
Brand Focused Webinar



Agenda

- Who we are / backgrounds
- Our roles to help you
- PuroClean Business Overview
- What franchisors are looking for
- Should I work with a Consultant?
- Is franchising right for you?
- How to get awarded
- Timeline

Telanda Sidari Experience



Sr. Franchise Business Consultant / Coach

- The Franchise Educator / The Franchise Consulting Co.
 - www.thefranchiseeducator.com
- Rhino7 Franchise Development

Former Franchisee of 2 Brands

- B2C / Service Brands

Owner of Sidari Studio Photography

Marketing @ Sherwin-Williams

Let's Connect: [LinkedIn](#)

Fun Fact: father used to manage a McD and turned down an offer to own one

Paul Martell Experience



PuroClean

- Franchise Development Director

Menchie's Frozen Yogurt / MidiCi Pizza

- Franchise Developer Manager

Let's Connect: [LinkedIn](#)

Fun Fact: living in NH you cannot talk a walk on a flat surface

Consultants

- Similar to Executive Headhunters / Realtors for Business
- Paid by the franchisors - free service to clients & fees do not change
- Provide research, information & resources

My Role:



Franchise Match

- Determine if business ownership in franchising is a viable option
- Thoroughly analyze clients unique goals & skills sets to provide a curated list of potential options
- Advise & consult on all aspects of due diligence /investigation
- Provide financial & legal recommendations

Investigation

- Conduct the investigation process to learn all aspects of the business model
- Provide financial information
- Assist with validation calls w/current franchisees
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Common Questions We Cover During Your Consultation:

Pros vs Cons of Franchising?

Is franchise ownership for you?

How we conduct a franchise match

**What should I be focusing on for
business ownership?**

What are my goals?

What do franchisors look for?

When to look at funding?

Popular Questions & Hang-Ups

Without a Doubt...Every Client:

- This wouldn't work in my market
- Too much competition
- What if an employee / manager leaves?
- I've never done...(insert industry)!
- What if I want out of the business?
- I'm not ready to speak w/the franchisor? But can you tell me....
- How much can I make?
 - [FDD Item 19 \(Blog Post\)](#)

Rules & Guidelines

Some General Points to Follow:

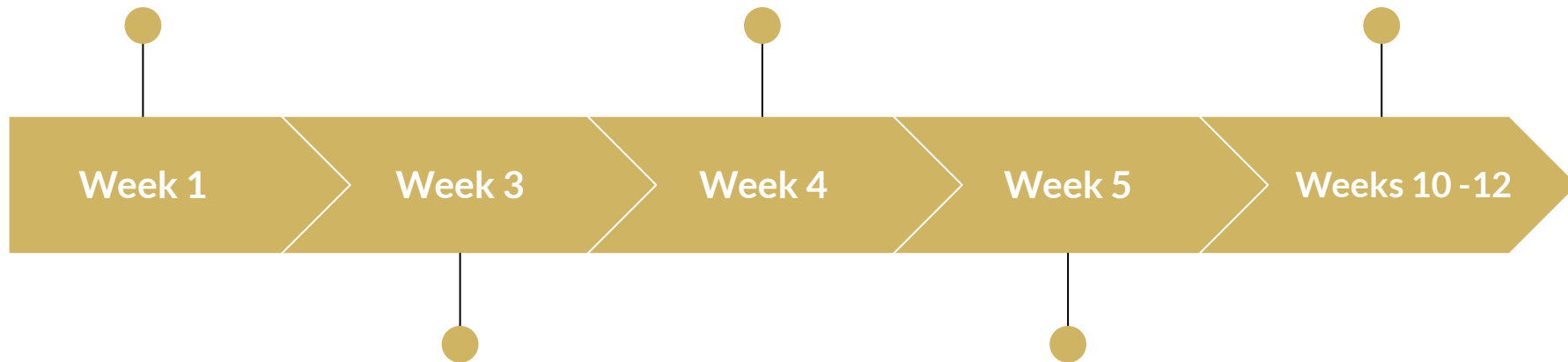
- Only the franchisor can provide all the detail of the business model and financials
- Investigating a franchise is not making a business decision - learning & evaluating
- If you can follow the process of the investigation you are more likely to be awarded a franchise
- Both sides are interviewing each other
- Both sides can choose to respectfully end the investigation if it is not a good fit
- My role is to help you get awarded

Timeline

Initial Call

Introduce Franchisor
Matches

Accept Offer from
Franchisor



Consultation Call

Begin Investigations
with Franchisors



We have national accounts:

AllState Insurance (2nd largest writer of homeowners insurance in the country), Liberty Mutual (3rd largest), Cushman and Wakefield the largest property management firm in the country, regional hotel chain, Intown Suites, Wyndham Hotels, facilities managements companies: Superior Facilities Management and Lincoln Harris, plus a number of insurance TPA's.

We give our franchisees the largest territories in the industry: 250k population defined by zip codes, zips are important because the corporate account claims are passed out by zip code.

Who are we looking for as a franchisee? We are looking for a community hero: The perfect candidate is motivated to develop a dependable business that supports and serves their community while providing an opportunity to accelerate their entrepreneurial spirit towards a secure future.

Our goal is for all franchisees to have a fully managed business in 6-12 months.

PuroClean is a privately held company. The owners of PuroClean also own a large mitigation company headquartered in Detroit called Signal Restoration.

Training: our franchisee training starts with the Quick Start Program and then come New Franchisee Training at our corporate office. Training never stops. We are constantly providing ongoing training.

Marketing is relationship building with insurance agents/claims managers, real estate agents, plumbers, property managers, general contractors, etc. we are not "selling" to the end user of the service. So, in this regard it is a B2B business.



The initial investment is in the \$160 - \$180k range. \$100k of that is the van and the equipment needed to start the business. We have a relationship with the Penske organization to provide a leasing arrangement for the van and funding partners to provide financing for the equipment.

We give veterans a 25% discount off the franchise fee.

How much can someone make? - franchisee financials show a solid 3 year growth



COMMON QUESTIONS....

Next Steps

Reach out to Telanda

www.thefranchiseeducator.com/book-online

Schedule a Casual Call & mention the



PuroClean™
The Paramedics of Property Damage

webinar to begin the process.

Guidant Pre-Qual Link: [Click Here](#)

Benetrends Pre-Qual Link: [Click Here](#)