



Fire & Water - Cleanup & Restoration™



choosing a vehicle to business ownership
just got a whole lot easier ...

A Legacy of Success



Like it never even happened.®
National Headquarters: P.O. Box 1978, Gallatin, Tennessee 37066

Dear Future Franchise Owner,

On behalf of our Executive Committee, I would like to thank you for considering the SERVPRO® Franchise System. SERVPRO® is a franchise network founded by entrepreneurs, fueled by entrepreneurs and focused on helping entrepreneurs succeed. The SERVPRO® System's steady, unwavering track record of growth stretches back more than 40 years. Our legacy of success can be attributed to a number of factors: A strong Brand name, superior customer service, a time-tested business development plan, an award-winning training program and much, much more. These attributes, when paired with the Executive Committee's 100-plus combined years of service to the SERVPRO® System, form the backbone of your future Franchise's strength. From humble beginnings under Ted and Doris Isaacson to a company that has emerged as a dominant Brand force in the marketplace, one thing has remained consistent through SERVPRO's history: growth. We hope you will choose to become a part of the SERVPRO® legacy.

Sincerely,
Servpro Industries, Inc.

Sue Steen

Susan L. Steen
Chief Executive Officer

The SERVPRO® Story



Since 1967, SERVPRO® has helped individuals realize their dreams of business ownership. Our founders, Ted and Doris Isaacson, passionately pursued a vision to "help entrepreneurs succeed." Even today, SERVPRO's second-generation owners have woven together that vision and our rich history with a forward-thinking approach. From our humble beginnings to a nationwide company with a dominant Brand in the marketplace, the possibilities for the future of SERVPRO® seem endless.

Achievements



SERVPRO® , started by entrepreneurs, has built a successful Franchise System that has changed family trees and created multiple generations of successful entrepreneurs.



Changing Family Trees

Started by entrepreneurs, SERVPRO® has changed family trees by creating multiple generations of successful entrepreneurs through its Franchise System. As the Franchise Community that cleaned up damage at the Pentagon after 9/11, an entire school district in Mississippi after Katrina's devastation, and helped restore the U.S. Treasury building, SERVPRO® has achieved the following:

- 1991: The Nashville Business Journal names SERVPRO® Small Business of the Year.
- 2000: SERVPRO® sells its 1,000th Franchise.
- 2002: SERVPRO® sets a record, selling 100 Franchises in a year.
- 2008: The Wall Street Journal chooses SERVPRO® from 2,900 Franchise brands as one of the 25 High Performing Franchises.

Helping Entrepreneurs Succeed



A Mutual Evaluation Process

Growing a dynamic Franchising System depends on bringing the right candidate together with the right opportunity. SERVPRO® takes a great deal of care to determine a candidate's qualifications and compatibility with the SERVPRO® System. Our mutual evaluation process helps us learn more about you while sharing details about our business so you can make an informed decision. During the process, you will work closely with a member of our management team to uncover the unique opportunity awaiting you with SERVPRO®.

The Franchise Advantage



Franchising: The Best of Both Worlds

The Franchise concept is built around brand names, operating systems and training and support. SERVPRO® has created the brand, system and support to help people from diversified educational, vocational and financial backgrounds take control of their own future and live the American Dream. The SERVPRO® Franchise opportunity allows you to take advantage of our proven track record while being in business for yourself, but not by yourself. This is the opportunity to build a business to fit your personal goals and lifestyle.

How Do You Define Freedom?



Control Your Own Destiny

Imagine having the time to do the things important to you. Imagine the chance to own a fully managed business. Imagine the opportunity to build your own future and change your family tree. SERVPRO® can give you the freedom to control your own destiny. The SERVPRO® System affords you the opportunity to create wealth and build your family's future. We are looking for qualified individuals to become part of our growing and dynamic Franchise team. If you're ready to redefine personal freedom, then SERVPRO® is ready to help.

Modern Day Heroes



Join Our Team of Heroes

Fifteen years ago, Randy Isaacson, President of SERVPRO®, formed The Large Loss Response Team (LLRT), part of the Commercial Large Loss Division, to handle large, complex commercial losses. When disasters are too big for a single Franchise to handle, the LLRT can help complete the job. The Commercial Division actively participates in losses dispatched through the SERVPRO® National Call Center and acts as the liaison between the Franchises servicing commercial claims and the insurance companies involved. SERVPRO® Franchisees are in the business of helping others put their lives back together—whether it's their homes or businesses. As a SERVPRO® Franchisee, you can become a hero to the customer by helping commercial clients and homeowners regain control and peace of mind when fire or water damage strip them away. With knowledgeable technicians, professionalism and constant communication and reassurance, SERVPRO® rises above the competition in the eyes of the customer. Make a difference in the lives of others. Start with SERVPRO®.



SERVPRO® Business Model



The SERVPRO® System

Trusted by insurance companies nationwide, the SERVPRO® System's core business focuses on the multi-billion-dollar insurance disaster restoration market. SERVPRO® markets directly to the insurance industry through its team of sales professionals in the National Accounts Division. SERVPRO's National Accounts team also helps centralize insurance claims through our 1-800-SERVPRO National Call Center. With a variety of services to offer the insurance, commercial and residential markets, it is easy to see why the SERVPRO® Brand is nationally recognized as a leader in fire and water cleanup and restoration.

Business Development Program



Stages of Development

As a new SERVPRO® Franchisee, your future is our number one priority. Nothing has been left to chance when it comes to starting your new business. Our Business Development Program will prepare you to open your new business and navigate the waters of ownership. Another cornerstone of the SERVPRO® System, the Stages of Development, is a blueprint for business growth that guides you through each phase of your SERVPRO® Franchise. This comprehensive program was designed by the very best Franchises in the SERVPRO® System and serves as your pathway to achievement.

Diversified Revenue Sources



CLOSED

Stability

By offering our clients a complete portfolio of services, SERVPRO® Franchisees are able to generate revenue from multiple sources. This diversified mix of business provides a stable platform for our Franchisees to grow their local markets.

SERVPRO® SYSTEM SERVICES

Restoration:

- Fire, Smoke and Soot
- Water Removal and Dehumidification
- Mold Mitigation and Remediation
- Catastrophic Storm Response
- Move Outs and Contents Restoration
- Electronics and Equipment
- Document Drying
- Contents Claim Inventory Service

Cleaning:

- Air Ducts and HVAC
- Biohazard, Crime Scene and Vandalism
- Carpet, Upholstery, Drapes and Blinds
- Ceilings, Walls and Hard Floors
- Deodorization

** Services vary by location*

Training & Continuing Education



Servpro Industries, Inc. National Affiliations



SERVPRO® History and Culture has Embraced Training from the Beginning

SERVPRO® has been redefining and improving the mitigation and restoration industries since 1967. Today, SERVPRO® welcomes students to our 140,000 square foot, state-of-the-art facility. The new facility has three well-equipped classrooms, including a technology classroom containing top-of-the-line computers for hands-on software training. New Franchisees attend training at SERVPRO's Training Center to learn the fundamentals of running their business and to get hands-on experience in fire and water cleanup and restoration.

Training & Continuing Education



Our Hands-on Approach

Two furnished, full-size simulation homes reside within the Training Center, allowing students to replicate the experiences of fire and water estimating, cleanup and restoration. Six additional simulation rooms with varied environments are utilized for hands-on training activities. A large, centralized work area is available to demonstrate and conduct hands-on skills training for all types of contents restoration. We believe the success of SERVPRO® is directly related to our investment in continuing education for our Franchisees, employees and our clients.

The SERVPRO® Brand



Why Branding is Important to SERVPRO®

The SERVPRO® Brand is one of our most valuable assets and is fundamental to the success of our entire enterprise. The SERVPRO® Brand is represented by our uniformed Franchise Professionals, vehicles and equipment. Since every contact with a consumer reinforces our brand values, a consistent look and feel in marketing and communication efforts create synergy throughout the Corporate and Franchise communities.



SERVPRO® Branding Story



With every flood comes a flood of emotions. Every fire—a momentary spark of uncertainty. And loss of control. And when it's your home, your business or your belongings that become damaged, you don't just want things clean. You want you life back, as well.

And that's where SERVPRO® comes in. A company with 40 years leadership in cleanup and restoration. A track record of results that have earned the trust of the insurance industry. Countless homeowners. And in one unforgettable instance, even the Pentagon.

Where a team of specialists trained and experienced in cleanup and care for both home and homeowner quietly take to the streets, every hour of every day. Proving that wherever there's a house full of water: Or an office filled with smoke, there's also a van full of clean.



National Advertising & Marketing



Top Down/Bottom Up Approach

When you invest in a SERVPRO® Franchise, you are joining an ever-expanding network that never stops working for you. The SERVPRO® National Accounts department is working to enhance the relationships with many insurance and commercial clients on the national level, building Brand equity that helps spread among its Franchisees. At the same time, SERVPRO's award-winning National Advertising Campaign is building awareness and preference in the public eye. This top-down/bottom-up approach makes SERVPRO® a dominant force in our industry and provides you the opportunity to succeed.

Resources



Technology

By linking world-class technology with a superior business model, SERVPRO® offers Franchisees a unique, competitive advantage in the marketplace.

1-800-SERVPRO/National Call Center

Timely mitigation is key to the restoration process. Restoring property is the SERVPRO® System's first priority. To help achieve timely mitigation, SERVPRO® put in place the National Call Center. Staffed 24 hours, 7 days a week, 365 days a year, the SERVPRO® National Call Center receives 1-800-SERVPRO calls nationally and directs the loss to the local qualified Franchisee. SERVPRO's "live" Call Center is a competitive marketing advantage.

Professional Cleaning Products and Equipment

In-house manufacturing of professional cleaning products and ongoing research and development of equipment help set SERVPRO® apart from the competition.

Fun, Fellowship - Learning



“To develop a team of quality people who focus on excellent service, fairness and mutual respect.”
- SERVPRO® Mission Statement

At SERVPRO®, we believe in the power and synergy of bringing quality people together. Throughout the year area meetings and regionals serve to strengthen learning opportunities. The highlight of every year is SERVPRO’s Annual National Convention where fun, fellowship and learning are the focus for the week. Be sure to ask your Franchise Expansion Manager about our innovative Convention allowance program.

Success Stories



Mark Belew, West Amarillo, Texas -

“After working for another restoration company for ten years, I knew it was time to work for myself. SERVPRO® has the best package of resources, products and training to allow you to get your business up and running fast. SERVPRO® has the best program for an entrepreneur. I can honestly say my worst day in SERVPRO® is still better than my best day with another company.”



Danny Brown, Henry and Spalding Counties, Georgia -

“The ongoing support and vision of SERVPRO® Corporate is invaluable to my success as a Franchisee. The SERVPRO® Brand has become recognized as the industry leader. As the Brand continues to get stronger, our future looks brighter than ever before.”



Bob Heid, Columbus, Ohio -

“SERVPRO® has done several things for us. The support is great. The diversification of service from the Franchisor is unbeatable, the knowledge of professional cleaning products and equipment is always up-to-date. Best of all though, is the strong bond among the other Franchisees.”

What matters most is not the storm, but the calm of reassurance created afterward.

So when the fire is out and the waters recede, so do memories of the damage.

Call us today to learn about what it takes to become a part of our extraordinary team!





**Join our team
of heroes today.**

SERVPRO®

Like it never even happened.®

1-800-826-9586



All Franchises Independently Owned and Operated.