



**BEFORE**



**AFTER**



**CrawlSpace NINJA<sup>®</sup>**  
Crawl Space Encapsulation Experts

**FRANCHISE OPPORTUNITY**



# Join Crawl Space Ninja

With our established business model, a strong belief in delivering 5-star customer service, and a 100% satisfaction guarantee, you can take pride knowing you're transforming intimidating crawl spaces into welcoming crawl spaces, one home at a time – as you build your own independent business!



*nin'·ja*

– a person who excels in a particular skill or activity.

Our Ninjas excel at crawl space encapsulation, through customer satisfaction, quality work, 100% satisfaction guarantees, lifetime and mold-free warranties.

# WELCOME TO CRAWL SPACE NINJA

**No one does crawl space encapsulation –  
or business building – like we do.**

Crawl Space Ninja first got its start as part of a personal search for an effective air purification solution for our home. Through our own journey and through conversations with other homeowners, local realtors, and remodelers, we discovered that there was an immense and unmet need for high-quality services across our home region of Eastern Tennessee. We saw that homeowners everywhere were seeking a range of solutions from odor elimination, to mold removal, waterproofing, and foundation repair.

**Crawl Space Ninja was founded  
to meet those unmet needs.**

Doors kept opening, so we expanded our business to offer a full suite of indoor air quality services, and related equipment and products.

The Navy veteran in me made me approach every home project with dedication and pride, just like a Ninja. Whether down in a crawl space or up in the attic, I waged warfare on moisture, pests, and dirty air in the deepest, darkest places where customers did not want to go.

Today, Crawl Space Ninja helps turn moldy, musty crawl spaces into healthier, drier, more efficient homes. Homeowners love our 5-star service and 100% satisfaction guarantee.

**Take a look inside our business model.**

It's time to spread the word about our Ninja-style approach to more parts of the country. If you are as tired as we are of fly-by-night companies that take advantage of people and offer unprofessional service, then join our franchise family. You will have confidence in knowing you're helping to improve the living spaces of families who reside in your community. And you'll have a chance to run your own business – one you will be proud to call your own.

Thank you for your interest in Crawl Space Ninja,

Michael Church  
Founder



Michael Church  
Founder

# Our Vision:

Be the #1 Crawl Space Encapsulation Company in America.



“



*Very pleased with Crawl Space Ninja crew who encapsulated my crawl space. End results look amazing!! They did everything they said they would do and more.*

*Rick S., Google Review*

”

# PROFESSIONAL APPROACH ESTABLISHED CONCEPT INDUSTRY LEADERS

## The Foundation of Crawl Space Ninja

We've built our business model on helping homeowners turn their crawl spaces into properly ventilated, well insulated, moisture-free spaces. We focus on homeowners, and anyone concerned with the effect their crawl space may be having on their home's air quality and structural integrity.

Only with a Crawl Space Ninja franchise can you offer our **exclusive Hybrid Crawl Space Encapsulation System™**

It's an industry-leading proprietary process created to properly ventilate and insulate the crawl space while controlling moisture.

## Customer-first approach

Our Ninja creed is simple: Offer 5-star customer service and business growth will naturally follow.

Our constant focus on the highest quality and service is why **Crawl Space Ninja consistently receives 5-star ratings** from customers. Our Ninja Teams consistently **go above and beyond customer expectations**, and at the end of the day, happy homeowners tell others about our services and quality of work. It's a tried-and-true approach that makes sense for clients as well as franchise owners.

“



*We couldn't be happier with our crawl space after these guys fixed it. It was a dirty, smelly, nasty space before. Now it is clean, bright, and free of any rodents or other things that love crawl spaces. The best part is the air quality is now clean and we can rest easy knowing everything is in order right under our living space.*

*Alison T., Google Review*

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## Grow Your Business Beyond Crawl Space Encapsulation

Any place where moisture or critters can compromise family life needs a Ninja.

From vintage neighborhoods to new construction, your Ninja Team will have the training, knowledge, and support to provide services homeowners need most:

Air Duct Sealing

–

Crawl Space Dehumidification

–

Crawl Space Foundation Repair

–

Crawl Space Insulation

–

Crawl Space Mold Prevention & Removal

–

Proper Ventilation

–

Crawl Space Waterproofing

Here are a few more reasons to believe an investment in a Crawl Space Ninja franchise will change your future:

**Keep it dry** is the #1 Principle of a Healthy Home, according to the National Center for Health Housing.<sup>5</sup>

**Moisture, air quality and cleanliness** top the list of indoor concerns for homeowners.<sup>6</sup>

Nearly **17%** of new homes built since 1999 have **crawl space foundations; representing a total of nearly 3 million homes** across the South Atlantic, Pacific, East South Central and Mountain regions of the U.S., in particular.<sup>7</sup>

27% of homes built before 1950 are **considered non-healthy;** 25% built between 1950 and 1975 fall into the same unhealthy category.<sup>8</sup>

# READY TO CHANGE YOUR LIFE AND THE LIVES OF LOCAL HOMEOWNERS?

As a Crawl Space Ninja franchise owner, you will join the Ninja Family that wants every home to be properly ventilated, well insulated and moisture-free. **You'll also be poised to take advantage of a remodeling industry that's on the rise.**

## Growing Market Needs

Homeowners naturally want their family to live in a home that's dry and has good indoor air quality. But ask them about their crawl space and many are intimidated to even enter.

Most crawl spaces are built and maintained more closely to the standards of the 1950s than to today's expectations.<sup>1</sup> That means they may suffer from moisture problems that can lead to poor indoor air quality. In fact, with 30% – 50% of crawl space air entering the living space,<sup>2</sup> the air in our homes can even be more polluted than outdoor air.<sup>3</sup>

## Enter Crawl Space Ninja

You have an opportunity to make homes clean, comfortable, and more efficient when you join our franchise team. **You will tap into a \$340 billion residential remodeling industry,** fueled mostly by baby boomers and Gen-Xers. They are investing in home improvements to add value to their real estate and create a clean, safe environment for their families.

More important for your investment, **homeowner spending is on the rise for projects related to healthy homes and indoor air quality.**<sup>4</sup> That's good news for Crawl Space Ninja franchise owners looking to capitalize on the growing indoor air quality market.

<sup>1</sup> "Is Your Crawl Space Built to Today's Standards?" Angie's List, <https://www.angieslist.com/articles/your-crawl-space-built-todays-standards.htm>.

<sup>2</sup> "BSD-014: Air Flow Control in Buildings," John Straube, <https://buildingscience.com/documents/digests/bsd-014-air-flow-control-in-buildings>

<sup>3</sup> "The Inside Story: A Guide to Indoor Air Quality," Environmental Protection Agency, <https://www.epa.gov/indoor-air-quality-iaq/inside-story-guide-indoor-air-quality>

<sup>4</sup> "Emerging Trends in the Remodeling Market," Joint Center for Housing Studies of Harvard University, [http://www.jchs.harvard.edu/sites/jchs.harvard.edu/files/improving\\_americas\\_housing\\_2015\\_key\\_facts.pdf](http://www.jchs.harvard.edu/sites/jchs.harvard.edu/files/improving_americas_housing_2015_key_facts.pdf).

<sup>5</sup> <http://www.nchh.org/Home>.

## Become a Crawl Space Encapsulation Expert

Research shows that crawl spaces should be encapsulated to block moisture over the long term.<sup>9</sup> You can provide this valuable service to your community when you become part of our Ninja Family.

Your investment in a Crawl Space Ninja franchise will open doors to plenty of potential revenue-generating opportunities. From mold prevention and removal to insulation and ventilation, you can turn any crawl space into a dry, clean, and safe environment.

## Differentiate Yourself

You also will stand out from local competitors with your Crawl Space Ninja franchise.

- Free digital analysis and onsite inspections, using tablet-based technology
- Industry-leading satisfaction guarantees and transferrable service warranties
- Service agreements on equipment
- No money down, low monthly payment financing options
- Easy-to-understand package pricing
- Unique client referral incentive programs

## Leverage Built-In Flexibility

As a franchise owner, you are in charge of your future. No matter your prior industry background or experience, this business model can work for you. It offers the flexibility you want for work/life balance with a track record and experienced management team to support you.

<sup>6</sup> "Houzz Healthy Homes Trends Study," <https://info.houzz.com/rs/houzz/images/HouzzHealthyHomeStudy.pdf>.

<sup>7</sup> "A Comparison of House Size and Foundation Type for U.S. Residential Homes," 51st Associated Schools of Construction Annual International Conference Proceedings, SOC which is conducted by the US Census Bureau, <http://ascpro0.ascweb.org/archives/cd/2015/paper/CEGT411002015.pdf>.

<sup>8</sup> Ibid. <https://info.houzz.com/rs/houzz/images/HouzzHealthyHomeStudy.pdf>.

<sup>9</sup> Ibid, Angie's List, <https://www.angieslist.com/articles/your-crawl-space-built-todays-standards.htm>





## SUPPORT FROM THE GROUND UP

### **We're all about quality**

And that includes our support program for franchise owners like you. We want to share our knowledge from over a decade in the industry and give you tools to help you build your business.

Our initial training includes everything you need to prepare for your first day as an owner. We're also ready to serve when you need guidance on day-to-day operations or how to expand your market.

### **Initial Training**

We will train you and your team on our Ninja-style approach to assessing, selling and providing crawl space encapsulation services effectively, both at our corporate office and on-site in your territory.

### **Ongoing Support**

You will have access to our experienced management team by phone or email to help you with day-to-day operations, plus access to top-line technologies and our centralized call center, designed to streamline your business operations.





### Confidential Operations Manual

Everything you need to run your business will be available in your procedures manual, including daily operations, reporting, sales and marketing guidelines, and more.

### Marketing Support

From your first appointment to ongoing promotion and referral generation activities in your local market, you will have access to professional guidance from a team that knows what it takes to build a business.

### Warranties and Guarantees

We will introduce you to warranty programs, service agreements and customer satisfaction standards that set Crawl Space Ninja apart from the competition.

We are committed to a 5-star approach to business – in the way we treat our clients, our employees and franchise owners like you. **If you're ready to join the ranks of a crawl space encapsulation franchise business like no other, take the next step. It's time we get to know more about you.**





# STRUCTURE YOUR FUTURE ON A SOLID FOUNDATION

## *Ready to join our Ninja Family?*

You can **help homeowners breathe easier**, knowing their homes are better protected from critters, pests, mold, poor air quality and more. Become part of our crusade to **lead the industry standard for proper crawl space encapsulation**.

When you invest in a Crawl Space Ninja franchise, you will **make a difference in how people live – including you**. And you'll transform intimidating crawl spaces into welcoming crawl spaces, one home at a time.

This is your chance to build a professional and rewarding business by cleaning crawl spaces throughout your community. As a Crawl Space Ninja franchise owner, you can take advantage of a solid business concept packed with plenty of opportunity for growth.

Whether you want flexibility and independence or have an entrepreneurial drive, our franchise program is designed for you. **We also welcome military veterans** and offer a discount on your initial investment as our way of saying thanks for your service.

## **TAKE THE NEXT STEP**

Simply complete our confidential information request form. If we feel you have what it takes to join our team, we'll contact you to discuss our franchise program in more detail.

**We appreciate your interest in bringing a  
"NINJA TEAM" to your neighborhood.**





# CrawlSpace NINJA®

Crawl Space Encapsulation Experts

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