



*Let's Build A
Future Together*

A Franchise Opportunity



StormGuard™
INSURANCE RESTORATION
Protecting the Value of Your Property

What Is Storm Guard Insurance Restoration?



Severe weather affects hundreds of thousands of homes and businesses each year. After a storm passes through an area, most property owners are not aware that storm damage has occurred, unless roof leaks develop. Unfortunately, it may take several years after a storm for damage to surface.

In reality, hail and wind are the most common insurance claim. More hail and wind claims are filed than even automotive claims, and as a result, insurance carriers need help in identifying and repairing damage caused by these weather events.

This is where Storm Guard Insurance Restoration comes in; to help protect the value of the property owner's and/or mortgage holder's investment. Storm Guard's highly-trained claims representatives work to ensure that insurance companies provide their policy holders with a solid damage assessment, help to settle claims effectively and promptly, and provide high-quality repair work.

Storm Guard serves as the liaison between the property owner and the insurance

company, to help manage every aspect of the insurance restoration claim on behalf of the property owner. In many cases, these claims result in a new roof, windows, gutters and/or siding, and all of this is done at no additional cost to the property owner, whose only financial obligation is the cost of their insurance deductible.

More Than Just Restoration

As a Storm Guard franchisee, you will be positioned to compete for business in all aspects of roofing, siding, windows and gutters – not just restoration. With the crews and resources you'll have at your disposal, your sales team will have an abundance of opportunities with businesses and homeowners that are in need of non-insurance restoration services.



StormGuardTM

INSURANCE RESTORATION



Roofing



Siding



Windows



Gutters

Protecting The Value Of Your Property

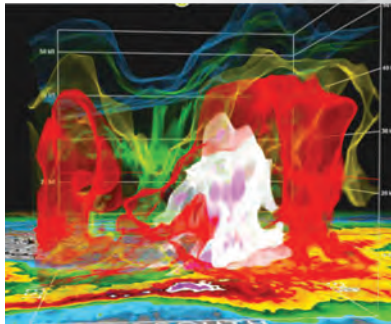
A Unique Business Model & Franchise Opportunity



Most property owners don't have any idea that a claim for storm-related damage can be filed with their insurance company, that they will pay only the cost of their deductible, and that they can receive restoration services. Even more, they don't realize that in most cases, such claims can be filed months – or even years – after storm damage has been sustained.

Storm Guard employs the use of sophisticated, high-tech “weather forensics” software that accurately pinpoints when and where storms have occurred in any given area. This makes it very simple and straightforward for Storm Guard franchisees to canvass these areas and approach property owners – not with a sales pitch, but with surprising and welcome news that the property owner may be eligible for a brand new roof, or other repair/replacement services, at no cost to them beyond their insurance deductible.

As you might imagine, the typical response to this news by the property owner is, “Sign me up!” Especially when they learn they're not going to have to handle the insurance claim, because Storm Guard is going to help them manage all of the details of their restoration claim, while also providing all of the work needed to complete a very high-quality job.



It only takes one homeowner to start talking to neighbors about the “free” new roof he's getting, before multiple other homeowners in the neighborhood start requesting their free Storm Guard inspections. One sale easily leads to another, and another, and another – mostly through word of mouth and persistent follow-up by the Storm Guard sales team.



Franchise Support

Storm Guard Insurance Restoration is completely dedicated to the success of its franchise system; therefore, each franchisee can expect consistent and ongoing support from the corporate office. As part of this support, the following services have been developed to assist you in all aspects of operating your Storm Guard franchise.

Initial Training

The success of the Storm Guard system depends upon uniform quality and service from each franchised location, which makes training a high priority. Prior to commencing operations, you will be required to successfully complete an initial training program that includes weeks of classroom and on-the-job training. Most Storm Guard franchisees have no construction experience, and no such experience is required to become a Storm Guard franchisee.

Ongoing Training and Support

To ensure continuous improvement to the overall system, Storm Guard training and support never ends – with continuous advice on how to operate your business efficiently and effectively. Further, Storm Guard works to keep its network as

competitive as possible with updates to the system, research into new services and products, technologies and other market developments – passing this knowledge to you through operations manual updates, newsletters, written reports and telephone contact.

Site Selection

Storm Guard assists you in selecting and obtaining a 1,500 – 2,000 square foot office site for your franchise location operation. Storm Guard also assists with setting up the furniture, fixtures and equipment for your office.

Advertising Materials and Sales Aids

Storm Guard provides you with marketing recommendations detailing the use and development of the Storm Guard brand. This includes a variety of advertising materials and sales aids specifically designed to promote the Storm Guard concept. You will be able to order the advertising materials and sales aids needed to implement effective marketing efforts, and receive ongoing assistance with marketing programs that you will use in your local area.



Corporate Website

We have established a corporate website at **www.StormGuardRestoration.com** that provides extensive information about Storm Guard. Your location will be listed on this website for clients who live in your area. The website is a great reference tool for potential clients, as well as a strong marketing tool.

You will also be provided with a microsite that you will have certain controls over, including photos, names and contact info for your employees and sales staff. Other features will include any local promotions or events that you are planning at your office. Your microsite will also allow you to utilize SEO campaigns to help drive lead traffic to your local Storm Guard office. This is the only authorized website that you will be given permission to utilize for your Storm Guard business.

Franchisee Advisory Councils

When deemed appropriate, Storm Guard may develop a franchisee advisory council program for the purpose of exchanging ideas and problem-solving methods; advising the company on expenditures for system-wide marketing, public relations, and

advertising; and coordinating the efforts of all Storm Guard franchisees. This program is designed to foster communication between Storm Guard and all franchisees.

Use of Trademarks

As a Storm Guard Insurance Restoration franchisee, you will have the right to use the Storm Guard Insurance Restoration name and marks in your territory in connection with the operation of your franchise. Any use of the Storm Guard Insurance Restoration name and brand must adhere to our standards.

Approved Suppliers

One of the key benefits of the Storm Guard franchise system is the ability of franchisees to benefit from purchases or service relationships that the company has negotiated with key suppliers. While an enormous benefit to franchisees, this also enables Storm Guard to better ensure quality and continuity of products and equipment.



**Learn more about
Storm Guard Insurance Restoration
franchise opportunities:**

www.StormGuardFranchisee.com

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