FRANCHISE APPLICATION

Confidential. For internal use by Liquid Green Spray Foam Insulation.

1. APPLICANT INFORMATION

FULL LEGAL NAME *

PREFERRED NAME

EMAIL *

MOBILE PHONE *

ALTERNATE PHONE

DATE OF BIRTH
MM / DD / YYYY

HOME ADDRESS *

CITY *

STATE *

ZIP *

2. BACKGROUND

CURRENT EMPLOYMENT STATUS *

CURRENT OCCUPATION / EMPLOYER

HIGHEST LEVEL OF EDUCATION *

HAVE YOU OWNED A BUSINESS BEFORE? *

IF YES, BRIEFLY DESCRIBE THE BUSINESS

3. FINANCIAL POSITION

LIQUID CAPITAL AVAILABLE *

ESTIMATED NET WORTH *

SOURCE OF INVESTMENT FUNDS *

4. TARGET TERRITORY

PREFERRED TERRITORY *

SPECIFIC CITY, COUNTY, OR REGION WITHIN YOUR TARGET TERRITORY

DO YOU LIVE IN OR NEAR YOUR TARGET MARKET? *

TARGET OPENING DATE
MM / YYYY

Continued on the next page →

5. EXPERIENCE & READINESS (CONTINUED)

YEARS OF RELEVANT WORK EXPERIENCE *

HAVE YOU MANAGED A TEAM? *

DESCRIBE YOUR MOST RELEVANT EXPERIENCE (CONSTRUCTION, SALES, SPRAY FOAM, OR RELATED)

WILL YOU OPERATE THIS BUSINESS FULL-TIME? *

6. HOW DID YOU HEAR ABOUT US?

SOURCE *

IF REFERRED, WHO SHOULD WE THANK?

7. CERTIFICATION & SIGNATURE

I certify that the information above is accurate and complete to the best of my knowledge. I understand that submission of this application does not constitute an offer or acceptance of a franchise. A Franchise Disclosure Document (FDD) will be provided before any binding agreement is signed.

Signature

Date

Submitting opens your mail client addressed to **franchise@sprayliquidgreen.com**.

ABOUT LIQUID GREEN

WHO WE ARE

Liquid Green Spray Foam Insulation provides advanced insulation solutions for homes and businesses, helping customers save energy and improve building performance. Established operations date back to 2010, incorporated in 2017, and led by experienced ownership focused on scalable growth.

Our work is built on a simple idea: **do it once, do it right, guarantee it for life.** That principle is why our customers refer their friends, why our crews keep coming back, and why we are now offering the same model to franchise partners across the United States.

WHAT WE DO

OPEN-CELL SPRAY FOAM

A soft, expanding foam used for interior walls, attics, and sound-dampening applications. Excellent R-value per inch and a great value for large coverage areas.

CLOSED-CELL SPRAY FOAM

A dense, structural foam used for exterior walls, rim joists, foundations, and anywhere a vapor barrier and high R-value are required in a thin profile.

ATTIC & ROOF INSULATION

Conditioned attic assemblies, cathedral ceilings, and unvented roof decks. Spray foam eliminates ice dams and brings attics into the building envelope.

BASEMENT & CRAWLSPACE

Rim joists, band boards, and foundation walls. Closed-cell foam seals out moisture, eliminates cold floors, and dramatically improves comfort.

AGRICULTURAL & METAL BUILDINGS

Pole barns, warehouses, equipment storage, and metal roofs. Spray foam controls condensation and is the only insulation that actually adheres to metal.

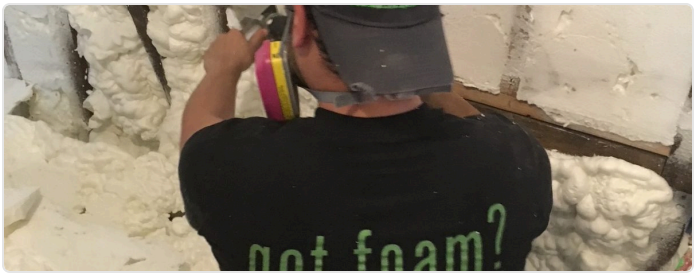
COMMERCIAL & CUSTOM

From schools to high-end residential. We handle the jobs that other insulation companies will not quote.

WHERE WE OPERATE

Liquid Green is headquartered in Brewster, New York, with an active service area across the Hudson Valley, the Tri-State Metro (NY / NJ / CT), New England, the Mid-Atlantic, and New York's Capital Region. As a franchise system, we are actively developing territories in New York, Connecticut, Pennsylvania, Florida, and Texas, with new operator applications accepted nationwide.

WHAT WE LOOK LIKE IN THE FIELD



> **Brand promise.** Every job is lifetime-guaranteed. We show up when we say we will. We clean up before we leave. We are the crew our customers call back.

WHY LIQUID GREEN

WHAT MAKES THIS DIFFERENT

The spray foam industry has a reputation for being a closed club — high entry cost, long training cycles, regional fiefdoms, and franchise agreements that favor the franchisor. Liquid Green was built on a different premise: a model that an operator can actually run.

THE ADVANTAGES

- **Lower Startup Investment:** Affordable entry compared to major insulation franchises that often exceed $200,000–$500,000. Total investment $136,000–$194,000.
- **Mobile Business Model:** No storefront required. Run the business from your home, a small shop, or the job site.
- **Streamlined Services:** Efficient operations designed for faster growth, refined from more than a decade of installation experience.
- **Transparent Fees:** No hidden national advertising costs. Clear, upfront fee structure.
- **Scalable Opportunities:** Target revenue $500,000 in 3–5 years, with protected territories and multi-territory ownership.
- **CRM for Franchise Management:** Track leads, manage customers, and schedule crews from one platform — not five apps and a spreadsheet.

WHAT WE OFFER

- **Lower Startup Investment:** Affordable entry compared to major insulation franchises
- **Mobile Business Model:** No storefront required
- **Streamlined Services:** Efficient operations for faster growth
- **Transparent Fees:** No hidden national advertising costs
- **Scalable Opportunities:** Built for growth from day one

WHY JOIN US

- Tap into the growing energy efficiency and construction market
- Protected territories to support market expansion
- Operate a recurring-demand, service-based business
- Flexible, mobile operation for maximum efficiency
- Startup investment from $136,000 to $194,000

WHAT YOU DON'T GET FROM US

- Royalty stacking on top of a national ad fund you have no control over
- Required purchases of proprietary chemicals at locked-in pricing
- Territory disputes with adjacent operators
- Multi-year commitments before you can break even
- Glossy brochures without an actual playbook

> **The bottom line.** We built Liquid Green to be a business you can run for a decade, not a turnkey scheme to flip in two years. Operators who do well here are the ones who show up, spray carefully, and treat every customer like the only customer.

THE NUMBERS

INVESTMENT & REVENUE MODEL

TOTAL STARTUP INVESTMENT	TARGET REVENUE
$136K–$194K	**$500K**
Equipment, training, initial inventory, launch support	Within 3–5 years for a single territory

TRAINING PROGRAM	TERRITORIES AVAILABLE
20 hrs	**All 50**
Classroom + hands-on, 1–2 week onboarding	Actively developing in NY, CT, PA, FL, TX

HOW THE INVESTMENT BREAKS DOWN

The $136,000–$194,000 range covers everything you need to open your first job. Typical line items include:

- **Spray rig and equipment:** turnkey proportioner, hoses, guns, spare parts
- **Vehicle:** a used box truck or pickup with branded wrap (we help you source)
- **Initial inventory:** foam chemicals, PPE, masking supplies
- **Training and onboarding:** included in the franchise fee, no separate travel cost
- **Branding and launch:** logo, signage, business cards, yard signs, door hangers, CRM setup
- **Working capital reserve:** 2–3 months of operating runway, strongly recommended

ONGOING COSTS

Once you are operating, your recurring costs are:

- Royalty payment (per the signed franchise agreement)
- Marketing fund contribution (transparent, with reporting)
- Chemical and consumable inventory
- Crew wages (if applicable)
- Vehicle, fuel, insurance, and standard small-business overhead

WHAT A GOOD OPERATOR LOOKS LIKE IN YEAR ONE

Realistic first-year targets depend on your market, weather, and how quickly you can build a referral network. A well-prepared operator who follows the playbook can typically:

- Complete onboarding and pass state/local licensing within 60–90 days
- Run 1–2 jobs per day, 3–4 days per week, by month four
- Hit four jobs per week and revenue of $15K/month within the first year
- Hire a first crew member when revenue consistently exceeds $15K/month
- Add a second truck or expand to a second territory by year three, if desired

> **Not a get-rich-quick model.** If you want a $500K business in 12 months with no experience, this is not it. If you want to build a real, recession-resistant service business over 3–5 years with a clear playbook, this is exactly that.

TRAINING & SUPPORT

ONBOARDING (1–2 WEEKS AT HQ)

You will spend 1–2 weeks at our Brewster, NY headquarters getting ready to operate. The program is hands-on, not theoretical. By the end of week one, you will have sprayed your first wall. By the end of week two, you will have run a full job start to finish.

TOPICS COVERED

- **Equipment:** proportioner setup, pressure tuning, hose management, gun care, daily maintenance
- **Application:** open-cell and closed-cell technique, lift passes, stud-cavity fills, attic assemblies, rim joists, metal buildings
- **Safety & PPE:** respirators, Tyvek suits, chemical handling, jobsite safety, OSHA basics
- **Sales & estimating:** reading plans, doing a takeoff, writing a quote, following up, closing
- **Operations:** scheduling, routing, invoicing, collecting payment, managing the day
- **Marketing:** Google Business Profile, local SEO, social, referrals, door knockers
- **Compliance:** state contractor licensing, sales tax, insurance, EPA, building codes

AFTER ONBOARDING: ONGOING SUPPORT

Training does not stop when you get home. As a Liquid Green franchisee you continue to receive:

- **CRM access** with the franchise management workflow already built in
- **Brand guidelines** so every job looks like a Liquid Green job
- **Operations manual** covering daily, weekly, and monthly routines
- **Sales playbook** with scripts, objection handling, and qualification criteria
- **Quality standards checklist** you run on every job
- **HQ escalation path** for the questions you cannot answer locally

COMMON QUESTIONS FROM NEW OPERATORS

HOW DO I HANDLE A BAD REVIEW?

Respond within 24 hours. Stay professional, take it offline (DM or phone), never get defensive. Document and share with HQ if a pattern emerges.

WHEN DO I HIRE MY FIRST EMPLOYEE?

When you have 4+ jobs per week consistently and revenue exceeds $15K/month. HQ can help with the hiring process.

HOW DO I COMPETE ON PRICE AGAINST LOWBALL COMPETITORS?

You don't. Explain the difference: lifetime guarantee, proper R-value, Class 1 fire rating, family accountability. The price conversation is rarely won by going lower.

WHAT IF A CUSTOMER REFUSES TO PAY?

Document everything, escalate to HQ, consult your attorney. Do not start legal action without HQ approval.

THE PROCESS

FROM APPLICATION TO OPEN FOR BUSINESS

Here is the path from this application to your first paying customer. Most candidates reach open-for-business in **3 to 6 months** from their first qualified conversation with us.

1 APPLICATION & QUALIFICATION

You submit the application on page one. We review it within five business days and schedule a 15-minute qualification call to confirm capital, timeline, and territory fit.

2 DISCOVERY CALL

A 30–45 minute conversation with our franchise lead. We walk you through the model, the numbers, and what we expect of operators. You ask whatever you need to ask. We send a one-pager and a link to the FDD afterwards.

3 FDD REVIEW

You receive the Franchise Disclosure Document. By law, you have at least 14 days to review it before signing anything. Take it to your attorney and accountant — we encourage it.

4 DISCOVERY DAY AT HQ

Visit our Brewster, NY facility. Meet the team, see the operation, ride along on a real job. We will have answered most of your remaining questions by the end of the day.

5 SIGN AGREEMENT

Once you are ready, we sign the franchise agreement and define your protected territory. Welcome to Liquid Green.

6 PRE-LAUNCH (60–90 DAYS)

LLC formation, EIN, business bank account, insurance, state contractor's license, vehicle wrap, local website, Google Business Profile, Yelp, Angi, HomeAdvisor. We provide templates and checklists for every step.

7 TRAINING (1–2 WEEKS AT HQ)

You come back to Brewster for your hands-on training. Equipment, application, sales, operations — the full playbook, taught on real rigs, with real foam.

8 OPEN FOR BUSINESS

You are running jobs. HQ is on call. The playbook is open. The CRM is live. You are not alone — you are in business for yourself, with a team behind you.

> **What you commit to.** Capital in the range you stated on page one, full-time focus once you sign, the willingness to learn the playbook before you change it, and the patience to build a real business over 3–5 years.

NEXT STEPS

SUBMIT YOUR APPLICATION

Fill out page one and submit. We review every application personally and will be in touch within **five business days**. If your territory and timeline look like a fit, we will invite you to a 15-minute qualification call.

WHAT TO EXPECT AFTER YOU SUBMIT

1. **Within 5 business days:** a reply from our franchise team — either a qualification call invite or a polite note that this is not the right time.
2. **Qualification call (15 min):** capital, territory, timeline. We confirm mutual fit before going deeper.
3. **Discovery call (30–45 min):** full conversation about the model, your market, and the path forward.
4. **FDD delivery:** we send the Franchise Disclosure Document. You have at least 14 days to review with your advisors.
5. **Discovery day at HQ:** in-person visit, full team meeting, jobsite ride-along.

TALK TO US FIRST

If you have questions before submitting the application, reach out directly. The fastest way is email at **franchise@sprayliquidgreen.com** or call **(845) 787-FOAM (3626)** and ask for the franchise team.

YOUR FRANCHISE CONTACT

HB

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