

Insulated Concrete Walls (ICW)...

An industry leader in the professional installation of Insulated Concrete Forms (ICF) since 2003

Franchising Opportunities Now Available

ICW's extensive business model allows interested franchisee's an opportunity to enter one of the fastest growing segments in the building industry. Both the residential and light commercial markets are exploding with "Green and Sustainable" construction utilizing insulated concrete form wall systems, and ICW is widely recognized as the leading provider of professional ICF installation services. We offer comprehensive training and support on every phase of your business from sales and marketing to estimating and operations to installation and fulfillment.



877-4IC-WALL
(877-442-9255)
www.icwalls.com

About ICW:

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About our Program:

ICW has developed a proven and tested operating model over the years and will provide the required training to ensure you and your employees are prepared. From crew trucks and trailers to crew shirts...all bearing the ICW brand, General Contractors will embrace your team as a seasoned, experienced and professional ICF installation crew. Here are some of the benefits of our program:

- Professional "brand neutral" ICF installers
- Part of a multi-location national construction company
- Recognized leader in ICF construction
- National Account sales team and lead generation
- Residential and Commercial ICF crew training
- Corporate branding and marketing materials
- Corporate-offered purchase programs include:
 1. Material Purchases
 2. Field supplies
 3. Wall alignment systems
 4. Crew tools
 5. Trucks and Trailers
 6. Insurance Programs (GL, Workers Comp, Auto)
- Corporate-offered services:
 1. Client Consultation
 2. Estimating
 3. Employee Health Benefits (medical, dental, vision)
 4. Corporate 401K program
 5. NTO and Lien program
 6. Payroll services
 7. Accounting services (AP and AR)
 8. Safety, OSHA and Drug Screening programs

Frequent Questions:

- What are the fees?
 - The initial franchising fee is \$30,000 per market, \$15,000 due at signing and the balance in 6 monthly payments of \$2,500 each.
 - A royalty fee of 5% on gross sales paid monthly.
 - Requirements for advertising and marketing.
- Can you purchase multiple markets?
 - Yes, we will offer a multi-unit program along with having an area development sales program.
- Do you need an office or warehouse?
 - It is recommended but not required, a home office with a rental garage may work for a small market franchisee.
- Do I need previous experience?
 - ICF industry experience is not required, but as with most industries, a basic knowledge of construction, blue print reading and business acumen will definitely be of benefit.
- What are considered to be the start up costs?
 - We estimate the initial costs (outside of the franchising fees) will be \$77,625 to \$125,400.00.*
- Will I be required to buy and inventory ICF's?
 - You may be required to purchase ICF's and combine that sale with your installation services to provide a turnkey package to a GC. However, ICF inventory will not typically be required since you will be "brand neutral" and installing many different ICF's.
- How do I get involved?
 - If you feel you are ready to begin the qualification process please visit our web site at www.icwalls.com and fill out our online application. Or if you just want additional information, please call us at (877) 41C-WALL.

Summary:

ICW has a one-of-a-kind, proven business model and leading, national brand that will allow you to succeed in this rapidly growing construction segment. Having multiple locations throughout North America will ensure our position as the industry leader. Our program can offer contracting companies an opportunity to start a new business or compliment an existing business for additional revenue and growth.

We look forward to hearing from you.

* If you own most of your equipment and tools the cost would be substantially less, in the \$30,000.00-\$75,000.00 range