

5 STEP
GUIDE

GETTING STARTED IN SPRAY FOAM



WWW.PROFOAM.COM

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**DETERMINE IF THE SPF
BUSINESS IS RIGHT FOR YOU**

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1 DETERMINE IF THE SPF BUSINESS IS RIGHT FOR YOU

When considering entering into the SPF industry, the first step is to determine whether or not the spray foam business is a good fit for you.

At Profoam, we have helped thousands of customers enter into and prosper in the SPF industry for over three decades.

It isn't necessary to have a construction background in order to be successful in the SPF business. Granted, it does help to understand the building envelope and building process, but Profoam has great training programs in place to help teach building envelope basics.



Often times, our new customers have a related construction business such as HVAC, drywall, electrical, plumbing or other, that they want to add additional services to. Other times, we have helped entrepreneurs

from all walks of life to discover their dream of owning and operating their own business.

Anyone who has the focus, determination and drive to achieve success can do so with our training and support.



2 CHOOSE THE BEST SPF BUSINESS SUPPORT PARTNER

There are many SPF insulation and equipment providers throughout the United States. Some focus on mass distribution of material, while others focus more on mobile spray rigs.

Profoam is the only national supplier that focuses primarily on new business start ups. Most SPF suppliers do not have real life experience in SPF contracting. That's the reason Profoam is widely considered the leading expert on helping new contractors get started in the SPF industry.



We have an amazing staff full of former owner/operators that have been in the trenches and have learned first hand how to be successful in a SPF insulation business.

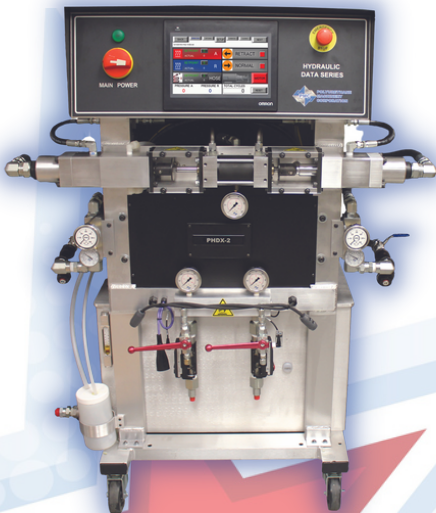
Our technical sales staff assists our customers in all aspects of the business from sales and marketing to measuring and bidding and installation of all types of Profoam products.



3 CHOOSE THE RIGHT SPF EQUIPMENT

Choosing the right SPF equipment is generally a very easy process.

We have created a guide to help our customers get familiar with the equipment as well as a Rig Pricing Book that features over 20 different mobile spray rig options with detailed floor plans, description and pictures to help customers envision the type of rig that may fit their needs the best.



Keep in mind, all Profoam mobile spray rigs are customizable and we list multiple add on options at the bottom of each individual quote.

Please refer to the Mobile Spray Rig Brochure and Rig Pricing Book for additional details.



***Please request for a Rig Pricing Book to be emailed to you if interested.**



4 CHOOSING YOUR BUSINESS NAME AND SETTING UP YOUR MARKETING PROGRAM

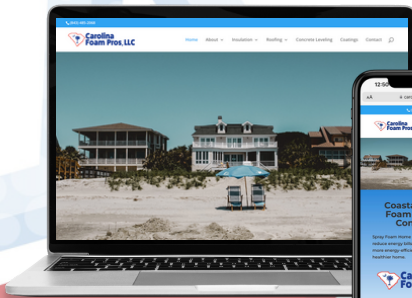
After completing steps 1-3, the next step is to choose your new business name and set up your new marketing program.

Luckily for you, Profoam has the experience and tools necessary for you to get started.

If you have an existing business that you are adding Profoam products and services to, you'll probably want to play off of your existing company name. For example; Acme Construction Services would potentially name their new SPF company Acme Sprayfoam or Acme Insulation.

If you have a completely new start up business, you would think of a catchy name that would help identify you in your local market. Regional references such as Southwest Missouri Sprayfoam or Insulation could be one example. Other options would be more related to your marketing or branding goal such as Energy Defenders Sprayfoam or Insulation as an example.

Be sure to check for availability of your website domain when making this decision. Once you have your new company name and website domain, Profoam can assist you in setting up your new marketing program. Please refer to our Profoam Business Support Program Brochure for more details.



5 PROFOAM TRAINING & CERTIFICATION

Your final step in getting started in SPF is training and certification.

This is a 2-step process that involves a 4-day classroom training/certification course which requires passing a written exam and a multiple day hands-on field training course on your job sites with your application crew. Profoam is very proud of our ability to train, certify and support our customers better than any other SPF provider in the industry.

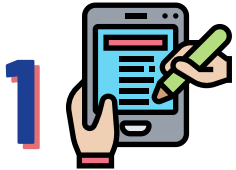
We have a very experienced technical sales staff spread strategically throughout the United States to ensure strong regional support of our valued customers.





TAKE ACTION NOW!

Profoam offers a variety of ways for interested people to take the next step to Getting Started in the profitable and rapidly growing Spray Foam Insulation Business!



1 REGISTER FOR SEMINAR



We have a powerful one (1) day Spray Foam Business seminar in popular locations around the country every six (6) weeks.

The full calendar of training events and seminars can be found online on the Profoam website.



2 SIGN UP FOR TRAINING!



Every six (6) weeks, we offer an extensive four (4) day training class at our headquarters in Rutledge, Georgia.

These are open to the public and are a great way to learn about what this industry and Profoam have to offer.



3 BOOK A CALL

With Our Spray Foam Business Experts



You can even Book a Call to speak with one of Profoam's experienced Spray Foam Business Experts.