

WHY JOIN LIQUID GREEN

A ground-floor franchise opportunity in one of the fastest-growing segments of the building products industry — spray foam insulation.

ABOUT US

Liquid Green Spray Foam Insulation delivers advanced insulation solutions for residential and commercial properties, helping customers reduce energy costs and improve building performance. Established operations date back to 2010, incorporated in 2017, and are led by experienced ownership focused on scalable growth.

Liquid Green Franchising LLC is now expanding across the United States, offering motivated first-time operators the chance to build a business in a protected territory with a mobile, service-based model.

WHY JOIN US

- ✓ Enter a growing energy efficiency and construction industry
- ✓ Be among the first franchisees — shape a young system with direct access to the founder
- ✓ Protected territory model to support market growth
- ✓ Operate a service-based business with recurring demand
- ✓ Lower startup investment than many brands exceeding \$200,000–\$500,000
- ✓ Opportunity to build a scalable and mobile operation

TRAINING & SUPPORT

Get the tools you need to launch with confidence — no prior spray foam experience required.

- ✓ 20 hours of classroom training
- ✓ 20 hours of hands-on training
- ✓ 1-to-2-week comprehensive onboarding program at our HQ
- ✓ Coverage includes equipment, application, sales, operations, marketing, and compliance

INDUSTRY OPPORTUNITY

Spray foam insulation is one of the most effective solutions in the building envelope market today. Demand is being driven by three structural forces:

- ✓ **Rising energy costs** — homeowners and building owners are looking for the highest-R-value insulation available
- ✓ **Stricter efficiency standards** — state and local codes are tightening insulation and air-sealing requirements
- ✓ **Strong residential and commercial demand** — both new construction and retrofit markets are active

GROUND-FLOOR OPPORTUNITY

Liquid Green is still young as a franchisor. That means territories are still open across the U.S., the system is still being shaped, and early operators get direct access to ownership. This is the standard window for any emerging brand — and it doesn't stay open long.

WHAT SETS US APART

- ✓ Mobile business model — no storefront required, lower overhead
- ✓ Transparent fee structure — no hidden national advertising costs
- ✓ CRM included for franchise management
- ✓ Protected territory per franchisee
- ✓ Startup investment \$136,000–\$194,000

CONTACT US

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