

The Eco Franchise

Introduction



Welcome to the team!

This document is designed to assist you in making your decision to purchase an Eco Insulation franchise. Provided is a basic overview of our philosophy and approach to give you an idea of what we can provide and some of the advantages of purchasing an Eco Franchise Location.

Please feel free to contact me at any time if you have any questions or would like to take the next step in your journey towards owning an Eco Insulation franchise.

I look forward to hearing from you!

Sincerely,

Gene Goodreau, CEO
Eco Insulation Franchising

The Eco Franchise



Background

Company Background

Eco Insulation is a Canadian owned and operated “Eco-Friendly” service organization that was formed in 2008 in Chatham, Ontario. The Eco Insulation team specializes in providing a more “Eco-Friendly” home or business with ease on the consumer and lasting cost savings with a more energy efficient home or business. The idea was based on a culmination of rising costs with running a household or business associated with utility and heating bills and realization that consumers wanted to do more of their part to institute Eco friendly initiatives if they made sense. Reducing costs to operate a home or business made perfect sense and the Provincial and Federal government through continual ECO rebates and incentives makes the decision for customers that much easier everyday.

THE ECO INSULATION PROMISE TO EVERY CUSTOMER

- Savings of 25-80% percent on heating or utility bills.
- Courteous and highly skilled technicians to create the most efficient home or business environment possible.
- Fast and convenient service.
- Finance and or rebate terms that make the decision to Eco Insulate almost impossible to “pass up”.
- Superior foam and cellulose products.
- Easy “no hassle” installation.

At Eco Insulation we can guarantee savings for our customers. How many businesses can do that?

ECO INSULATION - INSULATION BUSINESS OFFERING

At Eco insulation we want our customers to feel comfortable with their decisions and the products we use. That’s why our staff will be pleased to take the time to provide you all the necessary information for you to make an informed decision when choosing the best solution for your home. So whether you’re tired of cold floors in the winter or wasting money on high energy bills, give us a call to explore your options during a free in-home evaluation.

We offer two types of spray foam insulation - half pound density and two pound density closed and open celled foams - as well as cellulose loose fibre blown-in insulation with the versatility to insulate and soundproof your home. We can also provide removal of existing insulation with mold or water damage.

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Our Services



OUR SERVICES

- Attic Insulation
- Basement Insulation
- Wall Insulation
- Crawl Space Insulation
- Header Insulation
- Garages
- Sloped Ceilings
- Knee Walls
- Pump House
- Exposed Floors



ECO INSULATION

Eco Insulation offers residential and commercial insulation services throughout Ontario. Our excellent customer service, superior products and competitive pricing on spray foam insulation, cellulose insulation and insulation removal enables us to be a leading eco friendly energy efficient insulation company.

Our professional staff is always available to answer any questions you might have regarding attic insulation, basement insulation, wall insulation, government rebates and more.

Basement Install



Attic Install



Commercial Install



Crawlspace Install





Advantages

PROVEN REVENUE MODEL

Operating out of Chatham, Ontario the year 2 Sales Revenues at ECO Insulation achieved levels of over 2 million with an operational tune-up close to completion. Sales systems align with custom developed software that works directly with the installation personnel allowing for owner operators to focus on what's most important; driving sales.

A Proven System That Has Been Created To Have Owner Operators Focused On "Growing" Their Eco Business. Some Major Eco Advantages:

- A growing and proven business system
- The "Green" or "Eco" advantage to consumers
- Corporate Branding - unparalleled and industry leading
- Marketing Programs - expertly designed, proven and progressive marketing and advertising campaigns (driving sales)
- Custom Designed Software (CRM) – a software package and system that seamlessly integrates SALES, SERVICE and INVENTORIES.
- Proprietary Equipment Package - Best in class equipment package allowing for easy service installations without interruption.
- Volume Insulation Purchasing - advantages and rebates give directly from corporate history, volume and growth passed along to benefit the franchisee.
- Support and Training - Unparalleled in industry
- Home Owner Financing Programs – prearranged financing programs put in place with local financial institutions to help give the customer that extra incentive to Eco Insulate today.
- Testimonials – a database of satisfied customers that have realized the workmanship and savings that has allowed for continued referrals
- Referral Programs – An incentive program for ECO satisfied customers to pass along the word to family, friends and neighbours.
- And much more to come!

The Eco Franchise



Offering

AREAS OF GROWTH

Approximately 50 marketing areas have been identified across Canada. All marketing areas undergo in-depth research and analysis to measure market potential and are designed to support approximately eight trucks. Most areas have a population of approximately 250,000 structures plus a first right of refusal for an additional 250,000.

GENERATING REVENUE

Franchisees earn revenues from spray foam, batt and cellulose insulation and other Eco Solutions and success can be attributed to its proactive sales strategies and highly successful marketing materials provided to its franchisees. The company's marketing strategies not only target home owners but also centers of influence, which include home builders and commercial developers and business owners. From saving your customers money to earning money for yourself.

ADVERTISING

Eco Insulation franchisees each have unique requirements to maximize their markets therefore custom sales and marketing plans are created specific to your area. Another concern is the current economic client for example, recently government rebates programs have ended and many insulation companies had trouble adjusting to the new market conditions. We at Eco Insulation have actually increased our revenue by quickly adjusting our sales and advertising approach while the competition just continued doing what they were doing and are being left behind.

AS AN ECO INSULATION FRANCHISEE YOU WILL ENJOY THE BEEFIT OF:

- A proven system.
- Powerful brand and nationally registered name and logo.
- Comprehensive franchise management software.
- Ongoing training and support.
- Online training for all front-line staff.
- Exclusive system-wide partner programs and supplier arrangements.
- Professionally structured marketing programs and custom advertising.
- Confidential franchisee resource center intranet site.

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Offering Continued...



FRANCHISE ADVANTAGES

Site Selection Assistance - The Eco team will assist you in finding the perfect site if necessary for your regional head office.

Financing - The Eco Insulation development group has excellent relationships with our financing partners. As approved franchisees we will assist you in the preparation of a financial package to be sent out to a number of qualified lenders.

Equipment and Inventory Packages - The Eco team will provide you with pre-configured equipment packages so you are ready to hit the ground running. You will be provided top quality product at the best possible prices. Our vendors are not only our partners but your partners as an Eco franchisee as well.

Support Systems - Our operations team will help you make your community greener, faster. The Eco team is there to make sure that you ramp up sales and revenues in your community quickly. An Eco representative will be there to support you throughout your grand opening and support is available thereafter. As well at your fingertips is a comprehensive operations manual to assist in day to day questions, procedures and business operations.



THE RIGHT TIME FOR A "GREEN" FRANCHISE



Questions

How does SPF reduce energy use in buildings?

- SPF provides a continuous air barrier.
- SPF prevents moisture infiltration through air leakage.
- SPF minimizes dew point problems and condensation.
- SPF avoids thermal bridging.
- SPF resists heat movement in all directions.

IS ECO INSULATION ENVIRONMENTALLY CERTIFIED?

Yes, Spray Foam Insulation is an ecological product certified by an independent agency: “the Environmental Choice Program (EPC-40) of Environment of Canada”.

IS IT POSSIBLE FOR A HOMEOWNER TO INSTALL THIS FOAM ON THEIR OWN?

Spray Foam Insulation has to be installed by a certified contractor with specialty proportioning equipment. The installer has been trained to work with the chemicals involved and has also been trained in building science to provide the best installation possible.

HOW LONG DOES SPRAY FOAM LAST?

Aging is not an issue with Spray Foam. It is inert, and its physical and insulating properties are constant.

'ENVIRONMENTALLY SPEAKING, IS THERE ANYTHING TO WORRY ABOUT?

No. Spray foam has been thoroughly tested. Once it has aged for 30 days it is a stable product and no longer has any detectable emissions. Spray Foam has been used in many of the “Health Homes” built all over Canada.