

A man in a blue hoodie and gloves is working on the exterior of a house, specifically the insulation. The background shows wooden siding and a window. The text is overlaid on the image.

**THIS IS  
YOUR CHANCE  
TO JOIN THE  
#1 INSULATION  
FRANCHISE**

**USA**  
**INSULATION**

# THE STORY

## Home insulation was not the original plan.

In an effort to provide for his family during a down economy in 1983, builder Jeff Pitrone decided to capitalize on government tax credits for energy conservation projects – home insulation being one of them. Turns out, his knowledge of in-home services and knack for customer service was a winning combo.

Understanding that his customers were willing to pay for not only great service, but for better products, Jeff introduced the insulation product line and process that USA Insulation still uses today – proprietary USA Premium Injection Foam® Insulation.

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## Innovation leads to market domination.

Jeff incorporated USA Insulation in 1985 and word quickly spread about the extraordinary benefits of Premium Foam and the company's impeccable service.

The need for more associates led to more trucks which led to further process refinement. Jeff's son, Patrick, came on board in 2004, and by 2006, the company was ready to franchise.

Today, USA Insulation dominates the residential re-insulation market with over 85 units awarded nationwide. We are the market's number one insulation franchise brand.



**WE'VE BEEN FILLING NICHES  
– LITERALLY –  
FOR OVER 35 YEARS...  
AND WE DON'T  
INTEND TO STOP  
ANY TIME SOON.**

# THE OPPORTUNITY



No construction code existed for insulation until **1977**



The average home was built prior to **1980**



**77M+** homes have no or an insufficient amount of insulation

## You can dominate home insulation in your market.

Not many franchise brands offer the chance to be the best and the only player in your market – and that's not by default.

We've spent over 35 years perfecting our products and systems so that franchise owners can hit the ground running while knowing the sky is the limit.

## What else do we offer?

- Proprietary product with year-round demand
- Great operating margins
- Strong unit performance
- Low investment with huge opportunity
- Prime and exclusive territories

**“MILLIONS OF HOMES ARE SITTING THERE WITHOUT PROPER PROTECTION FROM THE ELEMENTS.”**

- JEFF PITRONE

# THE DIFFERENTIATORS



## No other insulation comes close.

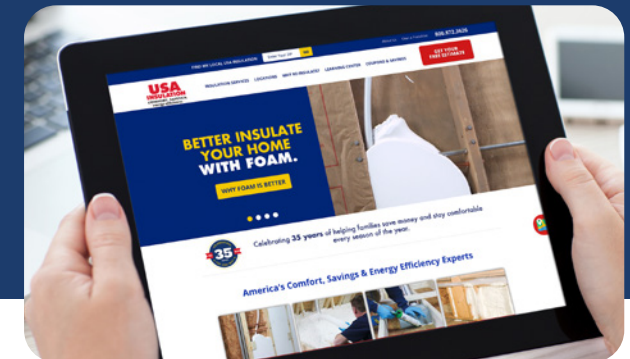
USA Premium Injection Foam® Insulation flows into small, narrow spaces and fills crevices that traditional insulation products cannot reach.

- 35% higher R-value (insulation property)
- Noise reducing
- Eco-friendly
- Fire-safe
- Allergy-friendly
- Fast and clean – for life!
- Easily installed from the outside in one day



## 100% American-made with in-house manufacturing!

Not only do we control the complete product supply chain (no third parties), but we also keep all of our operations in America. Our state-of-the-art manufacturing facility is located near our headquarters in Cleveland, Ohio.



## Strong sales and marketing techniques.

Our unique, white-collar approach to the insulation industry provides a professional, sales-driven way to build your business.

Sophisticated marketing campaigns allow you to focus on business metrics, while on-site technology simplifies the sales process and increases in-home conversions.

# \$1,281,499

AVERAGE REVENUES FOR FRANCHISEES WHO OWN ONE TERRITORY\*

# \$2,843,914

AVERAGE REVENUES FOR FRANCHISEES WHO OWN TWO TERRITORIES\*

# THE SUPPORT

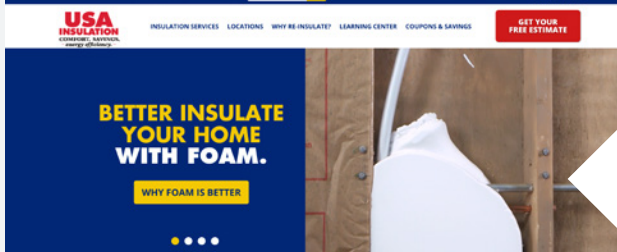
## You'll be surrounded by support.

Your support begins long before your franchise opens and continues through the life of its operation. Remember, we've been doing this for over 35 years, and the benefit of our knowledge is all yours.

## We start you off right.

Initial training includes:

- Advertising, promotions and lead generation
- In-home selling
- Proprietary technology tools
- Proprietary USA Premium Injection Foam<sup>®</sup> Insulation and other product education
- Insulation and air sealing installation training
- Project management
- Business operations/administration



Celebrating 35 years of helping families save money and stay comfortable every season of the year.

America's Comfort, Savings & Energy Efficiency Experts



## We help you keep track of what matters.

We've determined optimal protocols for:

- Personnel
- Inventory, equipment and facility
- Cash management
- Working capital
- Operating ratios
- Management software

## We keep the brand top-of-mind for consumers.

Ongoing marketing support includes:

- Custom marketing plans
- Multi-media advertising production
- Advertising media planning and strategy
- Television, radio, print and online marketing - done by market

# YOUR PAST

## No industry experience necessary.

The backgrounds of our franchise owners range from former corporate sales associates to commercial real estate developers. In general, we've found our most successful franchise owners possess the following qualities:

- Confident communication skills
- Sales acumen
- Strong work ethic
- "Get it done" mentality
- Leadership capabilities
- Pride in work
- Commitment to customer satisfaction

Different past experiences. Same future goals. Everyone is dedicated to building the brand one happy customer at a time.

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## What do you need to know?

We take great pride in the successful business and nationally recognized brand we have created. All that we ask of franchise owners is to follow our proven business system, which includes successfully executing:

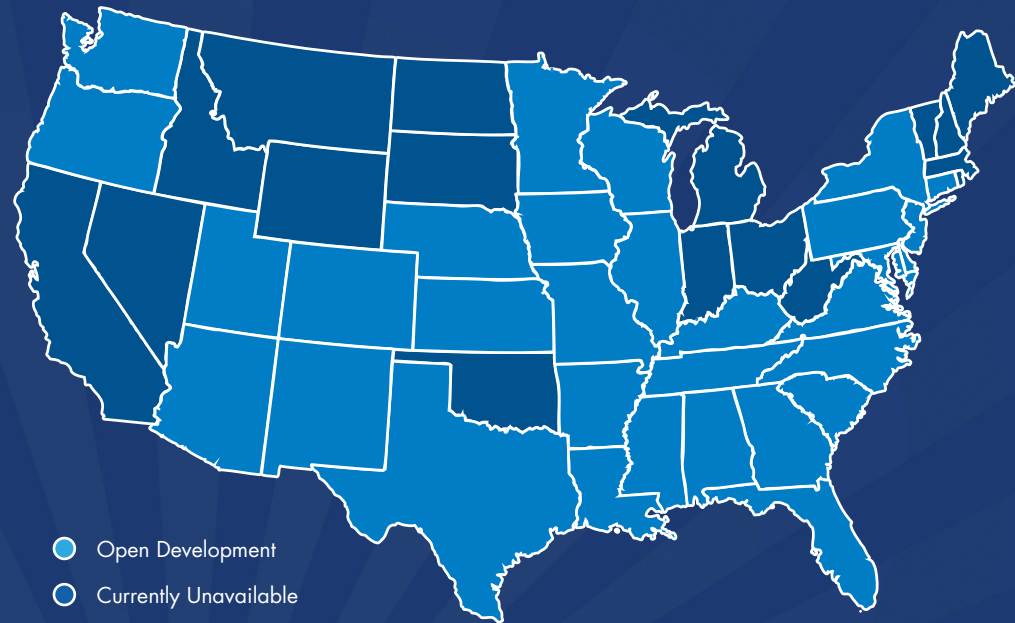
- Marketing and promotional campaigns
- In-home appointments and sales
- Installation management and referrals
- Asset management
- Personnel
- Facility, equipment and inventory
- Finances



# YOUR FUTURE

## A life-changing opportunity awaits.

You're already seeking professional change, and the USA Insulation franchise opportunity is one that has the potential to enhance your career and lifestyle not just today, but well into the future. We offer growth potential and scalability that few franchises can match.



## An easily scalable business.

When you're ready for expansion, we'll be ready to support it. No matter where your initial, exclusive territory is, adjacent territories may be available for expansion.

## Live the life you envisioned.

When you join the leading national brand in home insulation, these are the types of opportunities you can look forward to:

- Being your own boss
- Creating your own schedule
- Increasing your income and overall wealth
- Providing a valuable service to your community

# THE INVESTMENT

	SINGLE UNIT, LOW RANGE	SINGLE UNIT, HIGH RANGE
Initial Franchise Fee	\$55,000	\$55,000
Real Property	\$6,000	\$12,000
Leasehold Improvements	\$12,000	\$15,000
Insulation Truck & Upfit	\$100,000	\$110,000
Equipment	\$5,000	\$15,000
Supplies, Fixtures & Signs	\$8,000	\$14,000
Professional Fees	\$500	\$5,000
Deposits	\$2,000	\$10,000
Opening Inventory	\$14,000	\$30,000
Initial Marketing Spend	\$29,000	\$67,000
Technology Fees (3 Months)	\$1,500	\$1,500
Training, Travel and Living Expenses Associated with Our Initial Training Program	\$4,000	\$9,000
Insurance	\$4,000	\$6,000
Additional Funds	\$30,000	\$50,000
<b>TOTAL</b>	<b>\$271,000</b>	<b>\$399,500</b>

See Item 7 in USA Insulation Franchise Disclosure Document 2022 for details





# LEARN MORE. YOU OWE IT TO YOURSELF.

We've only scratched the surface about the benefits of becoming part of the USA Insulation franchise community. Give us a call and let us answer your questions.



## WES SATTLER

DIRECTOR OF FRANCHISE DEVELOPMENT

**440.306.5862 / WSATTLER@USAINSULATION.NET**  
**USAINSULATIONFRANCHISE.COM**

# USA INSULATION

\*Based on historical financial data reported by our franchisees for the calendar year who had been operating in at least one territory for more than 12 months as of December 31, 2021. Some outlets have sold this amount. Your individual results may differ. Refer to Item 19 of the FDD for additional information.

The franchise sales information in this communication does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document. NY NOTE: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. USA Insulation Franchise, LLC Minnesota File No. F-6005. USA Insulation Franchise, LLC, 17700 St. Clair Ave., Cleveland, OH 44110.