



# WELCOME TO STORM GUARD

A FRANCHISE OPPORTUNITY THAT'S BUILT TO WEATHER ANY STORM

Join the nation's first exterior roofing franchise helping homeowners and businesses recover, rebuild, and restore their properties.

# StormGuard





# WHY STORM GUARD?

## AMERICA'S TRUSTED NAME IN EXTERIOR RESTORATION

Since 2003, Storm Guard has been at the forefront of the restoration industry, helping over 30,000+ customers restore their homes and properties after storm damage or through aging repairs. From roofing and gutters to siding and windows, Storm Guard provides franchisees with a recession-resistant model supported by robust systems and brand credibility.

### WHAT WE DO



**Roofing**



**Siding**



**Windows**



**Gutters**



**Painting**



**Emergency Tarping**

## WHY WE DO IT

Storms strike regardless of the economy. With both insurance-paid and out-of-pocket projects, our services are always in demand—whether helping a homeowner or business owner replace or enhance curb appeal.



# INDUSTRY SNAPSHOT

AN INDUSTRY THAT'S WEATHER-PROOF AND GROWING



**\$50.6  
BILLION**

Revenue  
generated by the  
roofing industry  
in 2023



**\$14+  
BILLION**

Annual insurance  
payouts for  
thunderstorm  
damage

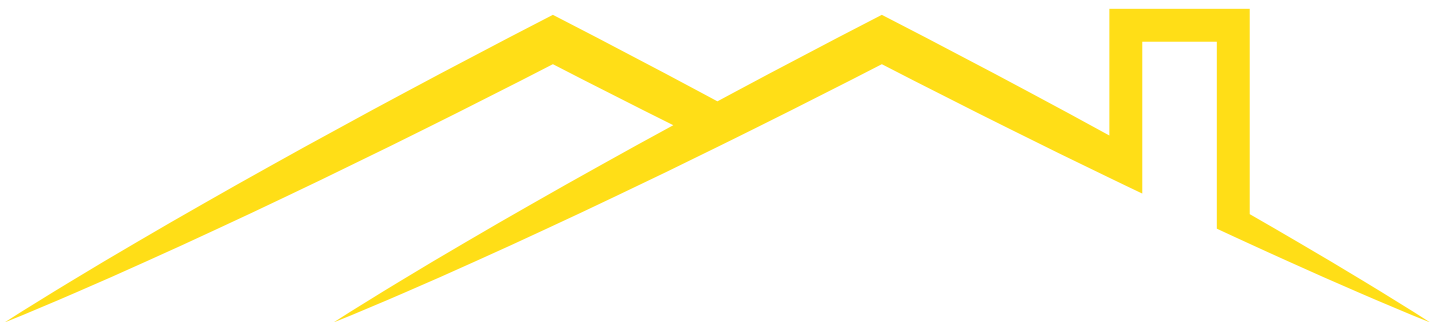


**100K+**

Minimum owner-  
occupied homes  
per Storm Guard  
territory

## ***HOME OWNERSHIP = ONGOING NEED FOR RESTORATION***

Storm Guard operates in a space where aging homes and unpredictable weather converge—making services indispensable. Whether a storm has damaged a property, or is due for an upgrade, you're the go-to expert in your community.









# A SCALABLE CEO MODEL

## OWN THE BUSINESS, NOT A TOOLBOX

You don't need a background in construction to thrive. As a Storm Guard franchisee, your job is to lead a team—not install a roof.

Storm Guard uses a **Manage the Team model** - Franchisees have a CEO-type role/full-time owner. Franchisee manages the team, runs the budget/proforma, marketing, and oversees the company. Corporate will help train the staff to run the business with the Franchisee and train the Franchisee to manage the staff.

### Franchisee Role:

-  Hire, help train, and manage the team
-  Oversee sales and production teams
-  Manage vendor relationships
-  Focus on growth and strategic expansion



### Your Team Includes:



**Sales Manager & Reps**



**Office Assistant**



**Production Manager(s)**



**Subcontracted Labor**



**With just a few employees and 1,200 sq. ft. of flex office space, your business is built to scale.**



# WHY FRANCHISEES CAN SUCCEED

## ***TOOLS, TRAINING & SUPPORT THAT DRIVE GROWTH***

The moment you join Storm Guard, you're backed by a team of industry professionals, cutting-edge tools, and tested systems. We equip you with the tools to stay ahead of the competition and succeed.

### **Support You Can Count On:**

- ◆ 44 hours of classroom training + 18 hours on-the-job
- ◆ Multi-day field training with real-world experience
- ◆ Weekly calls and ongoing mentorship
- ◆ Recruiting support to help you staff up fast
- ◆ Annual national convention + e-learning modules

Our franchise development team, field support staff, and marketing experts all have one goal: to help you win—and keep winning.

### **Storm Guard gives you everything you need to run a successful business from day one.**

- ◆ Proprietary back-office software
- ◆ Recruiting support
- ◆ Historical weather tracking and storm targeting tech
- ◆ Robust training: classroom, field, and ongoing coaching
- ◆ Direct marketing, canvassing, and referral systems



# WHO WE'RE LOOKING FOR

## THIS OPPORTUNITY IS FOR LEADERS, NOT LABORERS

We're looking for business builders—people who know how to lead teams, manage operations, and grow a customer base. Whether you're a former executive, a regional manager, or an entrepreneur, your ability to lead is what matters most.

### You might be a fit if you:

- Have experience or traits in management or sales
- Are energized by leading teams and hitting goals
- Prefer strategy and scale over hands-on labor
- Value meaningful work that improves lives and communities
- Are ready to own something that's truly yours
- Are a believer in quality customer service

Construction background is not required. Passion, integrity, and leadership are!





# TERRITORIES DESIGNED FOR GROWTH

## *A BUSINESS MODEL BUILT AROUND MEANINGFUL MARKET REACH*

One of the most strategic advantages of owning a Storm Guard franchise is the structure of our territories. Each market is designed to give you a wide reach, deep potential, and plenty of room to grow—whether you're focused on building a strong single location or looking to own multi-territories.

### Territory Options:



**Single Franchise Territories**



**Multi-Territory**

### What's Included in a Storm Guard Territory?

Each protected territory is composed of at least 100,000 owner-occupied households, along with multi-family homes and commercial properties.

Your territory isn't just a map—it's a launchpad. With our support and your leadership, you'll have the opportunity to build strong local relationships, become a trusted name in your region, and leverage targeted marketing to drive ongoing demand.

## **FDD ITEM 19:**

**Franchisee Average Net Income**

**\$306,000+**

**Top 15% Franchisees Net over**

**\$1,100,000**

## **FDD ITEM 7**

**Total Investment:**

Single Territory - **\$250k**

**More for Multi-Territory Markets**

**Minimum Net Worth:**  
**\$600,000**

**Minimum Liquid Capital:**  
**\$250,000**