



A bright future is in your hands.  
***Become an EnergyCraft  
Franchisee today.***



**ENERGYCRAFT**  
S Y S T E M S

# Partner with the leader in energy conservation. Partner with EnergyCraft!

## What is an EnergyCraft franchisee?

A contractor that specializes in the installation and service of energy efficient products for metal buildings and some other structure types. He works with designers, design-build contractors and owners to optimize the energy efficiency of both new and existing buildings. Using proven products with prescribed designs, he increases building value and reduces building ownership costs with valuable services.

## Why is the Franchisee needed?

The traditional obsolete metal building insulation method compresses laminated insulation between the building structure and the roof or wall panels. This method often yields less than 50% of the pre-installed insulation value. Steel erectors resist installing better insulation systems that require bottom side fastening by either refusing to install them or by charging prohibitive prices. Economic analysis of the optimal insulation levels shows that the lowest ownership cost results from "installed R-Values" of 200% to 300% higher than can be achieved with the old traditional method. The industry simply needs an "independent installation network" to deliver superior quality energy efficiency values to the end users. Superior quality is identified by the EnergyCraft brand. Superior system performance results in up to 60% reduced investment in heating and cooling equipment and up to 30% reduced investment in lighting fixtures.

## What does the Franchisee do?

A Franchisee provides proposals for installation of proven products to design-build contractors and to owners of existing buildings wanting to reduce costs.

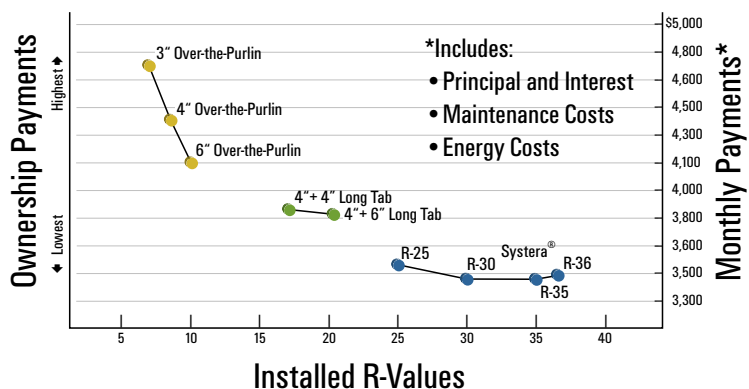
Their crews then install the prescribed energy system products into the new buildings during the construction process or to an existing building as an upgrade. Energy system products are the Systema Insulation Finish Systems, EnergyCraft Heating and Cooling Appliances, EnergyCraft Lighting Appliances and energy control products. The Franchisee works together with the Franchisor in sales and marketing to promote and build his business and profits within the franchise territory.

## What does the franchisor do?

The Franchisor provides the business systems, software, training and consulting assistance to give the Franchisee the tools for a successful business. The Franchisor provides the following:

- national brands recognition and quality;
- experience from over 25,000 installations;
- over 60 combined years of business experience;
- marketing, quotation and sales software;
- high quality sales and marketing literature;
- sales leads from national and regional marketing;
- access to proprietary designs and products;
- training of systems, operations and products;
- research and development of new products.

## Integrated Energy Systems Save Money!



**EnergyCraft Heating Appliance**



**EnergyCraft Heating/Cooling Appliance**



**EnergyCraft Fans and Louvers**



**EnergyCraft Lighting Appliances**

# Join us in taking the pre-engineered metal building industry to more efficient and profitable levels.

## Why be an EnergyCraft Franchisee?

- Own your own business and reap the rewards.
- Get in on the ground floor opportunity to build a valuable business .
- Provide energy saving services with excellent payback periods for a fair profit.
- Build repeat business with designers, contractors and owners with proven systems.
- Build long term value relationships and residual income with service contracts.
- Provide needed services with very little competition.
- Low franchise fee and low start-up costs.
- Benefit of back up support of experienced personnel.
- Become part of a national organization with mutual goals.
- Identify with EnergyCraft Systems national brands.

## Who benefits from EnergyCrafting?

### Owners: WIN!

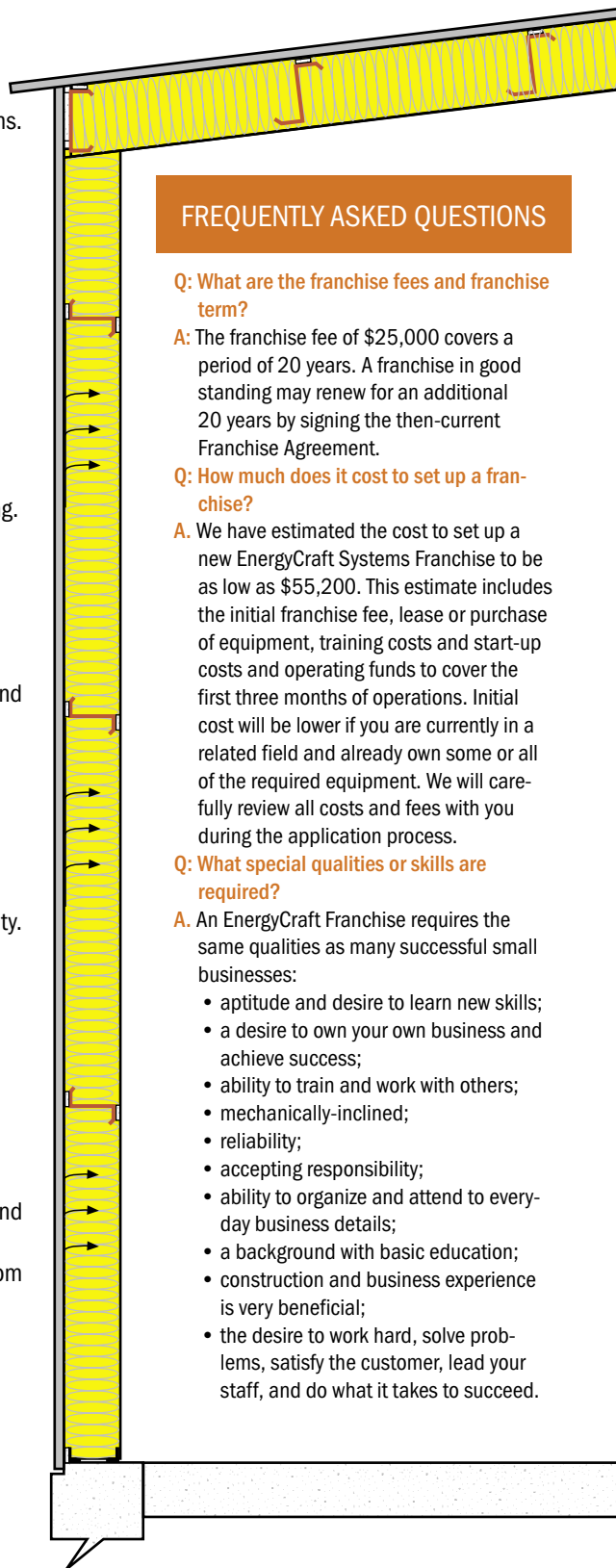
- Buildings cost less to own.
- Save significant amounts of ever increasing energy costs for the life of the building.
- Increase the value of their building by reducing comparative costs of ownership.
- Lower initial equipment investment and permanently lower maintenance costs.
- EnergyCraft appliances allow accelerated depreciation and save taxes.
- Greater employee comfort improves productivity which increases profitability.
- Lower monthly cash outlay from first day of use.
- Nice, bright and clean interior appearance improves image, promotes quality, and increases pride of ownership.
- Lowers electrical demand charges on peak usage.

### Designers: WIN!

- Optimal energy designs.
- Single source responsibility and one contractor to perform energy systems work.
- Easy to specify to assure optimum integrated systems benefits and product quality.
- Superior thermal performance without added cost.
- Brighter, more aesthetically pleasing interior.
- Fewer condensation and corrosion problems with superior vapor retarders.
- More satisfied clients from lower energy costs.
- Easy compliance with all energy code requirements.

### Contractors: WIN!

- Price guaranteed proposals in the design-build proposal stage.
- Able to provide consistent quality, superior building values with increased sales and profit potential.
- Insulation systems, EnergyCraft Heating and Cooling appliances are installed from the interior, immediately after the roof and walls are sheeted.
- Faster enclosure with less exposure to weather delays and damage.
- Frees dependence on steel erectors to install insulation.
- Solve erection labor shortages and eliminate resistance to change.
- Reduced costs by not paying iron worker wages for insulation work.



## FREQUENTLY ASKED QUESTIONS

**Q: What are the franchise fees and franchise term?**

**A:** The franchise fee of \$25,000 covers a period of 20 years. A franchise in good standing may renew for an additional 20 years by signing the then-current Franchise Agreement.

**Q: How much does it cost to set up a franchise?**

**A:** We have estimated the cost to set up a new EnergyCraft Systems Franchise to be as low as \$55,200. This estimate includes the initial franchise fee, lease or purchase of equipment, training costs and start-up costs and operating funds to cover the first three months of operations. Initial cost will be lower if you are currently in a related field and already own some or all of the required equipment. We will carefully review all costs and fees with you during the application process.

**Q: What special qualities or skills are required?**

**A:** An EnergyCraft Franchise requires the same qualities as many successful small businesses:

- aptitude and desire to learn new skills;
- a desire to own your own business and achieve success;
- ability to train and work with others;
- mechanically-inclined;
- reliability;
- accepting responsibility;
- ability to organize and attend to every-day business details;
- a background with basic education;
- construction and business experience is very beneficial;
- the desire to work hard, solve problems, satisfy the customer, lead your staff, and do what it takes to succeed.

# Superior Products Save Energy and Reduce Cost.



## Steel Erectors: WIN!

- Erectors are not interfered with while sheeting.
- Erectors quickly sheet buildings with “snap-on” or “stick-on” thermal blocks.
- Reduces lost work days and down time due to insulation exposure to wind and weather.
- Increase profits on core business of steel erection and erect up to 30% more buildings per year.
- Reduces costly callbacks from insulation problems such as condensation (alleged roof leaks), dirty insulation, torn vapor retarders, etc.

## Franchisees: WIN! WIN! WIN!

- Virtually no competition for installed products.
- New concept of installed integrated energy systems.

### How does one become a Franchisee?

Brochures alone can never fully explain all about the benefits of the EnergyCraft Systems Franchise opportunity. A one-on-one conversation with a EnergyCraft professional is helpful to answer preliminary questions. We are seeking qualified persons and companies that we determine to have the desired characteristics of self-motivation, self-confidence and a strong desire to succeed in this energy savings contracting business.

Please call us at 800-350-0776 to request a telephone interview for the EnergyCraft Systems Franchise opportunity. Don't delay to get the best choices as the offers are limited to geographic territories on a first signed basis.

For further information and correspondence on becoming an EnergyCraft Systems Franchisee:

*EnergyCraft Systems*

*100 Business Park Circle, Suite 203*

*PO Box 58*

*Stoughton, WI 53589*

*Phone: 800-350-0776*

*Fax: 608-873-7274*

*E-mail: [prospect@energycraft.com](mailto:prospect@energycraft.com)*

*Web Site: [www.energycraft.com/franchise/](http://www.energycraft.com/franchise/)*

### Earnings Claims Barred:

It is contrary to federal and state laws for Franchisors to make earning claims. We can answer many of your questions about production rates, suggested margins and anticipated costs. With this information and information about buildings in your market area, you can to make your own sales and earnings estimates. There is no guarantee that any business will be successful. Success is more about the motivation of individuals running and working the business than the business itself. A franchise business is more structured and defined than simple business opportunities and tend to have much higher success rates because of this detail.

## EnergyCraft is your best option. Let us prove it.

### EnergyCraft Values:

*Innovation:* We create new ideas to revolutionize our industry

*Challenge:* We take every opportunity to confront the status quo.

*Integrity:* Our reputation is our most prized possession.

*Education:* Our highest priority is customer education.

*Perseverance:* We will never stop working to achieve our goals.

### Green Statement

Because we live on this planet, we have a responsibility to keep it clean. The earth is not ours to abuse; we'll pass it on to our children and generations thereafter. To this end, EnergyCraft Systems promotes renewable energy sources, recyclable materials, and the use of non-pollutants in all of our products where possible.

### Affiliations

EnergyCraft Systems is pleased to offer products approved by or in compliance with the following organizations:



### MORE ABOUT INVESTMENT AND FEES

The investment required to own your EnergyCraft Franchise is estimated to be as modest as \$55,200, including the initial franchise fee. It could be significantly less if you are currently in a business and own some or all of the required equipment. Ongoing costs are minimized as little inventory is required with most materials shipped directly to the project site.

A number of financing options are available through private and public sources. Many options are available to men and women with an armed services background. We are available to answer your financial questions.

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