



BUILDBAK®

INSURANCE CLAIM REPAIR CONTRACTORS

FRANCHISE PROGRAM OVERVIEW

WELCOME TO BUILDBAK®

**WELCOME TO
THE OPPORTUNITY
TO BUILD
SOMETHING GREAT.**

Our company is a family owned and operated business, built on experience that goes back multiple generations. We are comfortable using words like *legacy and mastery* to describe ourselves, because we are confident in our dedication to our craft and in our abilities to complete projects effectively. Today, we are proud to add another layer to the family business story, one of *transformation and vision*, with a strategically developed franchise program that's designed to meet the needs within a growing industry niche, to help a broad range of customers, all while helping others own and operate businesses of their own.

BuildBak is a full-service, property damage reconstruction and repair company. Our teams, and those of our franchise owners, focus on delivering

high quality repairs for residential and commercial property owners who have experienced property damage, through floods or fires, or anything that involves an insurance claim.

**In a nutshell, we specialize
in what is most overlooked
by our competitors, the
reconstruction that comes
after the remediation and
demolition.**

We believe people overcoming disaster deserve to have their homes and businesses reconstructed by licensed construction professionals following industry standards, with peace of mind knowing the insurance claim is handled properly.

As a BuildBak franchise owner, you will have the opportunity to build much more than reconstruction projects. You'll build trust, a sense of community, and you'll build a future for yourself doing something meaningful.

Franchise ownership offers the opportunity to work for yourself, without ever feeling like you are by yourself. You'll feel every aspect of what it's like to be part of a family business because you'll be a part of ours.

We invite you further explore the BuildBak franchise program. We're excited to learn more about you and tell you all the positive ways a BuildBak franchise can impact your community ...and your future.

Nate and Matt Hamel,
BuildBak's Franchise Founding Team



A BUSINESS MODEL BUILT ON A LEGACY OF LEADERSHIP, QUALITY, AND COMMUNITY

Being a part of the BuildBak franchise brand means doing the right thing, every time.

ARE YOU ALIGNED WITH OUR MISSION AND VALUES?

The BuildBak Manifesto:

We transform each experience with property damage into a positive outcome by providing extraordinary customer service, timely repairs, and high-quality work.

As a BuildBak franchise owner, you can help transform disaster into hope.

You can provide families, business owners, and organizations with high-quality construction-centric restoration services, exclusively focused on insurance rebuilds, leveraging licensed and experienced construction professionals who make customer satisfaction the priority. Best of all, you can:

- Exceed your customers' expectations for quality service
- Be involved in the community
- Address problems quickly and transparently
- Take responsibility for projects
- Be solution-oriented

**Are You Ready to Join a Brand People Trust?
Let's Get Started.**



BRING THE **MAGIC OF TRANSFORMATION** WITH BUILDBAK

There is nothing more rewarding than seeing the faces of customers watching their destroyed property be brought back to life. Imagine being in the business of restoring homes and businesses and providing reassurance and relief, via construction expertise and efficient insurance claim management.

Best of all, much of your work will come from referrals from insurance agencies and existing customers and contacts, so you can say goodbye to project bidding wars.



Here are some ways you will spend your days as a BuildBak franchise owner:

- You will assess and manage the reconstruction of areas destroyed by fire, smoke, flood, ice, mold, and more.
- Your team will transform spaces from devastation, utilizing modern materials and finishes, building them back better than they were before.
- You will work hand-in-hand with your customers and their insurance providers for efficient billing and claims management.

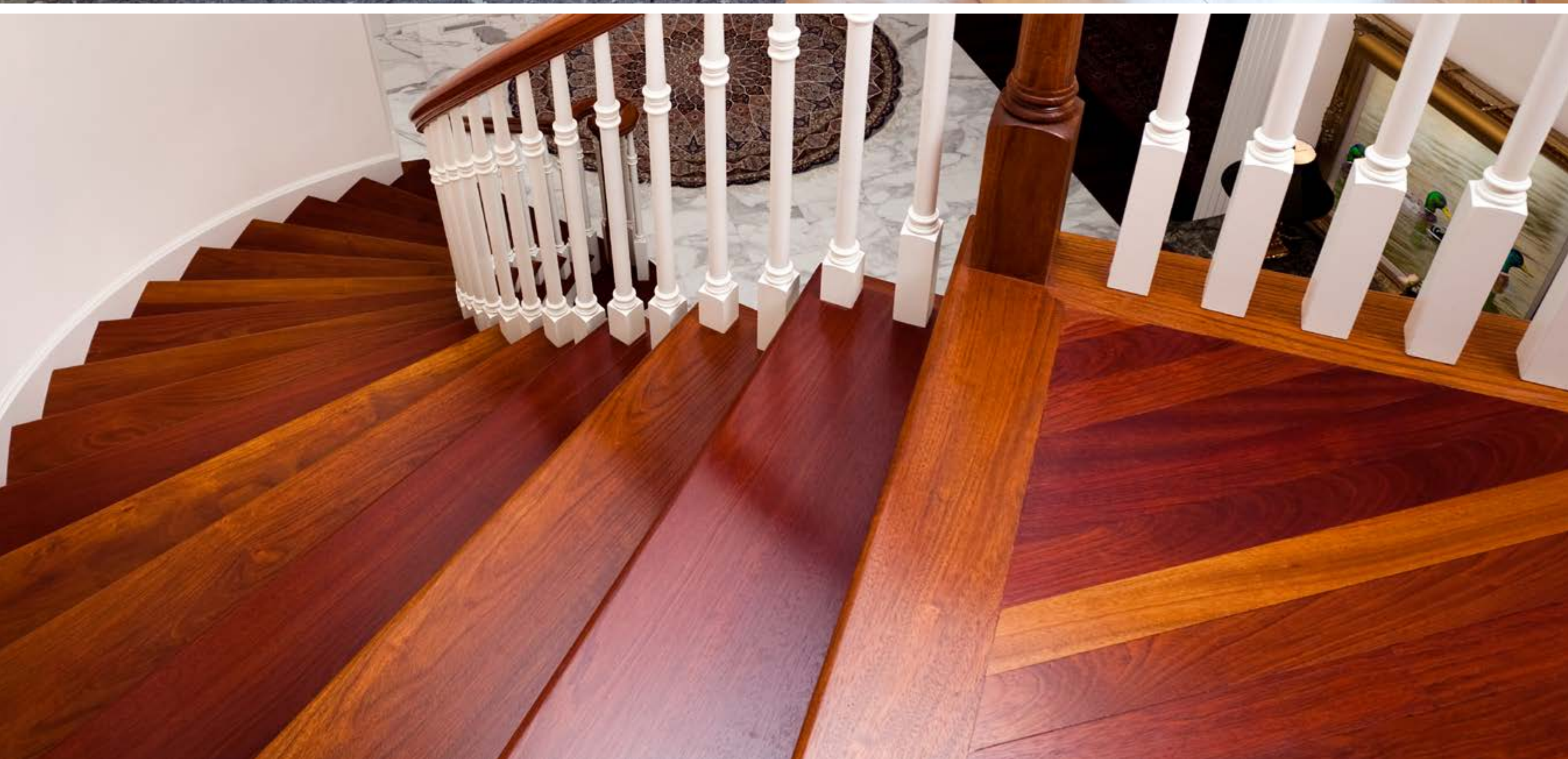


Throughout the entire process, you or a designated project manager will stay in constant communication with all parties involved: the customer, the insurance company and all subcontractors and service providers.

Get Ready to Finish Specialized Projects

You and your team will be uniquely qualified to evaluate and repair all parts of your customers' homes or businesses when they are involved in a loss. Some areas where you can bring unique expertise include:

- Recreating and rebuilding custom cabinets, millwork, staircases, and more
- Navigating complex plumbing, electrical or other structural code upgrades
- Providing customized flooring finishes
- ...and much more!



**You'll Be Proud to Consistently Do a Good Day's Work.
Isn't it Time to Build a Business with BuildBak?**

LEAVE THE WORRY OF BIDDING WARS AND UNPAID INVOICES BEHIND

It bears repeating: most of the work performed by you and your team will be contracted through and paid directly from the insurance company handling the claim. That means you'll spend time building your business and serving your customers, instead of haggling over competing project bids or unpaid invoices.

It's just another reason to appreciate franchise ownership with BuildBak.



Here Are Just Some of the Many Clients You Can Serve:

- Property Owners
- Property Managers
- Business Owners
- Mitigation Contractors
- Landlords
- Tenant & Condo Associations
- Insurance Adjusters
- Insurance Agents
- Public Adjusters
- Municipalities



FRANCHISE OWNERSHIP WITH BUILDBAK MAKES GOOD BUSINESS SENSE.

You will provide a service that is a win-win for everyone. Your clients receive the highest quality of customer service, materials, and finishings for their reconstructed space, while you and your team land projects effectively and get paid promptly.

Plus, providing reconstruction services *after demolition services were provided by someone else*, eliminates any conflict-of interest issues that may be concerning to customers, or insurance companies. After one company comes in to clean up the mess, then BuildBak comes in to do the rest!



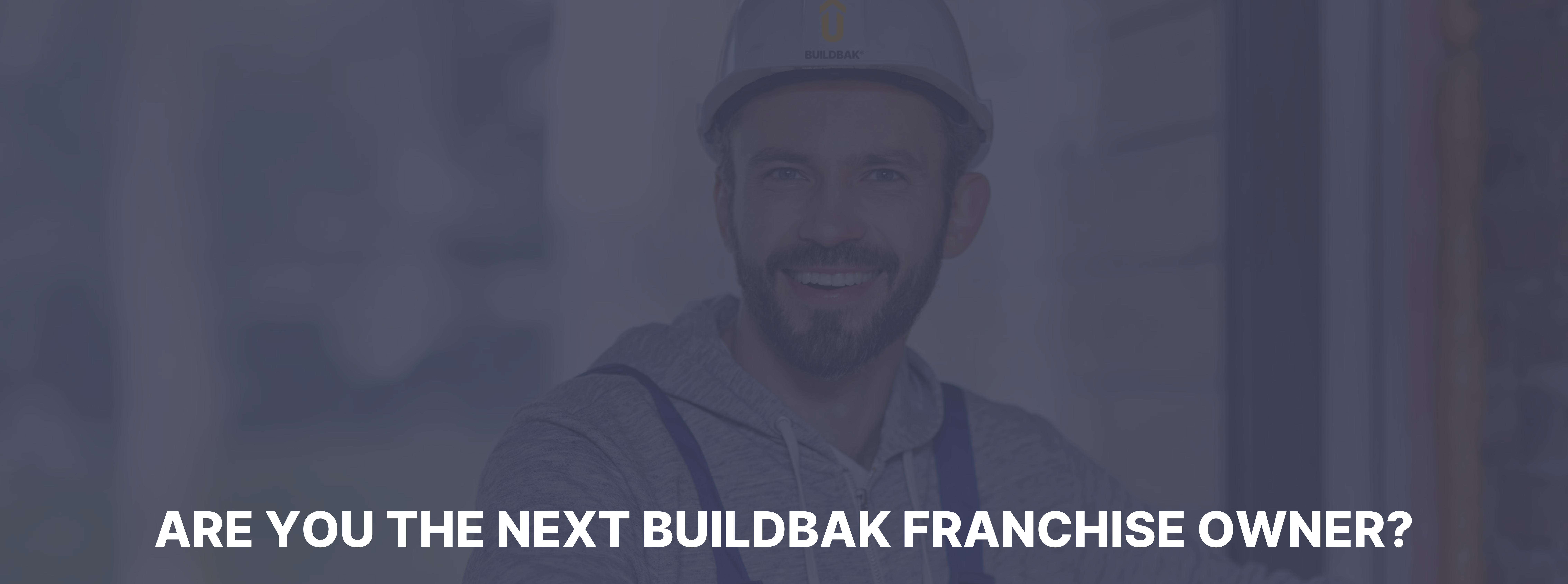


A RECESSION-RESISTANT BUSINESS

Unfortunately, disasters happen all the time, no matter the state of the economy.

When smoke, fire, floods, water damage, and other catastrophes happen, BuildBak is there.

Franchise owners will work hard year-round to provide customers in need the best possible service and solutions.



ARE YOU THE NEXT BUILDBAK FRANCHISE OWNER?

We are looking for enthusiastic business builders who easily align themselves with the BuildBak Mission and Core Values: **Quality, Integrity, Drive, and Energy.**

If you are financially qualified, with solid construction industry experience, and have a deep desire to utilize your skills to help others during their most trying times, then a BuildBak franchise may be just the right fit.

WHERE THE MAGIC HAPPENS

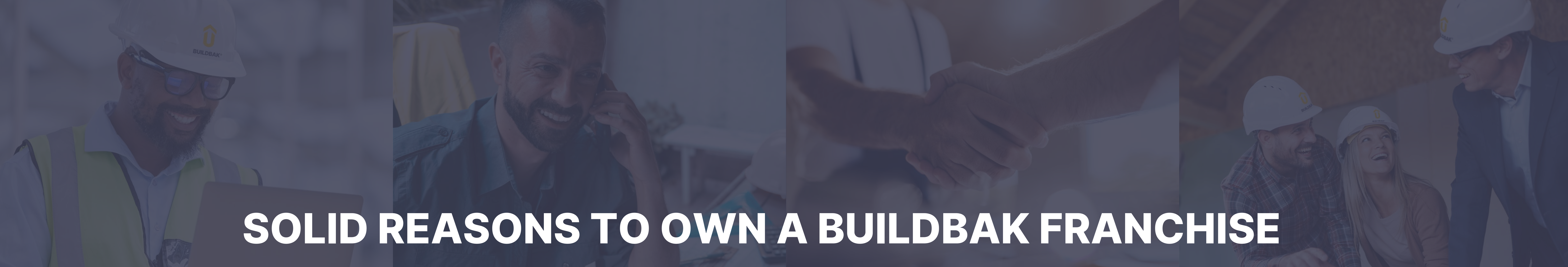
"From start to finish the Owner & his Project Manager were professional, helpful, and understanding of my stresses and concerns. They were helpful with recommendations to help me decide on things such as tile, fixtures, and a new tub. They went above and beyond, working late every day & on Saturdays knowing I had to stay in a hotel while all of this was going on. They ended up finishing ahead of schedule which was amazing. My bathroom looks incredible and I'm so grateful that I got referred to them!" – Amanda L.

"I have not written a review in such a long time, but this company is definitely well deserving of a 5-star review, and any referrals I can possibly give. The owner took all the stress off my plate. He was available right away, ALWAYS responsive in phone, text, or email, and worked seamlessly with my insurance." – Sereia C.

"After completing the work, it looks like there was never a flood at all. BuildBak was thoughtful, professional, and clean. We'd hire them again." – Hailey B.

"Great team to work with. Always on time. Perfect finish. Five stars all day. Very responsible. Great people." – Eric F.

"If I could give a hundred thousand stars for this company, that wouldn't be enough to mark the appreciation, respect and gratitude for the miracles they and their crews accomplished after the horrible flood in our building. Every crew who came in to do the repair work were top notch. They were efficient, experienced, and respectful. We marveled at how many hours they worked here each day. They attended to even the smallest detail with thought and precision. They were always calm and totally reassuring throughout the entire ordeal. They came through on their promises and were diplomatic, caring, and empathetic." – Nancy W.



SOLID REASONS TO OWN A BUILDBAK FRANCHISE

1

Be Your Own Boss

This is a flexible, scalable opportunity to build something of your own, help others during stressful or devastating loss, and create the kind of lifestyle you have dreamed you could have, all while giving subcontractors or employees a chance to do their best work.

2

Work From Home

As if being your own boss wasn't enough, working from your home office sweetens the deal. Low overhead and total convenience make owning a business even better than you imagined.

3

Be a Valued Industry Resource

With a trusted brand like BuildBak behind you, your business will become the go-to resource for all types of customers – including other industry professionals in need of disaster reconstruction services. You're going to feel good about the professional relationships you build across your community.

4

Receive Expert Support When You Need It

We've seen it all, so don't worry, we've got you! Our leadership team has many years of experience in the construction, reconstruction, and restoration industries and is ready to support you. We are committed to helping you scale your business one customer, one event, one project at a time.

A GROWING INDUSTRY WHERE YOU CAN BUILD YOUR BUSINESS

When you join our franchise network, you'll see how we can help you leverage the growing need for reconstruction and repair work after disaster strikes.

Annual revenue from the restoration industry was recently estimated to be \$210 billion¹,

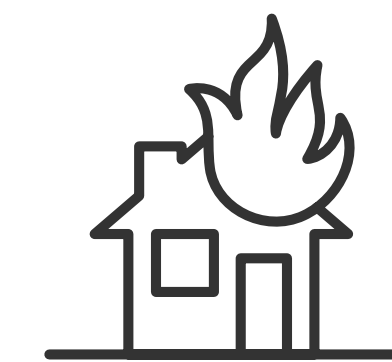
of which \$9.2 billion is attributed to fire damage repair, and nearly \$70 billion to storm damage restoration.

One in twenty²

homeowners file a home insurance claim each year.

Insurance claims for residential properties in the U.S. happen in any climate, for many different reasons.³

- 45% Wind and Hail
- 24% Fire and Lightning
- 20% Water Damage and Freezing
- 8% All other Property Damage



1. WORLDMETRICS REPORT 2024, "Restoration Industry Statistics," <https://worldmetrics.org/restoration-industry-statistics/>

2. Insurance Information Institute, "Facts + Statistics: Homeowners and renters insurance," <https://www.iii.org/fact-statistic/facts-statistics-homeowners-and-renters-insurance>

3. Kin.com, "What are the most common home insurance claims?", March 2024, <https://www.kin.com/blog/most-common-home-insurance-claims/>



**It's an excellent time to leverage industry demand.
See how you can construct a life for yourself while building back the lives of others in their homes and businesses.**



KEY FRANCHISE PROGRAM INFORMATION*

Here is what to expect when you join the BuildBak franchise program:

Estimated Initial Investment: You can get started with an **estimated initial investment of \$114,100 to \$188,200**, which includes an initial franchise fee of \$46,000 for a standard territory; this gives you exclusive access to our business model, tradename, training, documentation, and more.

Monthly Fees: You'll pay a royalty of **4.5% of gross revenues**, along with a **0.25% of gross revenues warranty fund contribution** (capped at \$25,000 per territory) and a **0.5% of gross revenues technology fee**, so we can reinvest in you and other BuildBak owners, and continue to grow the brand and our reputation.

Local Marketing Requirements: You'll be required to spend **1% of gross revenues** on local marketing. Each franchise owner will **also spend \$1,000 on initial launch promotions** within the first 60 days of their business opening.

Brand Marketing Fund Contribution: You'll start by **contributing 1% (this can increase to up to 2%) of gross revenues** on an ongoing basis to our centralized brand fund, so we can help people everywhere see the benefits of BuildBak services.

*These numbers are based on our 2024 Franchise Disclosure Document (FDD). Please review our FDD for a complete explanation of the initial investment requirements and fees.



FINANCIAL PERFORMANCE REPRESENTATION*

2023 Average Per-Territory Gross Revenue:
\$1,667,356.17

2023 Average Percentage for Gross Profits:
44.01%

*NOTE: The numbers highlighted on this page are from Item 19 of our 2024 FDD. The figures reflect historical information measured over our 2023 fiscal year and were derived from our company-owned outlets operating in the equivalent of nine (9) territories. Our company owned outlets report their data in the aggregate, and it cannot be separated on a per-territory basis. To derive the average per territory Gross Revenue and per territory Gross Profit percentage, we calculated the total amount of Gross Revenue and Gross Profit for our company-owned outlets and divided them by nine. These results are not guaranteed, and new franchisee's results may differ from the represented performance. See Item 19 in our 2024 FDD for more information.



BUILDING YOU UP, SO YOU CAN HELP OTHERS REBUILD

You already know that we are a family business built on decades of business development, construction expertise, and project know-how. So, when we say we are ready to support you as you grow your business, we mean it!

Here are just some of the ways we support you:

- **Initial Training and Start-up Guidance**

begins with a combination of virtual training and up to five days of on-the-job training with us. You'll use this time to learn every aspect of the BuildBak business, from the first moment you are called in for a project, through project completion. Plus, we'll teach you the ins and outs of the insurance industry, so you'll feel confident with every claim.

- **Comprehensive Documentation and Cutting Edge Tools:** Our confidential operations manual details the important aspects of running your business, such as key operational procedures, including claims management, reconstruction estimations, plus

client relations during stressful times. You'll know how to effectively manage payroll, reporting functions, inventory, and more. Plus, you'll have access to best-in-class technology, specialized equipment and customized software programs that have been carefully vetted by our teams for optimized operations.

- **Ongoing Training and Coaching:** We will be there when you need us. Our franchise team will always make themselves available to guide you through your business. We'll be there beyond your launch, as needed, and will help keep you updated with any industry trends and best practices that impact your business.

- **Marketing Guidance:** We will show you the best way to let insurance companies know that you are open for business. Say goodbye to bidding wars and uncertainty. You'll have access to our established brand standards, sample materials, and campaign guidance to help you build awareness in your protected territory.





WHAT IT MEANS TO BE BUILDBAK CERTIFIED

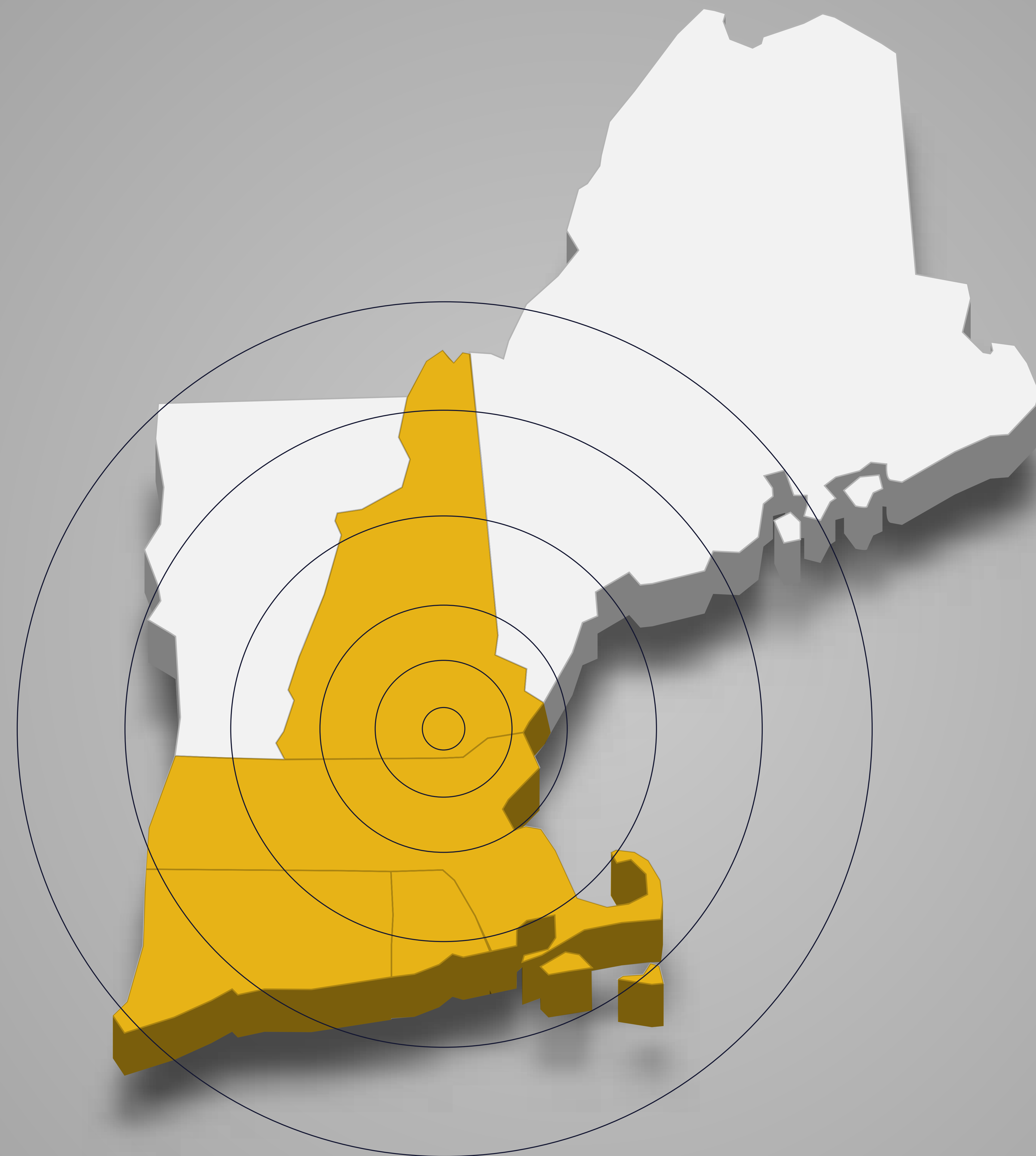
You will be proud to reassure your customers that the work performed by you and your team of licensed contractors comes 100% BuildBak Certified. That means doing everything in your power to exceed customer expectations by meeting the highest industry standards and utilizing best practices.

There's a reason customers put their trust in BuildBak. You're going to feel great about the work you do each day!

WHERE WILL YOU OPEN YOUR BUILDBAK BUSINESS?

Our initial expansion will be in key markets across the Northeast, followed by targeted areas throughout the United States.

Selected franchise owners will have a protected territory in which to operate their business.



We Invite You to Join Us in
Returning the Ordinary to Extraordinary.

MEET OUR FOUNDERS



NATE HAMEL

Founder, Co-Owner

*Bentley University,
Honors in Economics
and Finance*

Nate has been the visionary and instigator of growth behind BuildBak since founding it in 2006. He brings over twenty years of experience in construction and the trades industries, as well as more than fifteen years of insurance claims management experience to the table. As a natural problem solver, Nate was able to lead (and grow!) the company through the recession of 2008 by knowing when and how to pivot fully toward the thriving insurance claims business. This foresight is what eventually led BuildBak to the niche market it serves today, and the ability to offer a streamlined, strategic franchise program to those inspired by the BuildBak brand.

Franchise owners will feel confident in their own businesses knowing Nate will be active in their training, offering hands-on support with all aspects of office management, computer systems, and administration to help them manage and scale their BuildBak business.



MATT HAMEL

Co-Owner

*University of
North Carolina,
Kenan-Flagler
Business School*

Matt joined the family business in 2013 and has since personally overseen thousands of residential and commercial reconstruction projects with a cumulative revenue estimated at over \$60 million. The sheer volume of projects has resulted in a strategically designed franchise operations model, developed with the franchise owner in mind to run efficiently and effectively.

Matt's background throughout college and while working in the investment banking industry gives him the ability to think on his feet and make quick decision with very low allowance for error. This is the kind of professional flexibility that makes him the ideal person to lead BuildBak operations.

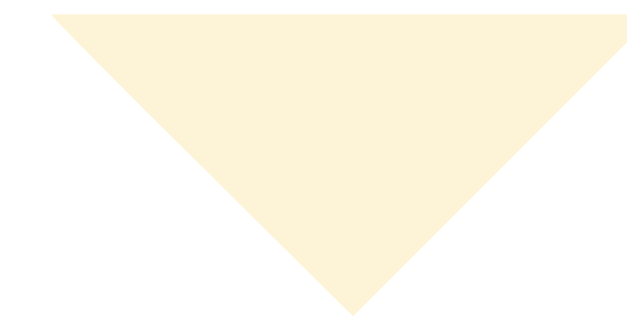
BuildBak franchise owners will appreciate having Matt serve as a valuable resource while they learn BuildBak best practices, as well as when they are out in the field overseeing projects for their clients.

WHAT'S NEXT?

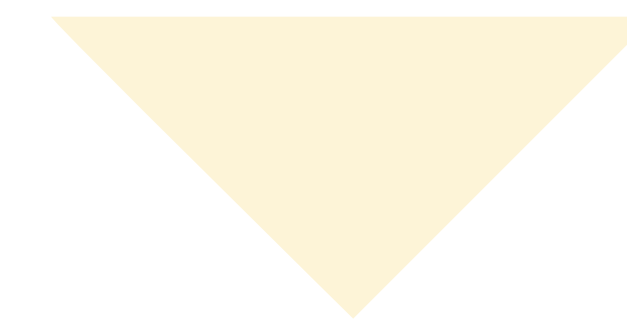
Let's continue to talk about the BuildBak opportunity, and see if you qualify to take the next steps:



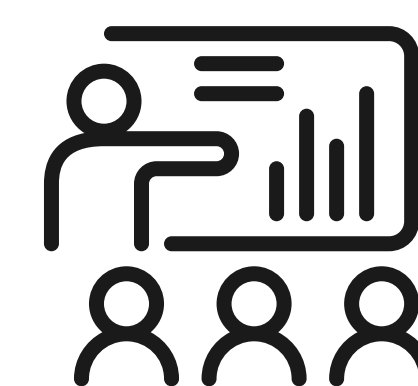
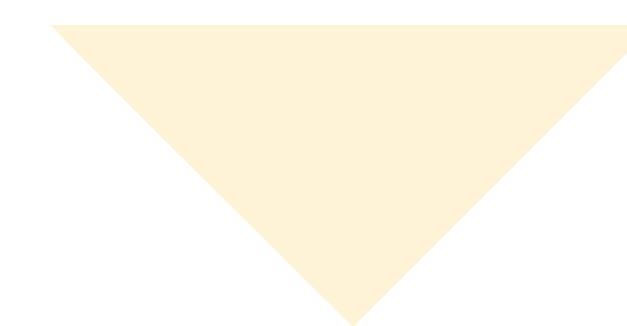
1. Receive and Review the Franchise Disclosure Document



2. Meet Our Franchise Team in Person



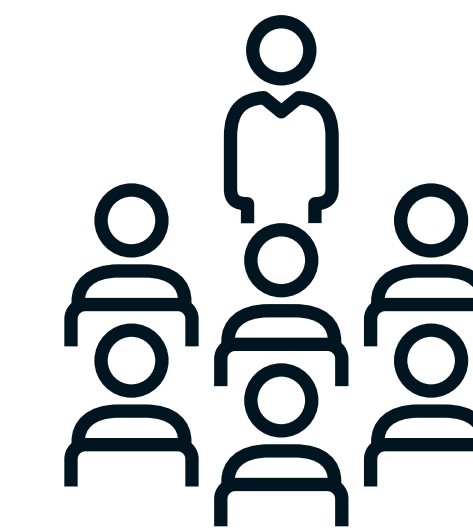
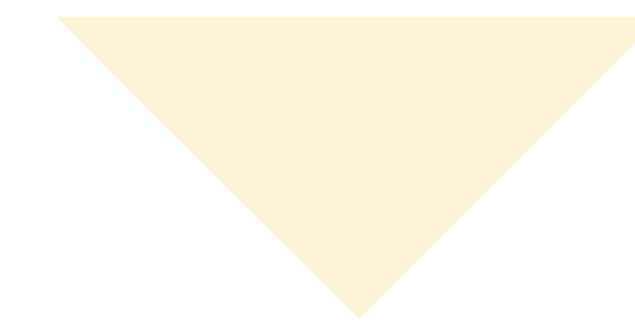
3. Sign the Franchise Agreement



4. Attend Training with our Dedicated Experts



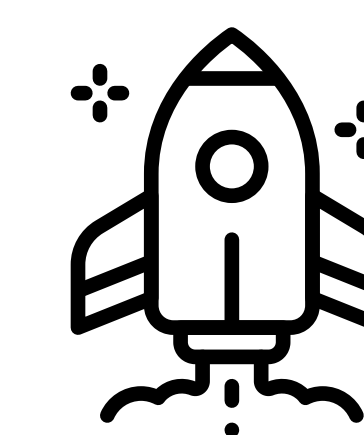
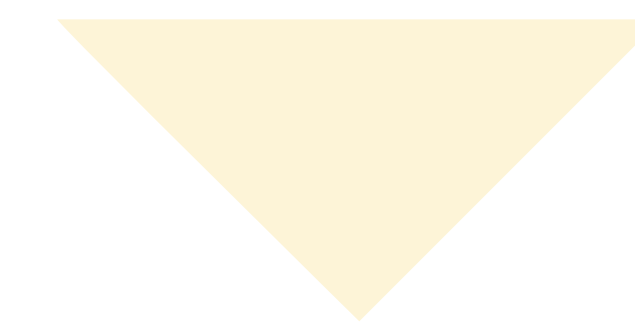
5. Set Up Your Home Office, Secure Your Equipment and Your Branded Vehicle



6. Hire and Train Your Team



7. Start Introducing Yourself to Potential Customers



8. Open Your New BuildBak Business in Your Local Community!



CONTACT US!

Reach out to us to further discuss building your future with BuildBak.



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