



The Fresh Start Company

Franchise Opportunity Snapshot



FRANCHISE

ESTIMATED INITIAL INVESTMENT (ITEM 7)

Your total investment will vary based on the type of franchise model you select:

TRADITIONAL OR CONVERSION FRANCHISE
\$161,400 – \$327,700

MICRO-MARKET FRANCHISE
\$124,900 – \$285,700

INVESTMENT BREAKDOWN:

- Franchise Fee: \$49,000
- Equipment and supplies to \$35,000 - \$60,000
- Vehicle to \$1,500 - \$60,000
- Initial Marketing and Advertising to \$10,000
- Training and Travel to \$2,500 - \$7,500
- Insurance and licenses to \$1,500 - \$4,700
- Professional fees to \$3,000 - \$5,000
- Working Capital \$50,000 - \$100,000

Note: Actual costs may vary based on location, business size, and operating decisions.

FRANCHISEE EARNING POTENTIAL (ITEM 19)

Based on 2024 performance data disclosed in our 2025 FDD:

TOP 25% OF FRANCHISEES

- Average Gross Revenue: \$2,069,995
- Highest Gross Revenue: \$8,537,675
- Median Gross Revenue: \$1,277,889

TOP 50% OF FRANCHISEES

- Average Gross Revenue: \$1,405,270
- Median Gross Revenue: \$1,057,078

These figures reflect gross revenue only. Individual results will vary depending on effort, execution, and territory.



WATER



FIRE



MOLD

Services We Offer

As a 911 Restoration franchisee, you'll provide a full suite of emergency response and property restoration services for both residential and commercial clients:

- Water Damage Restoration
- Mold Remediation
- Fire & Smoke Damage Cleanup
- Sewage Backup Cleanup
- Board-Up Services
- Sanitation & Bio-hazard Cleaning
- Contents Pack-Out & Storage
- Reconstruction Services
- Odor Removal
- Duct Cleaning
- Asbestos, Lead & Hazardous Material Mitigation

Why Choose 911 Restoration?

911 Restoration is more than a franchise — it's a mission-driven brand built around the **Fresh Start philosophy**. With over 100 locations, industry-leading training, 24/7 support, and franchiser-managed marketing, we empower everyday entrepreneurs to build a business that is **profitable, scalable, and makes a real impact** in people's lives.

911restoration.com • 880-055-5454



The Fresh Start Company

Your Fresh Start with 911 Restoration

Own a Purpose-Driven Business in a \$210B+ Industry

FRANCHISE

Since 2003, 911 Restoration has grown into one of the most trusted names in restoration—awarding over 280 franchise territories across North America. But more than just cleanup, we’re in the business of transformation: for customers, for communities, and for people like you looking to build something bigger.

Why Restoration, and Why Now?

The restoration industry is booming—and it’s not slowing down. With rising insurance claims, climate-related disasters, and aging infrastructure, there’s **year-round demand** for services like water damage repair, mold remediation, and fire cleanup.

- **\$210B+ in annual insurance-backed restoration claims**
- **Recession-resistant, essential services**
- **No construction license required**
- **High margins, low overhead, minimal inventory**
- **Residential & commercial opportunities**

You don’t need experience in restoration—just **leadership, drive, and a desire to grow.**



FRANCHISE SNAPSHOT

Founded	2003
Franchising Since	2009
Units Awarded	284+
Franchise Fee	\$49,000 USD / CAD
Average Investment	~\$175,000
Working Capital Needed	\$50,000–\$100,000
VetFran Discount	35% off franchise fee
Territory Size	250K–350K population (by zip/postal)
Royalty Model	Tiered, performance-based
Ad Fund	1% of gross revenue

THE REVENUE OPPORTUNITY

911 Restoration franchisees have the potential to build serious businesses:

TOP FRANCHISEE REVENUE:
\$8.5M+

TOP 25% AVG. REVENUE:
\$2.06M

TOP 50% AVG. REVENUE:
\$1.4M

TOP 75% AVG. REVENUE:
\$1.05M

Based on 2024 system-wide data disclosed in our 2025 FDD.

Ready to Learn More?

Take the next step toward owning a business that delivers more than just profit—it delivers purpose.

**Book a Discovery Call
Talk with 911 Restoration Or visit
911RestorationFranchise.com**

WHAT MAKES 911 RESTORATION DIFFERENT?

- **Franchisor-Run Local Marketing**
We don't just give you a playbook—we actually run your SEO, PPC, and local online presence to generate leads in your territory.
- **24/7 In-House Call Center**
Bilingual (English & Spanish) support handles customer calls day and night—at no cost to you.
- **National Commercial Accounts**
Tap into contracts with major brands like CBRE, Kroger, Simon Property Group, and more.
- **911 Restoration Academy**
From mold removal to hiring and marketing—our digital academy gives you on-demand tools, templates, and expert training.
- **Proprietary Tech Stack**
CRM, dispatch, scheduling, proposals, automations—it's all in one powerful platform designed for restoration success.
- **Award-Winning Customer Service**
Ranked Best in Service by Forbes among national restoration brands.

A Day in the Life of a 911 Restoration Owner

- **Taking emergency customer calls (usually routed via our call center)**
- **Managing your crew or subcontractors**
- **Building commercial and local referral relationships**
- **Overseeing insurance jobs**
- **Tracking KPIs, reviewing revenue, and planning next steps**

Most owners start from home, then scale into office or warehouse space over time.

Who We're Looking For

We're not looking for technicians—we're looking for **leaders**. Our best franchisees often come from

- **Sales or business development**
- **Management or home services**
- **Entrepreneurial or operations backgrounds**

What they all have in common:

- **Coachable and curious**
- **Committed to growth**
- **Goal-oriented and action-driven**
- **Motivated to help people and lead a team**



WATER



MOLD



FIRE



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TRAINING & SUPPORT—YOU'LL RECEIVE FULL ONBOARDING AND ONGOING SUPPORT:

2 Weeks at HQ (Los Angeles)
IICRC-certified instructors guide you through technical training and business strategy.

Ongoing Training & Coaching
Weekly webinars, 1-on-1 support, and direct access to marketing and ops experts.

Local Business Development Training
Training to help you build referral relationships with property managers, insurance adjusters, HOAs, and contractors.

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