

All information in this two minute drill has been provided by the Franchisor. Although every effort has been made to provide complete and accurate information, FranNet makes no warranties, express or implied, or representations as to the accuracy of content.

Mr. Rooter Plumbing

Contact Information - Who Gets Lead Referrals

Date Last Updated: July 05, 2023

Referral Agreement Date: June 01, 2020

Name: Trent Huey (new sales), Kim Sanders (resales)

Address: 1010 N. University Parks Dr., Waco, TX 76707

Phone: Trent: 254-759-5830 Kimberly Sanders: 214-794-5404

Fax: N/A

Main Email: trent.huey@nbly.com

Email to send leads to: trent.huey@nbly.com

Territory check email: territorycheck@nbly.com

Website: <https://www.mrrooter.com/>

FranNet Referral Fee: \$30k Additional units - N/A Pays on single and Resales only Franchisor shall pay to FRC a Referral Fee according to the following scale for a resale/transfer of a Franchise: \$20,000 for a resale/transfer with a purchase price of \$300,000 or less; \$25,000 for a resale/transfer with a purchase price of \$300,001 - \$600,000; \$30,000 for a resale/transfer with a purchase price of \$600,001 - 1,000,000; \$35,000 for a resale/transfer with a purchase price of \$1,000,001 - \$1,500,000; and \$40,000 for a resale/transfer with a purchase price of \$1,500,001 or greater. Referral Fees will be paid only for sales of Franchises to any Potential Candidate referral not already in Franchisor's system who enters into a Franchise Agreement(s)

Business Basics

Industry	Plumbing	Year started franchising	1970
Year business started	1970	Franchise units open	323
Number of Company units	4	Investment Range \$	<p>Single: \$83,100.00 - \$225,390.00</p> <p>Initial investment range varies depending on if this is a new business or a conversion of an existing plumbing business. If a conversion, then depending on the current business' volume of revenue, the Mr. Rooter Plumbing franchise fee will be discounted anywhere from 10%-50%.</p>

open			The total investment necessary to begin operation of a Mr. Rooter® franchise ranges from \$83,100 to \$225,390. This includes a minimum of \$42,500 that must be paid to the franchisor and our affiliates. It does not include fees for additional territory (beyond the minimum 100,000), for which we charge \$425 per 1,000 population.
Franchise fee \$	\$42,500	Required liquid capital \$	\$50,000
Required net worth \$	\$250,000	Royalty	2-8%
Industry size \$	\$134 Billion	Available in Canada/ Internationally	Yes/No
SBA Registry?	Yes	Discount Program Offers	Veteran Fran, First Responder
Offer Group Health Insurance?	Yes	Buyer Motives	A/B/E
In House Financing?	No	Item 19	Yes
Semi Absentee/Absentee	Yes	Semi Absentee/Absentee Ramp-up Timeframe	Depending on second line management.

State Registrations

Registration States

Currently not approved and not available in:

None

Non-Registration States

Currently not available in:

None

US Territories

Currently not available in:

GU, PR

Canadian Provinces

Currently not available in:

Sold out: Alabama: Huntsville Arizona: Phoenix, Tuscon California: Los Angeles, San Francisco, Sacramento, San Jose, Fresno Colorado: Colorado Springs Florida: Orlando Georgia: Atlanta, Savannah, Augustal daho: Boise Indiana: Indianapolis Louisiana: Shreveport Michigan: Detroit, Grand Rapids Mississippi: Jackson, Meridian, Hattiesburg Montana: Bozeman Nevada: Las Vegas, Reno New York: Syracuse, Rochester North Carolina: Raleigh, Wilmington Oklahoma: Oklahoma City Ohio: Cleveland, Cincinnati, Columbus, Dayton Oregon: Portland Pennsylvania: Pittsburgh, Allentown Rhode Island: Providence South Carolina: Columbia, Charleston Texas: Dallas, Austin, Houston, San Antonio, Waco, El Paso, Lubbock, Amarillo, Killeen, Temple Virginia: Richmond Washington: Spokane

CONFIDENTIAL

Business Features

As experts in all things plumbing since 1970, we at Mr. Rooter Plumbing know how demanding it is to own and operate an independent plumbing business single-handedly. But we've spent the last 50 years perfecting our systems and processes to help a plumbing business flow more smoothly than you thought possible. And we want to share that experience with seasoned plumber-preneuers like you.

You're the Expert

- We don't train plumbers. We train business owners. You've already got the technical knowledge you need, we're just here to help you capitalize on it.

You don't have to go it Alone

- Everybody needs a little help sometimes. With us, you'll get multi-faceted support from the best in the business – no matter what comes down the pipe.

Building your Dream Business

- Learn the best practices in the industry from a team of experts to get the most from the business you've spent so much time and energy building.

Recession Resistant

Mr. Rooter Plumbing is about as recession-resitant as a business can be. In times of economic recession, there are some services that will be cast aside - but plumbing isn't one of them! In the developed world, plumbing is basic infrastructure and considered an "essential business."

Issues and Ambushes

Thing is, your business is probably doing fine. But imagine you had the opportunity to learn how to run your business more effectively – from proven experts. To reach your goals without having to work as hard as you have been. Mr. Rooter Plumbing is that opportunity. You have a great experience operating your plumbing company, or maybe managerial experience in another field; Mr. Rooter can take either a coversion or new business opportunity and give it the necessary infrastructure to be more than just a man-in-a-van business.

Failures

Mr. Rooter has never experienced excessive or unusual litigation nor major market failures.

Hooks and Hangers

Hooks and Hangers Mr. Rooter entered the market with a mission to set the standard for plumbing practice in North America, bringing much-needed professionalism and reliability to an industry infamous for inconsistency. Since then, we've become the dependable, familiar face home and business owners count on to get their plumbing installation, repair and maintenance done right every time. Trusted Brand - North America trusts Mr. Rooter Plumbing. Our reputation for excellence spans from coast to coast. Professionalism & Consistency - Customers will know who to call when they see your eye-catching service vehicles and professional employee uniforms. Legacy Opportunity - Many Mr. Rooter Plumbing franchise owners pass their business on to family, laying the foundation for a legacy that could last generations. Access to More - Discounts on cutting-edge service equipment and technology. Streamlined Model - Just like your current business: low overhead, minimal office space but with an established, easy-to-follow model and few moving parts. Desirable Lifestyle - Family-friendly work week, flexible schedule.

Discovery Day Process

Mr. Rooter Plumbing's operating manuals and systems are of the highest quality in the industry. We bring

franchise owners to the Mr. Rooter headquarters in Waco, Texas, for initial training, and they are then connected with a dedicated coach for ongoing training. Mr. Rooter Plumbing's training program includes classroom-style and hands-on operations, sales, and marketing training to help you take your business to the next level. Currently, Discover Days are hosted virtually.

Consultant Payment Terms

Standard payment structure.

VetFran/Minority Discounts

15% off initial franchise fee for qualified veterans. This does not change the consultant commission.

E2 Visa/EB-5 Program Status

No

State Deferments

No.

Candidate Sales Process

Capitalize on the most effective techniques in local, national and digital marketing, as well as targeted strategies to keep the phone ringing and make the most of your territory. Part of your fees are allocated toward a marketing fund; Mr. Rooter leadership and your dedicated Franchise Business Coach give advice on how to deploy marketing dollars to drive sales.

Owner Roles

What will be the role of the owner?

The owner is leading the team, typically behind the scenes. They are not an owner/operator and do not work in the field.

What will be the role of the multi-unit operators?

Same as the single unit operators but with a larger territory.

What will be the role of the single unit operators?

Same as the multi-unit operators but with a smaller territory

FranNet Comments/Validation Summary

Not Available