, I've been able to successfully grow and look forward to being able to provide for my family now and in the future.**

**Kevin Demas**

Tri-Cities/Langley, British Columbia  
PuroClean Owner Since 2010

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# INDUSTRY HIGHLIGHTS



**About 1 in 15 insured homes have a claim each year**  
*(ISO®, a Verisk Analytics® company)*



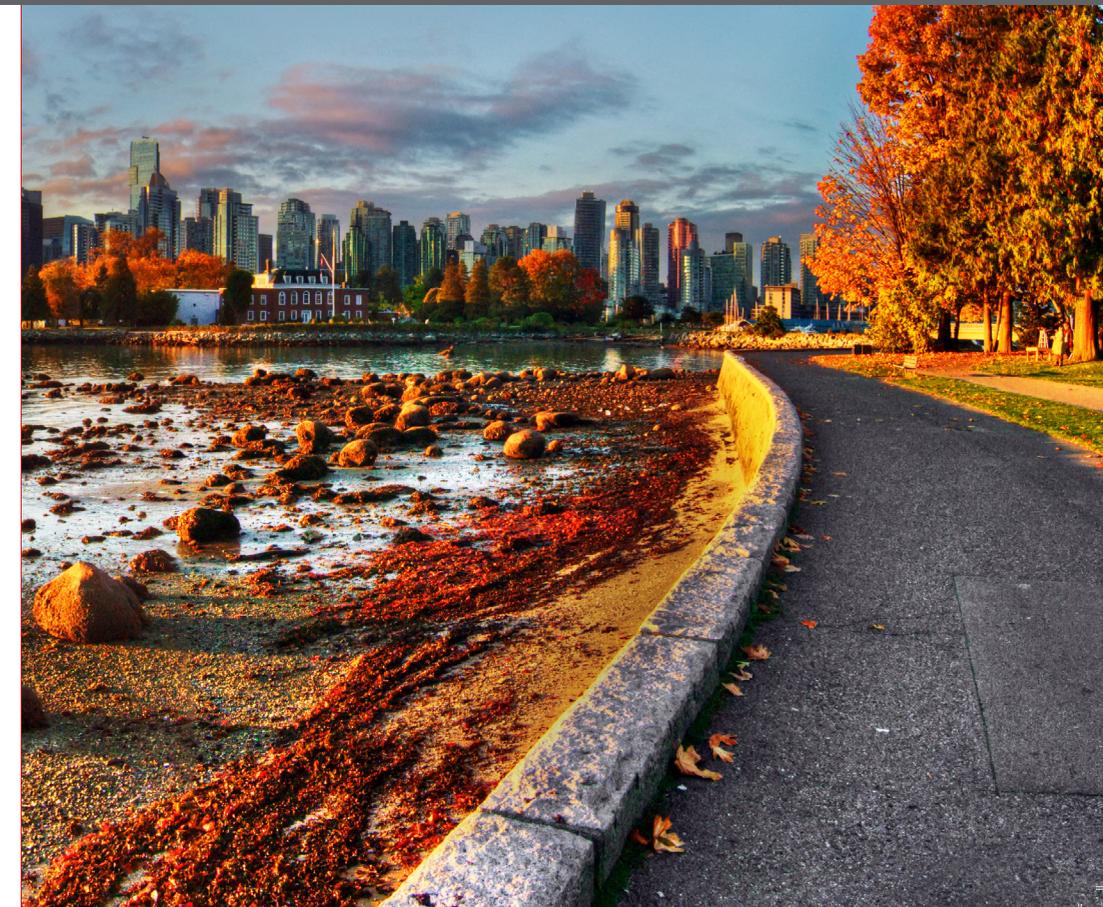
**\$14,000,000,000**  
**Property & Casualty Market**  
*(2016 AM Best Data)*



**1 in 250 insured homes have a property damage claim caused by fire damage**  
*(ISO®, a Verisk Analytics® company)*



**1 in 55 insured homes have a property damage claim caused by water damage**  
*(ISO®, a Verisk Analytics® company)*



# CERTIFIED PRIORITY RESPONSE

Part of PuroClean's national business development efforts focus on our Certified Priority Response (CPR) program.

PuroClean's CPR program helps insurance companies reduce claim costs and increase satisfaction by employing strict certification standards, clear protocols, and mutually agreed-upon scope pre-approvals.



# BUSINESS DEVELOPMENT

When you join the PuroClean franchise network, you are tapping into a wealth of experience and well-connected industry experts that never stop working for you!

Our national Business Development Team, comprised of restoration industry veterans with vast experience, knowledge, and contacts, constantly work to position PuroClean as the premier choice for regional and national insurers in order to help drive additional business to our network.

Our National Call Center receives the claims from the national account and dispatches the jobs to our franchises.

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PuroClean has been the best career decision of my life and I feel fortunate to be one of the first two Canadian Owners. Over the past 10 years, I have had the opportunity to work closely with a strong group of business owners developing and implementing best in market practices. I have been brought closer to my family, working closely with my wife Heidi to build a solid home office team, while balancing the demands of raising 4 children. It has been a wonderful climb to get where we are now.



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## Joel & Heidi Nelson

Oakville/Mississauga, Ontario  
PuroClean Owner Since 2009



# REVENUE WITH DIMENSIONS

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



- Water Removal
- Emergency Water Extraction
- Drying and Dehumidification
- Mould and Odour Removal
- Carpet Restoration
- Carpet Cleaning, Deodorization, and Spot Removal



- Fire and Smoke Damage Restoration
- Emergency Cleaning and Sanitation
- Smoke Odour Removal and Professional Deodorization
- Temporary Protection/Board-Up
- Pack-Outs and Contents Cleaning
- Carpet and Pad Removal
- Puff-Back Cleaning



- Blood and Bodily Fluid Remediation
- MRSA Decontamination and Protection (RapidDefense™ program)
- Sewage Cleanup and Sanitation
- Deodorization and Odour Control
- Crime Scene Cleanup



Emergency board-ups, structural stabilization, and site security. Complete reconstruction of residential and commercial structures including:

- Inspections
- Demolition and Debris Removal
- Complete and Thorough Estimates
- Permit Acquisition
- Project Management

## TRAINING & SUPPORT

Your success as a PuroClean franchise owner is our priority and one of the reasons why we place such an emphasis on training and certification. In fact, we offer one of the most comprehensive training and support systems in franchising.

### PUROCLEAN ACADEMY

After becoming a PuroClean franchise owner, the PuroClean Academy at our headquarters in South Florida is where you will receive intensive New Franchise Owner Training (NFT) for three weeks. You will receive hands-on instruction from an Institute of Inspection, Cleaning and Restoration Certification (IICRC) teacher in order to receive Applied Structural Drying (ASD) and Water Damage Restoration Technician (WRT) certificates.

Our IICRC-approved flood house is the focal point of the hands-on practical training you will receive at the PuroClean Academy. One of only 24 in the world, our facility is designed for you to have real-life training in flood damage remediation.

You will also learn all about our proprietary software, accounting, business development, sales, and marketing programs.

### ONGOING SUPPORT

Shortly after graduating from NFT, your Regional Director (RD) will spend time with you at your office for Initial Field (In-field) Training (IFT) where he/she will help set up your PuroClean, take you on sales calls, and answer your questions one-on-one. In addition, your RD will be your personal resource at any time of day, 365 days a year.

The staff at the Home Office will also be available to assist you with any questions you may have. Our mission is to help our PuroClean owners succeed and it is our honour to do so. You will have additional opportunities to attend classes at the PuroClean Academy and through our PuroClean Online Academy. The Online Academy has become a critical resource for PuroClean owners.

Finally, during our favourite events, the Annual Fall Canadian Conference and our Annual Spring International Convention, there are numerous opportunities to attend workshops and presentations to help you build your business.

# WE SUPPORT YOU



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I had come from a sales and marketing background in a completely unrelated field. When I heard about the PuroClean business opportunity my heart starting pounding. The opportunity to help people in challenging times and working predominantly in the insurance industry was a perfect fit. I fast-tracked into owning my ideal job.

**Scott Hopkins**

Hamilton/Grimsby, Ontario  
PuroClean Owner Since 2009

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I grew up in a family that owned different types of franchises, where I saw the benefits and disadvantages of different models. At PuroClean, I didn't feel like I was another franchise number but an extended part of the family. I enjoy the opportunity to service customers during devastating events when they don't know who to turn to. The support and the training I received from PuroClean has allowed me to be successful and service customers in this manner.



**Joe Pietras**

Lethbridge, Alberta  
PuroClean Owner Since 2010

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Mould Services

- Full Mould Removal
- Deodorization
- Cleaning and Sanitation of Structure, Fixtures, and Contents
- Containment in Affected Area(s)
- HEPA Air Filtration and HEPA Vacuuming



Additional Services

- Odour Identification & Deodorization
- Carpet & Upholstery Cleaning
- Commercial Drying
- Duct Cleaning
- Ultrasonic Cleaning
- Document Drying & Recovery
- Electronic Equipment Drying & Recovery
- Tile & Grout Cleaning



# WHY PUROCLEAN?

PuroClean is a leader in property emergency services, helping families and businesses overcome the devastating setbacks caused by water, fire, mould, and other conditions resulting in property damage.

Our franchise owners follow a business-to-business and business-to-consumer sales model that paves a pathway to success in the recession-proof, multimillion-dollar property damage restoration industry.

PuroClean has become the property restoration provider of choice for insurance professionals and property owners throughout North America.

As a PuroClean owner, you benefit from very attractive profit margins while making a tremendous impact on the communities you serve by helping property owners in their time of need.

For large-scale property damage, PuroClean offers comprehensive recovery services through its partnership with Signal Restoration Services, a leader in commercial loss mitigation and reconstruction.



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Being part of the PuroClean family allowed me to grow my business and to become more effective and efficient. Over the last three years, I have had the opportunity to connect with people and businesses inside and outside of the PuroClean organization. Those relationships that I have gained are immeasurable.

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## Sam Abushenaf

Truro, Nova Scotia  
PuroClean Owner Since 2016

## TOP REASONS TO JOIN

### Virtually Recession-Proof

\$13 Billion Property & Casualty Insurance Claims Annually

### Attractive B to B Business Model

Highly Collaborative Business Community

### National Account Work

With Top Insurance Carriers

### Preassigned Market Areas

Protected Client Base

### Institutional Financing Available

Up To 50% of Total Initial Investment

### Executive Enterprise Building

You Don't Just Buy a Job, You Can Build an Empire

### \$1.2 Million, State-of-the-Art Training Facility

Comprehensive Three-Week Training Course

