



### OUR BACKGROUND:

After founding a successful business consulting firm, Mack Clark found a niche working with owners in the cleaning and restoration industry. Often called “the grandfather of restoration marketing,” Mack’s firm developed a history of building large restoration companies through better systems and executive coaching. STOP became available as a franchise to entrepreneurs with no prior cleaning experience in 2009.

STOP combines proven business and marketing systems, top level technical training in a profitable, scalable, recession resistant industry. New, second-generation “Clark” ownership has brought new investment and technology to STOP, making this an exciting time for the brand.

### THE CANDIDATE:

Seeking candidates that have a desire to help others, are management minded, team builders and willing to follow a proven model. Very scalable with no prior experience needed.

### THE WORK:

STOP franchisees focus on a hybrid mix of insurance-paid and client-paid work such as water damage and fire cleaning, to mold, biohazard and other indoor environmental services. Daily activities consist of marketing and project management. We start simple, with Water and Mold jobs; then move into Smoke, Fire, Biohazard and Reconstruction. Owner/operator to start, but very much an executive mgmt. model.

### FINANCIAL PERFORMANCE (“Earnings Claim”) in gross sales averages:

Franchisees in STOP 2 years (but less than 36 months): \$347,000 3+ to 7yrs: \$477,000 7+ years (but less than 10 years) : \$1,288,000 10+ years: \$2,243,000

**Total Investment: \$78,600-\$138,500** (most start with about \$90K) **VETERANS: \$7200 Discount**

**ROYALTY:** Starts at 9%, then drops to 7% upon completing \$500,000 in cumulative sales.

**TERRITORY:** PROTECTED, up to 300,000 population (common restoration sector size is 100K).

**TRAINING & SUPPORT:** Over 26 days the first year, then 6 days every year. On-Call Business and Technical Advisors 24/7. \*We pay for hotel and food at all corp. trainings.

### FRANCHISEE SPOTLIGHT:

Wyatt and Rebekah Gardiner joined STOP in November 2015. Prior to STOP, Wyatt held an upper management position in a printing co. Rebekah was busy with 5 children at home. During Basic Training, Wyatt quickly grasped the STOP system and our logical way of teaching. After Basic Training, ambition and STOP marketing soon paid off. Many began to call on STOP for the honest, dependable services of Wyatt and his crew, while Rebekah handled the administrative duties from home. Just over 3 years in STOP has them crowded and searching for their 3<sup>rd</sup> shop.



Their first year in STOP was a success, grossing approximately **\$348,000** in sales. Their 3<sup>rd</sup> year grossed over **\$460,000** in sales. Wyatt continues to call regularly and attend STOP trainings.

**For more information call us at 1-800-452-8326 Ext.1, or visit: [stoprestoration.com](http://stoprestoration.com)**