

THE PROFOAM BUSINESS SUPPORT PROGRAM

Marketing, Training & Support
Tools Available **ONLY** to Profoam

Training • Logo Design • Websites
Advertising Help • Brochures • Videos



Your Bottom Line is Our Top Priority!

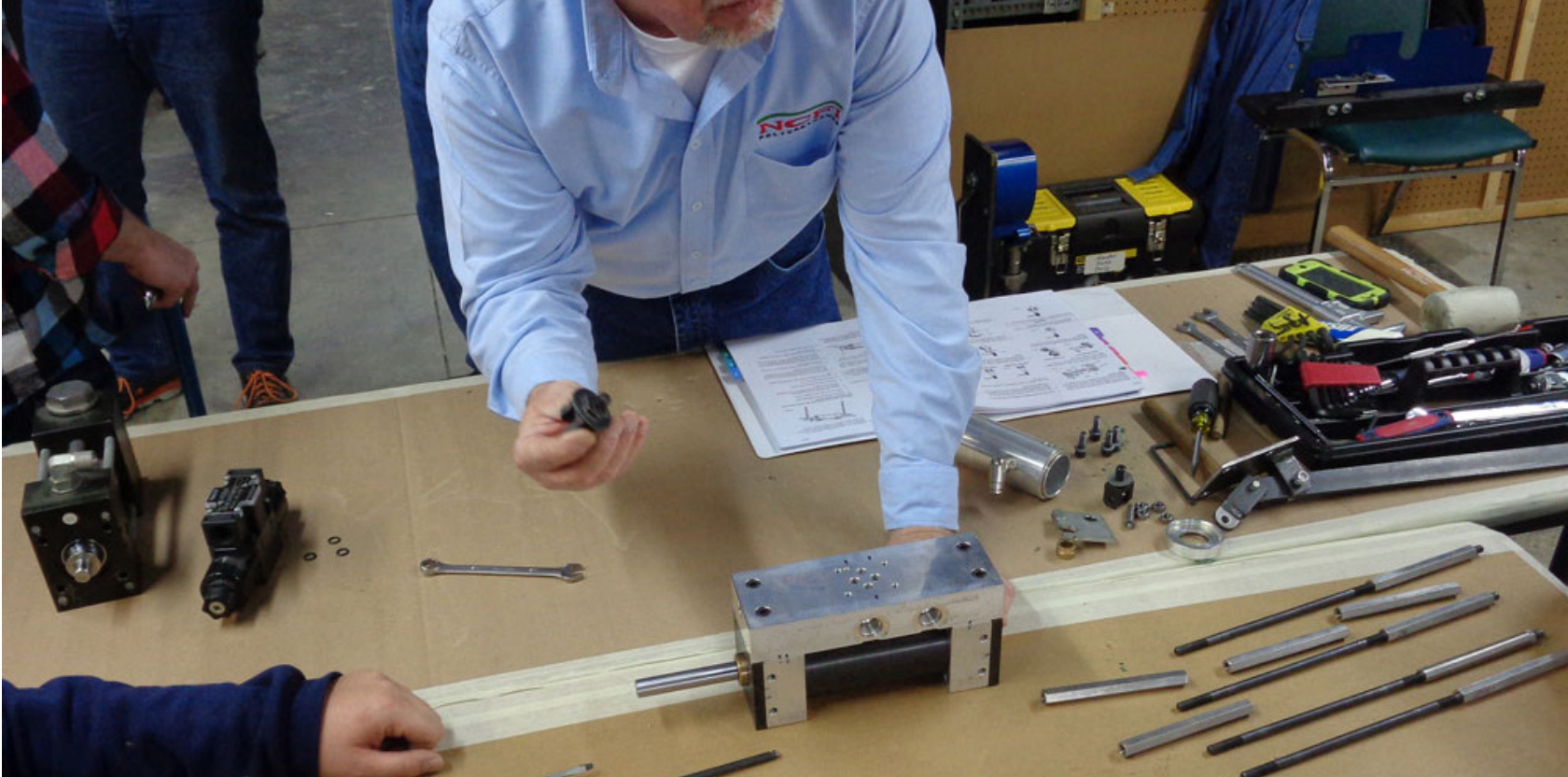
Choosing the right partner in any new business venture is crucial and the SPF (Spray Polyurethane Foam) contracting business is no exception. Profoam specializes in helping individuals or companies enter into the spray foam insulation, concrete lifting or roofing business successfully. In the SPF business, the learning curve to success can be long and hard without the right partner to guide you. Profoam was founded by a sprayfoam professional who saw a void in the industry when it came to suppliers who understood the needs of SPF contractors and could offer ongoing training and support for their new business. As a Profoam business professional, you can be assured that you have the proper training, support and credentials to successfully maneuver your business through the day-to-day challenges of owning and operating an SPF contracting company.

Perhaps you're already in the sprayfoam contracting business but haven't found a good, reliable supplier to team up with that brings value to your existing company. Profoam prides itself on being a value added partner by helping our customers evaluate, streamline, and expand their existing business to make it more profitable. Most SPF contracting companies have areas of improvement or a desire for expansion. Since Profoam has nearly three decades of experience in the SPF industry, we can quickly identify our customer's needs and set a plan of action in motion to help them achieve their professional goals.

Here are a few examples of services we offer that may benefit your company:

- Expansion Into Foam Roof & Coating Applications
- Expansion Into Commercial Applications
- Expansion Into Polyurea Applications
- Expansion Into Industrial Applications
- Expanding Marketing Efforts such as Websites, Media, and Lead Generation
- Expanding/Improving Your Sales Team
- Application Training For Efficiency & Profitability
- Health & Safety Training
- Specialty Foam Applications





Ongoing Training & Support

For almost three decades, the Profoam staff has been manufacturing turnkey mobile spray rigs for the SPF industry. During that time, we have helped hundreds of new SPF contractors become long-term professionals in this competitive industry. We will be the first to admit that building and selling someone a mobile spray rig is the easiest part of what we do. The difficult part for most foam and equipment suppliers is to teach new SPF customers how to own and operate a successful sprayfoam contracting company.

Most SPF equipment providers only offer a ½ to 1 day classroom training “crash course” and then leave it up to the new SPF business owner to figure out the rest from there. Profoam refuses to allow this to happen with our business partners. We realize that it takes months to develop a successful SPF business program. A day or two of classroom training just isn't enough to truly teach a new business owner the keys to success in this highly competitive industry. Profoam has spent the past few decades developing a system for success that involves classroom and field training as well as other forms of communication throughout the course of business development.

Some of the keys to success in the SPF contracting business are:

- Equipment Training
- Spray Training
- Health & Safety Training
- Marketing/Lead Generation
- Networking
- Bidding Projects
- Selling/Closing
- Jobsite Training
- Equipment Maintenance
- Invoicing/AR
- Margin Tracking
- Labor Management

Profoam can provide the right training and support for its business partners as proven by our 95%+ success rate in helping new SPF contractors enter and become successful in the sprayfoam contracting business over the past three decades.



The Profoam Marketing Difference!

No Other SPF Supplier Provides All This Marketing and Sales Support



Welcome to the Profoam Marketing Services!

As a valued Profoam customer, you gain access to all the advertising and support services we use to build our own national brand. We offer a la carte marketing services for existing SPF contractors to help enhance their business marketing programs such as; business websites, business Facebook page, Facebook video ads, brochures and rig graphics. These can be purchased individually or as a group package.



Example of a Facebook Video Ad

Profoam Marketing Services Agreement

New to the business Profoam customers that are purchasing a Profoam mobile spray rig can choose to take advantage of our new Marketing Services Agreement. This agreement is valued at over \$6,000 and entitles our new customers to an all inclusive marketing package for a small fee, and for a 1-year commitment of material and parts purchases. See what all you get on the next page!



Business Logo Design

Our marketing team will work directly with you to help create your business name and logo. We have dozens of design templates to choose from or we can customize a logo specifically for you.



Business Cards

Our marketing team will create and print your new business cards with whatever design you like!

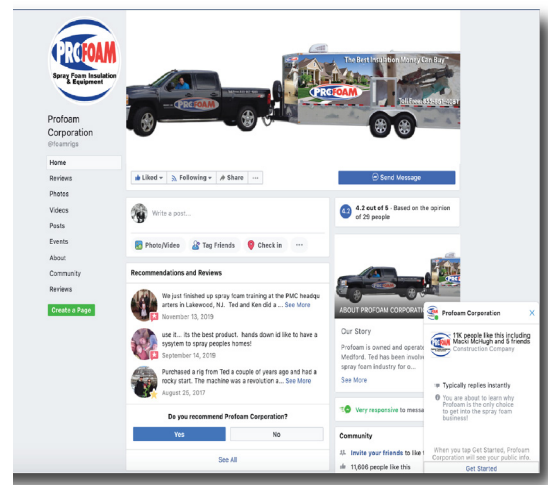


Business Website

Our marketing team will customize your business website template to fit your business. We add all of your business information, contact information, service area, services you wish to provide, etc. to our comprehensive business website template and make it live for the world to see.

Business Facebook Page

Our marketing team will set up and provide content for your new SPF business page. This includes multiple video ads that promote various foam application examples. These ads show a wide array of applications such as new construction, retrofit applications, metal building applications, roofing applications, concrete lifting applications and more.



Profoam Product Brochures

Our marketing team will provide you with professional product and application brochures to help promote your SPF business!



Spray Foam Business = Real Profit \$

The Business Model

This model is based on a 2,000 square foot metal building with 12' exterior wall height and a 3/12 roof pitch. The foundation is slab on grade. The insulation in this example is ProSeal Plus High Yield Closed Cell Sprayfoam installed at a 2" thick average to the exterior walls and underside of the roof.

Job Price: \$10,000 (100%)

Job Costs:

Material:	\$4,000	2 sets of material	(40%)
Labor:	\$800	2 laborers x 2 days	(8%)
Job Supplies:	\$200	Plastic to cover concrete floor	(2%)

Total Job Costs: \$5,000 **Gross Profit:** \$5,000 (50%)

This project should take approximately two days for an experienced application crew and take approximately 2 sets of material. Actual time frame, material consumption and profitability may vary from this model.



Contact us to get started on your project(s) today!

Profoam Materials Make the Difference in Profit and Success

Profoam is one of the best spray foam material and equipment providers in the country - offering quality products with great credentials and customer support. If your company is looking for a good reliable partner in the SPF industry, please consider giving Profoam a shot at earning your business. We are former SPF contractors serving SPF contractors and therefore have a better comprehension of your day-to-day business needs. Profoam is truly your one stop shop for anything FOAM.



PROSEAL™
Closed-Cell Polyurethane

PROAG™
Agricultural Grade Spray Foam

PROCOAT™
Elastomeric Roof Coatings

PROFILL™
Open-Cell Polyurethane

PROZONE™
Polyurethane Spray Foam Roofing System

PROSHIELD™
Polyurea Protective Coatings & Linings

PRORISE™
Polyurethane Foam Concrete Lifting

About Profoam

Profoam Corporation is a leading supplier of closed cell and open cell spray foam insulation products and commercial roof products.. Profoam manufactures custom built mobile spray foam rigs for SPF contractors and dealers. Profoam is a proud supporter of SPFA and the entire SPF Industry.



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