

## Franchise Ownership

Join the growing Fire & Water Damage Emergency Response Industry

### **Fire & Water Damage Emergency Response Franchise Opportunity**

#### **A Proven Business Model Backed by Decades of Experience**

Are you ready to take control of your financial future while helping local home and business owners? Welcome to American Catastrophe Emergency Services Am-Cat Ems is a Fire and water damage mitigation emergency response franchise that has been helping customers in the direst moments for over 21 years. We offer premium Fire & Water damage response service. Disaster recovery restoration, Water & Mold remediation services to both residential and commercial properties. We are looking for dedicated and passionate individuals to bring our services into their communities. We've built a solid, reliable reputation in the restoration industry and want you to be a part of our continued expansion.

American Catastrophe Emergency Services is a Team of Professionals trained in handling Emergency response loss mitigation services. Our Franchise program will be "hands down the most talked about in the industry" -Cory Meister Ceo

#### **Exciting Growth Potential**

American Catastrophe Emergency Services is part of a recession-resistant industry that offers franchise owners the opportunity to grow at their own pace. We say "Start Simple and Learn, Grow Big and Dominate" since we are known for helping entrepreneurs with big goals build big companies. Whether you want to start with just water damage and mold remediation or offer our entire line of restoration services, including smoke, fire, pack-outs, your revenue potential is yours to choose. We'll be with you every step of the way. Your success is our success. This is why we offer comprehensive training, branding, and marketing along with a very low initial investment and overhead costs. Best of all, no prior restoration experience is necessary.

#### **It's Not the Affiliation that Counts; It's How YOU Run the Business**

Am-Cat Ems experience, of been in this industry for over 21 years. Allows us to provide the logistics of servicing clients as well as submitting all industry articles to the accioated parties stemming from insurance and or mortgage companies, creating partnerships with preferred vendors and the training that is required in preforming the most adequate emergency response mitigation services.

- We are their path to advice.
- We are their ear and voice of objectivity, helping them to keep emotion out of decision making.
- We are their technical training and on-call advice.
- We are their brand and marketing image.
- We are their window and supplier of their website and digital tools.
- We supply systems, so they can hire qualified employees, pinpoint marketing in generating algorithm leads that are tailored to your service capacity and location.
- We assist in making sound buying decisions in the efforts of business growth.
- We assist in employment HR, Insurance , and source legal advisement.
- We assist in the managing finances and providing an Am-cat action plan to follow.

# Steps to Ownership

## How to Own a Fire & Water Damage Emergency Response Franchise

Owning your own Fire & Water Damage Emergency Response Franchise with American Catastrophe Emergency Services is easy! Throughout the entire process, our team is available to assist you, answer your questions, and guide you through each step. We'll provide you with everything you need—including technical training, business operations, marketing assistance, and more—to get your very own business up and running.

Learn more about the steps to franchise ownership with American Catastrophe Emergency Services below:

### *Step 1: The Initial Conversation*

The first step to franchise ownership is reaching out for an initial conversation with our Franchise Sales Director. During the initial consultation, we'll discuss your background, your goals, availability in your area, and explain financial requirements and answer your questions.

### *Step 2: Let us Get Acquainted*

Next, you will fill out our Let us Get Acquainted (LGA) form to let us know a little more about you. We also encourage you to make a list of things you want to know about us! The LGA form will help us begin the next steps.

### *Step 3: Receive the Franchise Disclosure Document*

We will provide you with the Franchise Disclosure Document (FDD) electronically. If you have any questions, our franchise sales team is here to assist you.

### *Step 4: Talk to Our Current Franchisees*

We'll invite you to speak with our franchisees. Bios and phone numbers are available via the FDD or through our franchise sales team. Our franchisees can share their Am-Cat Ems experience and help you find the best franchise for you and your family.

### *Step 5: Schedule a Q & A Session*

Next, you'll schedule a Q & A session with our Founder, Cory Meister. This conversation will allow you to gain a better understanding of our company and our culture.

### *Step 6: Attend Discovery Day*

Held at Atlantis in Nassau Bahams, or Chicago IL, for a Discovery Day with you and the families will provide you with a complete overview of what it's like to be a Am-cat Ems franchisee and answer any final

questions you have. This is usually a long morning or full afternoon event. We offer flexible scheduling to meet your needs.

### *Step 7: Sign the Franchise Agreements*

Once the agreements have been signed, it's time to schedule your introductory session to prepare for your upcoming Initial Training. We'll provide you with all the tools you need to get your franchise up and running!

Owning your own American Catastrophe Emergency Services franchise is a fantastic way to take control of your own destiny, be your own boss, and help local home and business owners in your community. Best of all, you'll have a team of dedicated professionals on your side to provide you with the support and guidance you need, every step of the way.

If you're considering jumping into the exciting world of owning a business, you probably have a million questions racing through your head. Naturally, some hesitations on whether you'll find success will also occur. Should you start out on your own? Should you franchise? Will a franchise *actually* be more beneficial to you than starting from the ground up? It certainly presents many helpful components upfront, at least in terms of having access to a significant number of resources by jumping into a network of thriving companies.

*"According to 2019 research based on official census data, the two-year franchise success rate is about 8% higher than the independent business success rate. The one-year survival rate for franchises is about 6.3% higher (Francine Lafontaine, Journal of Economics & Management Strategy)." Check out this [Neighborly®](#) article for more interesting franchise statistics.*

Of course, not all franchisees will find success. Let us discuss 5 common reasons why franchises fail, and how you can prepare and protect against a similar path.

## **5 Reasons Franchises Fail – And How You Can Prevent It**

### **1. Poor Advertising**

Marketing techniques vary between franchisors. If you are considering joining a franchise network where you'll be responsible for advertising to potential customers and trying to solicit new business without much support, it takes away from the time you'd otherwise spend overseeing operations and analyzing how to boost efficiency.

**Reputable franchisors typically have an advertising fund that franchisees will routinely contribute to.** Such is the case at American Catastrophe Emergency Services where we take the marketing stress off your plate so you can focus on scaling your business. This does not mean you can't still do advertising if you desire – we provide training on marketing best practices to further ensure you're set up for success.

### **2. Inadequate Training**

Speaking of training, this is an area that can make or break a franchisee's success. If you join a business without understanding or having access to training resources, you're jumping into the unknown. Ongoing support is critical to maintaining a profitable and healthy business as you scale.

**It's important to have support throughout your franchise journey for any bumps in the road. You should also expect to receive sound advice from those who are already finding success within your franchise network.**

*Our American Catastrophe Emergency Services instructors are renowned as some of the nation's top Emergency response experts. We have over 60 years of experience building methodologies and sharing them with our franchisees. In fact, when I first started, Am-cat Ems I wanted to create a foundation that allowed all the experts that I met on my journey mitigated in a collaboration of Operational Training that just strengthens the Brand.*

*When a new franchisee joins our team, we provide 20 to 25 days of [Initial Training](#). It starts with a week or 2 weeks in Chicago, IL learning from our management and marketing trainers. Once training is complete, we provide supplemental training with online and in-person courses to continue the education process.*

### 3. Franchise providing subpar assistance

Industry plays a big role in this – is the industry you're interested in one that people want or need? Is it successful? Joining a franchise network in an industry that's not performing well ultimately sets you up for a very stressful business journey.

The restoration industry is a \$200 billion industry, and it's something people rely on for their health and safety, which means there is plenty of opportunity for growth. When you find a successful industry filled with passionate individuals, you can have more confidence in avoiding failure down the line.

### 4. Poor Location

When joining a franchise, you'll be discussing the matter of where you'd like to operate from. First off, it's important to check that your desired territory is available. Then, you'll need to ensure that it's a good location for you to obtain enough business and that another company can't step on your toes.

American Catastrophe Emergency Services has large, [protected territories](#) for our franchisees. If your area is available, we'll be happy to discuss how to know if your specific area is a strong choice.

### 5. Reluctance to Change

Given all the changes happening throughout the past few years, businesses need to adapt their techniques to stay relevant and continue bringing in revenue. When franchisors won't or can't change how they practice business, the likelihood of the company going under increases.

Through the years, American Catastrophe Emergency Services has [found success in our industry](#) through targeting both Insurance and Non-insurance paid work. While non-insurance work typically results in higher-paying jobs, Insurance work keeps us balanced. Everyone needs property insurance regardless of how the economy is performing.

**Are you interested in learning more about starting and succeeding at your own American Catastrophe Emergency Services franchise? Fill out a [contact form](#) or call us directly at (888) 832-4139 we look forward to connecting with you!**

If you've thought of becoming an entrepreneur, you already know there are many options out there, and several important aspects to take into consideration. It's a big undertaking, and while it most certainly comes with risks, the rewards can last a lifetime. Before we jump into franchising benefits compared to starting your own business, let's first break down the details to understand what a franchise actually is.

## What Is a Franchise?

A franchise is a method of distributing products or services where a business allows entrepreneurs full access to their name, branding, systems, and resources in exchange for a royalty fee and other expenses. In return, the entrepreneur gains the right to conduct business under the franchisor's name.

**If you decide to 'branch into a franchise,' there are different options for getting started:**

1. Buying a franchise
2. Starting a franchise from your existing business

**Some examples of well-known franchises include:**

- McDonald's
- Mr. Rooter® Plumbing
- ServiceMaster®
- Wing Zone
- GYMGUYZ

## Benefits of Buying a Franchise

When you buy into a franchise, you're joining a well-established network with proven operations already in place. You'll understand when and how you can grow your business and won't have to use guess-and-check methods for success.

You'll also have a website and social media presence already in place, allowing you to focus solely on running your company.

There will be preventative measures in place for risks you're taking in business. If mistakes happen, there are systems in place to recover, and resources for you to utilize when problem-solving.

## Benefits of Starting Your Own Business

The exciting (and sometimes stressful) part of starting from scratch and building a business, is that you hold responsibility for everything. You are in charge of establishing a name, creating a logo, obtaining proper licensing, and sourcing the products necessary for successful operations.

You're also the decision-maker on marketing and advertising, and managing the company is entirely in your hands. Whether you use social media or design a professional website is up to you because you're getting the chance to build your personal and professional reputation from the ground up.

That's a lot to think about!

***If you've concluded that you're interested in franchising, here's why you should consider joining our supportive network:***

## **Benefits of Buying an American Catastrophe Emergency Services Franchise**

With American Catastrophe Emergency Services and all the resources, you could need to scale your operation at your pace are readily and easily available. We have over two decades of experience both helping property owners fully restore after damages and bringing entrepreneurs to their full potential through franchising.

**Our franchisees join because of their passion for helping fellow community members. We provide:**

- Water Damage Restoration
- Flood Restoration
- Mold Remediation
- Fire and Smoke Cleanup

We never expect our franchisees to dive directly into handling all our service offerings at once, which is why you can decide what to offer customers. Our franchisees commonly starts with Fire & water and flood restoration, moving onto new services when they feel comfortable and ready.

Our franchise owners have control of their business operations.

**We will provide you with world-class training on:**

- Business Planning
- Estimating
- Marketing
- Management
- Industry Knowledge

Once you've completed initial training, we arrange supplemental education with industry-certified courses – online and in person.

We're unlike other franchises in that training has been foundational since the beginning. Before we became American Catastrophe Emergency Services 21 years ago, I was in the business of consulting: technical service providers and fortune 500 companies Our network loves to share knowledge that's accumulated through the years.

## **About Am-Cat Ems**

### **Founder and CEO**

It all began with a straightforward philosophy: "Start Simple and learn Grow Big and Dominate." That's exactly what Cory Meister did when he started his journey into the restoration industry back in 2000.

### **Where He Started**

Leaving behind his big-industry Technology career with names of Microsoft, IBM, Ameritech, TCI cable, INetLiveTV.com, Bswift.com, BlueCross BlueShield, Cory decided to bring his technical operational training management knowledge to the world of small business.

Throughout the following 21 years, Cory created a name for himself as a business consultant within the cleaning, restoration, and construction industries with companies of (*Busy Bee Construction, Davis Cleaners, Windy City Restoration, Fire Clean, Laurance Cleaners, Action Restoration, Black Stone Restoration, and Lansing Cleaners.*) By the mid-2000s, he had a list of clients that continued to expand, marking the very beginning of Diversify Management and American Catastrophe Restoration which gave birth to American Catastrophe Emergency Services franchise. All that was left to do was establishing territories and nailing down his branding.

## What he Accomplished

As more homeowners and business owners came to American Catastrophe Emergency Services for their property damage restoration needs, our company quickly became a sought-after resource. Today, we've served over 50,000 homes and businesses, with hundreds of millions of dollars in damage restoration services completed effectively.

**To learn more about how you can take charge with American Catastrophe Emergency Services visit our [Steps to Ownership](#) page!**

## How American Catastrophe Emergency Services Franchise Impacts You

We continually add franchises to our network, providing all the resources necessary to help franchise owners take charge confidently. **With more than two decades under our toolbelts, we arm franchise owners with premium training in:**

- Business Operations
- Comprehensive Technical Services
- Estimating
- Marketing generating leads Strategies
- Management Best Practices

[When you join our franchise network](#), you're benefiting from full support in every aspect to ensure the business scales successfully and you reach your full potential. Whether you want to start with water damage and flood restoration before tackling fire and smoke restoration or mold remediation, it's all up to you.

You'll attend initial training to learn the foundational information necessary and continue developing your knowledge with regional training courses and online software and estimating classes.

**We're more than a franchise** – we're a group of business owners who care about helping people in our communities and around the world. Whether it's through property damage restoration or giving back, we're always here to help, and help will never go out of style.

**As much as we've grown and will continue to, there are many prime territories still available. Give our team a call at (888) 832-4139or [contact us online](#) to learn more!**

# The Investment

## How Much Does It Cost to Open an American Catastrophe Emergency Services Franchise?

The total investment necessary to begin operation of an American Catastrophe Emergency Services franchise come in 3 different packages **1<sup>st</sup> Time Owners \$179,500 to \$283,000\*** or **Existing Business Owners \$112,500.00** (-\$20,000.00) if have your own equipment **\$92,500.00 to \$275,500.00\*** and **Seasoned Industry Owners \$95,00.00** (-\$20,000.00) if have your own equipment **\$75,000.00 to \$237,500.00**. These amounts include your franchise fee. Discounts available for existing cleaning and restoration companies making a conversion to American Catastrophe Emergency Services See our most current FDD Item 7 for additional information. See below for the initial investment range.

## What Does It Take to Join American Catastrophe Emergency Services?

If you are an entrepreneur looking to start a new business, we're ready to start a discussion that will help you decide if starting a restoration company is right for your goals. You don't have to be a *Seasoned industry veteran* to start a successful American Catastrophe Emergency Services location, and we're ready to show you how we'll help you get to work!

### Franchise Fee\*

- **\$60,000 for a start-up franchise with a territory of up to 300,000 population.**

*We may finance up to 55% (\$33,000.00) of the Franchise Fee to qualifying candidates when signing the Franchise Agreement. Please see FDD for details.*

### Ongoing Fees\*

- **Royalty Fee for a Start-up Franchise: Between 5% to 10% of gross revenue or \$395 - \$2,500 per month, dependent on the time-period following original opening date of your franchise.**
- **Marketing: Brand Fee is dependent on the time-period following original opening date of your franchise and ranges between \$1000 per month or 3% of Gross Revenue, whichever is greater.**

### Discounts for Veterans

*We're proud members of the International Franchise Association ("IFA") and participate in the IFA's VetFran® Program. With VetFran, we reduce the total of the Franchise Fee and Territory Fee by 30% for all honorably discharged veterans of American and Canadian armed forces. This discount is for the first franchise only.*

### Diversification Discount for Women & Minorities

*We're proud members of the International Franchise Association's ("IFA") DiversityFran® Program, which provides a reduced franchise fee of \$5,000 for minority owned and women-owned businesses. To qualify for the Diversity Discount, the franchised business must be at least 51% owned by a woman or minority. Discounts may not be combined. This discount is for the first franchise only.*

*Authority Brands uses the power of the franchise system to transform the home services industry and keep small businesses alive at the heart of the economy. We have a deep commitment to giving franchise owners all the tools they need to operate a successful business, and part of that includes making the unreachable reachable for communities that face additional barriers to entry. Through the International Franchise Association's [VetFran](#) and [DiversityFran](#) programs, we are creating more veteran-, woman-, and minority-owned businesses. Let's talk today about how those programs can work for you.*

## The Initial Investment 1<sup>st</sup> time Owners

- Initial Franchise Fee: \$60,000.00
- Initial Training: (Low) \$2,500.00 - \$8,000.00 (High)
- Rent: (Low) \$2,000.00 - \$5,000.00 (High)
- Leasehold Improvements: (Low) \$2,500.00 - \$7,500.00 (High)
- Office Equipment: (Low) \$2,500.00 - \$10,000.00 (High)
- Automotive Equipment: (Low) \$60,000.00 - \$100,000.00 (High)
- Equipment: (Low) \$20,000.00 - \$50,000.00 (High)
- Marketing with Technology Advanced Training: \$25,000.00
- Additional Funds: (Low) \$2,500.00 - \$10,000.00 (High)
- Miscellaneous: (Low) \$2,500.00 - \$7,500.00 (High)

Total: (Low) \$179,500 to \$283,000 (High)

Monthly franchise fees (\$1,395.00 - \$3,500.00)

- **Royalty Fee for a Start-up Franchise: Between 5% to 10% of gross revenue or \$395 - \$2,500 per month, dependent on the time-period following original opening date of your franchise.**
- **Marketing: Brand Fee is dependent on the time-period following original opening date of your franchise and ranges between \$1000 per month or 3% of Gross Revenue, whichever is greater.**

## The Initial Investment Starting a Franchise for *Your Existing Business*.

- Initial Franchise Fee: \$60,000.00
- Initial Training: (Low) \$2,500.00 - \$8,000.00 (High)
- Rent: (Low) \$0.00 - \$5,000.00 (High)
- Leasehold Improvements: (Low) \$0.00 - \$0.00 (High)
- Office Equipment: (Low) \$0.00 - \$10,000.00 (High)
- Automotive Equipment: (Low) \$0.00 - \$100,000.00 (High)
- Equipment: (Low) \$20,000.00 - \$50,000.00 (High)
- Marketing with Technology Advanced Training: \$25,000.00
- Additional Funds: (Low) \$2,500.00 - \$10,000.00 (High)
- Miscellaneous: (Low) \$2,500.00 - \$7,500.00 (High)

Total: (Low) \$112,500.00 (-\$20,000.00) if have your own equipment \$92,500.00 to \$275,500.00 (High)

Monthly franchise fees (\$1,395.00 - \$3,500.00)

- **Royalty Fee for a Start-up Franchise: Between 5% to 10% of gross revenue or \$395 - \$2,500 per month, dependent on the time-period following original opening date of your franchise.**
- **Marketing: Brand Fee is dependent on the time-period following original opening date of your franchise and ranges between \$1000 per month or 3% of Gross Revenue, whichever is greater.**

## The Initial Investment Starting a Franchise for *Seasoned Industry Owners*.

- Initial Franchise Fee: \$60,000.00
- Initial Training: (Low) \$0.00 - \$0.00 (High)
- Rent: (Low) \$0.00 - \$0.00 (High)
- Leasehold Improvements: (Low) \$0.00 - \$0.00 (High)
- Office Equipment: (Low) \$0.00 - \$0.00 (High)
- Automotive Equipment: (Low) \$0.00 - \$100,000.00 (High)
- Equipment: (Low) \$20,000.00 - \$50,000.00 (High)
- Marketing with Technology Advanced Training: \$10,000.00
- Additional Funds: (Low) \$2,500.00 - \$10,000.00 (High)
- Miscellaneous: (Low) \$2,500.00 - \$7,500.00 (High)

Total: (Low) \$95,000.00 (-\$20,000.00) if have your own equipment \$75,000.00 to \$237,500.00 (High)

**Monthly franchise fees (\$1,395.00 - \$3,500.00)**

- **Royalty Fee for a Start-up Franchise: Between 5% to 10% of gross revenue or \$395 - \$2,500 per month, dependent on the time-period following original opening date of your franchise.**
- **Marketing: Brand Fee is dependent on the time-period following original opening date of your franchise and ranges between \$1000 per month or 3% of Gross Revenue, whichever is greater.**