





REEFLOW Environmental is a business that was designed and built by professionals for professionals with the focus on all things drainage. The FREEFLOW Environmental model mandates superior service on all levels as well as industry leading warranties, superior products, certified technicians, and the aggressively innovative use of cutting-edge technology. FREEFLOW Environmental provides services related to sewers (sanitary and storm) - septic systems - yard/landscape drainage - basement waterproofing - crawlspace waterproofing/encapsulation - foundation repair and mold inspection/remediation. This menu of services was strategically selected based on several critical operating similarities and the dramatic affect these similarities have on overhead, margins, and ultimately success.

**The basic premise of the FREEFLOW Environmental franchise opportunity is to:**

- minimize the up-front and ongoing cash investment
- maximize the daily return on investment
- eliminate the stress so often present in such a business
- begin on day 1 with a documented exit plan in place

Over 30 plus years of experience building and operating market-dominant mechanical firms have led to the uniquely refined business approach now utilized in the FREEFLOW Environmental model. At first glance, it would appear that the business model is much like other firms operating within this category. However, once introduced to the subtle differences in service delivery, pricing, average job size and duration, and the management systems that the FREEFLOW system provides, the reality of a dramatically different company quickly comes into focus.

When selecting a business/investment opportunity it is important to note that the FREEFLOW Environmental Franchise opportunity was designed to achieve two key objectives:

1. Operate primarily in an environment where the competition is minimal.
2. Make sure the demand for services is high.

In this ideal situation there is no need for large marketing expenses, heavy payrolls, 50 – 80-hour weeks, lack of retirement planning, general unease about what tomorrow will bring.

This is a highly flexible and scalable business model which will allow for a franchisee to add revenue and profitability in significant multiples as appropriate to operational capabilities and market size.

# About Support & Training:

**W**hen you join the FREEFLOW team as a franchise owner, you will receive outstanding support in several different exciting areas. Listed below are just a few:

- Operational Support
- Marketing Support
- Purchasing Support
- Accounting and Legal Support
- Ongoing Research and Development
- Corporate Supplied Web-Based Marketing, SEO & Content Updates (2% National Advertising Budget)

## TRAINING INCLUDES:

- 1-week min. of training at the FREEFLOW HQ in Indiana, beginning approximately 4-6 weeks before the franchise is scheduled to open for business
- A site visit to your location to get your business started
- Up to 2 session per year, which can be up to 2 days of refresher update training or meetings in each session
- Ongoing support and guidance in building, operating, marketing, and growing your business



# TERRITORIES

**W**hen you join the FREEFLOW team you have the choice of a new start-up business or you can convert your current drainage, mold, and waterproofing service company to be under the FREEFLOW umbrella. When you join the FREEFLOW team you will be given an exclusive territory of approximately 250,000 -300,00 households to develop. FREEFLOW is always looking for expansion opportunities in new markets!



At FREEFLOW, we believe that you can be successful in just about any industry if you are willing to work hard enough. But we also believe that it is much easier to be successful in an industry in which the demand is growing, the need is proven, and the competition is scarce.

**At FREEFLOW, we are committed to positioning our franchisees to take advantage of a lack of true septic and drainage expertise in what has been a traditionally fragmented market.**

In the business world, we've all become familiar with terms like "ground floor opportunities" or "he got into it in the early days". You know, the terms that always seem to apply to some other "lucky person" and not to you. Today, FREEFLOW franchisees are uttering those same phrases when talking about themselves and reaping the rewards of their vision – a vision they share with everyone at FREEFLOW – that the septic and drainage industry is ripe for innovation and attention!

**Our franchisees are building thriving businesses and enjoying unparalleled success. Why are FREEFLOW franchisees so happy?**

- **Real World Know-How** – We offer the most comprehensive and innovative septic and drainage training in the country. Our initial training program was specifically designed to prepare our franchisees with more hours of real-world, hands on practical training than anywhere else.
- **Get Trained by the Best in the Business** – All of our franchisees are trained by FREEFLOW Master Trainer and Founder, David Perdicaris.
- **Building a Business with Passion** – All FREEFLOW franchisees have three common character traits; an entrepreneurial spirit, a "from-the-heart" attitude for customer service, and a genuine determination to become "THE BRAND" for septic and drainage in their local market.
- **Quality of Life** – Our franchisees can enjoy the quality of life that comes with building a significant income a truly "evergreen" industry without the heavy overhead of retail storefronts or major office space. Without large staffs or huge commercial leases cutting into their profit margins, FREEFLOW franchisees possess a rare degree of freedom and flexibility, a flexibility that ensures that your life outside of work can be as equally rewarding as your life within it.



The fee for one franchise is \$ 30,000. Minimal start-up costs can be as low as \$138,300 depending upon a number of factors. Please see the chart below.

**ESTIMATED INITIAL INVESTMENT**

Type of expenditure	Amount	Method of payment	When due	To whom payment is to be made
Franchise Fee <sup>1</sup>	\$30,000	Cashier's Check/Electronic payment	Signing of Franchise Agreement	Franchisor
Training Expenses <sup>2</sup>	\$2,000 – \$5,000	As arranged	Prior/During Training	Airlines, Hotels, FreeFlow Franchise s
Real Property <sup>3</sup>	\$500 – \$2,000	As arranged	Before Beginning Operations	Landlord
Property Improvements <sup>4</sup>	\$500 – \$1,000	As arranged	Before Beginning Operations	Approved Contractor

Computer Equipment and Software <sup>5</sup>	\$1,000 – \$3,000	As arranged	Before Beginning Operations	Approved Vendor
Office Expenses <sup>6</sup>	\$1,000 – \$2,000	As arranged	Before Beginning Operations	Not Specified
Signage <sup>7</sup>	\$2,500 – \$3,500	As arranged	Before Beginning Operations	Approved Vendor
Furniture and Equipment <sup>8</sup>	\$6000 – \$15,000	As arranged	Before Beginning Operations	Approved Vendor
Utilities <sup>9</sup>	\$100 – \$300	Not Specified	Before Beginning Operations	Utility Provider
Uniforms <sup>10</sup>	\$100 – \$500	As arranged	Before Beginning Operations	Approved Vendor
Inventory <sup>11</sup>	\$50,000 – \$115,000	As arranged	Before Beginning Operations	Approved Supplier
Market Introduction <sup>12</sup>	\$20,000 – \$40,000	As arranged	Before Beginning Operations-and shortly after	Approved Provider
Insurance <sup>13</sup>	\$3,000 – \$14,000	Not Specified	Before Beginning Operations	Insurance Agent
Licenses and Permits <sup>14</sup>	\$100 – \$5000	Not Specified	Before Beginning Operations	Not Specified
Legal and Accounting <sup>15</sup>	\$500 – \$5,000	Not Specified	Before Beginning Operations	Accountants, Lawyers
Dues & Subscriptions <sup>16</sup>	\$100 - \$500	Not Specified	Before Beginning Operations	Associations
Additional Funds <sup>17</sup>	\$20,900 – \$39,900	Not Specified	Upon Beginning Operations	Not Specified
Total <sup>18</sup>	\$138,300-\$281,700			

# QUALIFICATIONS

## **Qualifications recommended for potential franchise owners:**

- Strong Sales & Client Service Abilities
- Good with Timing, Schedule Management, & Building a Team
- High Personal Standards
- Able to Meet Initial Investment Requirements
- Strong Sense of Integrity in Corporate & Client Relationships
- A Willingness & Commitment to Excellent Service

## **Targeted experiences for potential franchise owners may include, but not limited to;**

- Business, Construction, Operations, Hospitality, Sales, or Service Related
- Experienced Business Owner and/or Managerial Experience





## What are the Next Steps?

Step 1: Fill out the Candidate Profile

Step 2: Return to:  
[kdtotalfranchiseops@gmail.com](mailto:kdtotalfranchiseops@gmail.com)

Step 3: Learn & Discover More about FREEFLOW through our systematic sales process

Step 4: Review the Franchise Disclosure Document(FDD)

Step 5: Get invited to attend your Discovery Day in Indiana-  
MEET THE TEAM IN PERSON!

Step 6: [Join the FREEFLOW Team!](#)





**FREEFLOW**  
Environmental

- Basement Waterproofing
- Foundation Repair
- Mold Removal
- Sewer & Septic Repair

**(219) 548-8980**  
[www.FreeFlowUSA.com](http://www.FreeFlowUSA.com)

**Let us talk TODAY!**

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FreeFlowUSA.com