

**DuctMedic  
Franchise Packet**

# Nothin' But Blue Skies



What inspires you?

Let DuctMedic help make your inspiration a way of life!



## Why DuctMedic?

DuctMedic offers some of the same nuts and bolts benefits to franchisees as other companies... unique equipment and processes, strong franchise support, a proven sales process and so on. With so many franchises to choose from, why own a DuctMedic franchise?



### These three benefits set DuctMedic apart from the rest:

#### 1 Choose DuctMedic because of who we are.

DuctMedic founders and managers are guided by a set of foundational principles and values that do not change over time. We have built this business on them and credit them with our years of success. You can trust us to help you build your business to the same standards. **You can count on standards that stand in any storm.**

#### 2 Choose DuctMedic because of how we do things.

People come first in our company, whether it's customers, employees, vendors or franchisees. Your success—as defined by you—is our top priority. We know, unless you reach goals that inspire you, our relationship will be temporary. **Helping you find your blue skies is what will lead to our own success as a company.**

#### 3 Choose DuctMedic because of the outstanding market opportunity.

Green is in. Indoor air quality and home safety concerns are at an all-time high and create the opportunity that fuels our business. As a DuctMedic franchisee, you can help people live healthier lives and operate their HVAC systems more efficiently. Our exclusive proprietary processes ensure that the strictest standards are met and that our services are trusted and in demand. **You benefit from society's increasing awareness of its own green needs.**

[www.DuctMedic.com](http://www.DuctMedic.com)



## This Franchise is a Breath of Fresh Air

### Welcome to the DuctMedic Way of Life!

You wouldn't normally think of Indoor Air Quality and Home Safety as a way of life. But the philosophy behind DuctMedic is definitely all about purposefully choosing a way to live and do business according to solid principles and values you can count on.

We have built our company around the worthy ideals of **helping people** (clients, employees, vendors and franchisees) and **protecting the environment** (improving air quality and home safety). We possess an exceptional work ethic and a positive attitude. We value the qualities of honesty, kindness, respect and accountability. We shoot for a high level of excellence and business expertise.

**And we even have fun.** You'd be surprised how much fun it is to see dirt disappear. It's also fun to work with people who take their unique and proven cleaning system seriously (more about that later), without taking themselves too seriously.

### Nothin' But Blue Skies are Coming Your Way

If you are looking for a business that offers clean values and business practices, as well as indoor air and home safety—plus a way to clean up financially—the DuctMedic franchise opportunity might be for you.

Paying attention to things like blue skies and positive attitudes might sound like a quirky way to do business, but it's our best kept secret to a life of happiness, and we'd love to share it with you. Want to know more? Turn the page...

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## Who We Are

Paying attention to things like blue skies and positive attitudes might sound like a quirky way to do business, but it's our best kept secret to a life of happiness...



# How We Do Things

People First

Positive  
Customer  
Experiences

Financial  
Success



## Bet You Expected the Air Quality Info Here...

Nope, we're not ready to talk about air quality and home safety yet, or duct and dryer vent cleaning. Before we get to that, we have more to say about the kind of company we are. It's important, because it has a lot to do with what your life as a franchisee will be like. We consider this the foundation of our company—the thing that keeps our feet on the ground no matter how hard the wind blows.

Our very deliberate way of doing things is guided by three priorities:

### ■ People Come First



Our first thought is always to people, whether it's customers, employees, vendors or franchisees. We surround ourselves with the best talent, for example, putting people in positions where they can thrive. We nurture coaching/mentoring relationships rather than hierarchical organizational charts. We'll show you how to use this powerful principle in your own franchise, and you'll notice it in the way we work with you.

### ■ Our Clients will have a Positive Experiences



Without our happy customers, the clouds are bound to gather over our business and rain on our parade. Our philosophy is that we "treat each customer like family and each home better than our own." We are determined to provide every customer with 100% satisfaction. No kidding!

### ■ Now, Down to the Business of Making Money



Naturally, we are all in business to be profitable, regardless of what we use the money for. We practice premier, proven methods of business management to assure our success—and yours—always with an eye to a respectable profit.

## Get Ready to Soar Among Eagles

Most of all, when you examine the DuctMedic franchise opportunity, we think you'll appreciate that our number one goal is to help you reach your goals, whether it's to create wealth, leave a legacy for your children, save a retirement nest egg, leave the corporate rat race or enjoy the benefits of autonomy.

Often, this means developing your franchise to the point that you leave site work to others, so you can concentrate on management and leadership—and we'll help you do it!

We know helping you find your blue skies is what will lead to our own success.

[www.DuctMedic.com](http://www.DuctMedic.com)

# How it Works

People...  
spend 90%  
of their time  
indoors...

## The Winds of Change are Polluted... That's Our Cue

The Environmental Protection Agency (EPA) identified indoor air quality as one of the top environmental concerns of our time. People nowadays spend 90% of their time indoors, and our ultra-efficient structures hold in toxins, dust and other pollutants that cause allergies, respiratory problems—even cancer. An estimated nine out of 10 terminal illnesses can be linked to environmental conditions. In addition, facts show that the highest number of house fires in the U.S. are caused by air blockage and flammable lint in dryer vent hoses.

These preventable problems provide the opportunity that feeds our business and the \$12 to \$20 billion indoor air quality (IAQ) industry. Our services are necessary, and we are thrilled to be able to help solve some of the world's biggest health problems. The opportunity is relatively new, which means you can get in on the ground floor when the potential for profit growth is greatest.



### How it Works

DuctMedic provides affordable air duct and dryer vent cleaning services for your customers, plus air quality improvement products that are all part of an overall IAQ solution. DuctMedic uses a holistic approach to solving residential and commercial indoor air quality problems that might include any combination of duct cleaning, dryer vent cleaning, air filtering, UV air treatment and more. We're good at what we do, because we've been doing it for more than a decade, and it's our primary business—unlike HVAC and carpet cleaning companies that clean ducts as an often-uncertified add-on service.

Through a unique, proven evaluation and sales process, we take the time to understand each customer's air quality problems. We educate them, then offer solutions formulated especially for them. We carry out video assisted cleaning and installation in a clearly determined, ultra-professional manner that will make you proud."

*Exclusively from DuctMedic:*

### The ScrubMax™ Complete Rejuvenation Cleaning Process

We use industry-proven equipment and supplies, plus tools and substances formulated exclusively for us. Our proprietary supplies are based on years of customer needs analysis and field realities. The result is an Indoor Air Quality (IAQ) and Home Safety service that is trusted and in demand.

This is no pie in the sky process!

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## What You Gain

Find out more about a franchise opportunity that's just a little different from others in its focus on values and people.

### The Franchise Package

To help you build a successful DuctMedic business in an exclusive territory or territories of your choice, we provide the following supports and more. Ask us about the details.

- Marketing and advertising materials
- Proven sales process, materials and instruction
- Unique, specially-engineered equipment, supplies and cleaning processes
- Franchise training
- Franchise support



You don't have to know anything about Indoor Air Quality and Home Safety services to begin. We'll show you the way and help you set your sails for success! We'll also stick with you throughout the journey to help you chart a path to your chosen destination.

### The Sky's the Limit

When we think of pollution, we often think of smoking factories and hazy outdoor air. However, according to the U.S. Environmental Protection Agency (EPA), the levels of some hazardous pollutants in indoor air have been found to be as high as 70 times greater than in outdoor air. We are discovering that indoor air pollution causes allergies, asthma and even more serious illnesses. As the IAQ industry grows, the potential to help make people's lives healthier—and make a living doing it—grows exponentially. This is a great time to go green with your business!

Are you ready to find out more about a franchise opportunity that's just a little different from others in its focus on values and people—a breath of fresh air? If you are the right candidate, a DuctMedic franchise could be the one opportunity that leads to a bright new future for you, as surely as the sky is blue.

Call today to speak with the DuctMedic franchise chief.



[www.DuctMedic.com](http://www.DuctMedic.com)

## What People Say

“It turns out, the biggest reason we like what we do is the people we work with.”

— Brady and Cory Miller  
DuctMedic Franchisee

### DuctMedic residential customer:

“The company representative who came to my home had brochures and information that answered all my questions. He was courteous and well-informed. The technicians who came to do the work were also courteous and professional. When I came home, my house smelled so good, and I have DEFINITELY noticed a great difference in the way my air conditioner works. I used to have to carry a small fan from room to room because my house was too warm, even with the central air conditioning. Now I am comfortable in every room. I have definitely recommended DuctMedic to other people, because I am so pleased with the difference it made in my house.”

— S. Dux

### DuctMedic employee:

“I've never worked for a company that is so well-organized. Everything I need to do has been outlined in detail, so there are no questions. And the owners know it works, because they've been doing it for so long. I like knowing I have ways to make sure our customers are 100% satisfied. A couple other things I like are that everyone is honest, and they really make me feel like they want me around — even when I'm in the middle of learning something new and fumbling a little. There's a true partnership going on here between management and labor. That's pretty rare.”

— M. Vogel

### DuctMedic franchisee:

“When we were looking for a business, our goal was to do something we would enjoy day to day, because that's pretty much what will make you happiest. Sure, the money has to be there, but if you hate what you do and the people you work with, the cost of getting the money is too great. It turns out, the biggest reason we like what we do is the people we work with. The DuctMedic guys are straight up, and they've got it all together. And not only that they're a lot of fun. We like the IAQ work very much—and we like that the need for our work is growing all the time—but in a way we could be doing just about anything and this would have been a good business decision.”

— Brady and Cory Miller  
DuctMedic—Omaha, NE

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