TRUE FLOW FRANCHISE · MEET THE FOUNDER

Get to Know Bow,

the Founder of True Flow

Who he is, what he stands for, why he does what he does, and what he loves to do when the sprinklers are off.



WHAT GUIDES HIM

- **Trust in God**
- **True to Our Family**
- **Truthful with Ourselves**
- **Transparent Business**

Building a future, one drop at a time.

BOW HUFF (BODEN HUFFAKER) · FOUNDER & FRANCHISOR

A WELCOME BEFORE WE BEGIN

Hey there, future True Flow owner.

Thanks for picking this up. If you're thinking about owning a True Flow Sprinklers location, one of the smartest questions you can ask is a simple one: **who is the person behind this brand?**

That person is Bow Huff. On paper he's Boden Huffaker, but just about everybody calls him Bow. He's a proud Idahoan, a BYU-Idaho grad, a husband and dad, a man of faith, and a self-described elk hunter and archery addict. He's also the founder and franchisor of True Flow Sprinklers, a sprinkler repair and installation brand that got its start in eastern Idaho and along Utah's Wasatch Front and is built to serve the whole world.

We put this guide together so you can get to know him the way his team does. You'll read about where he comes from, what matters most to him, how True Flow got started, the four core values that steer every decision, how he treats people, what he hopes for every owner, and yes, plenty about hunting, archery, and life outside work.

The short version? Bow loves hard work, loves people, and wants to see the folks around him win. As he likes to put it:

"You just have to look for the best in everyone."

Grab a drink, settle in, and enjoy getting to know Bow.

With gratitude,

The True Flow Sprinklers team



BOW HUFF · FOUNDER, TRUE FLOW SPRINKLERS

In his own words

"Elk hunter. Archery addict. Founder of True Flow Sprinklers. True to God, family, and business—no shortcuts, no dry spots."

BOW'S SOCIAL BIO

INSIDE THIS GUIDE

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BOW AT A GLANCE

NAME
Boden "Bow" Huffaker

ROLE
Founder & franchisor, True Flow Sprinklers

HOME BASE
The Boise area, proud Idahoan

SCHOOL
BYU-Idaho

LANGUAGES
English & Spanish, fluent in both

THE FOUR F'S
Faith, Family, Fitness, Finance

FAVORITE PURSUITS
Archery elk hunting, the outdoors, staying fit

MOTTO TO LIVE BY
"Be a buffalo and run towards the storm."

ROOTS

01 An Idaho kid who learned to work

Bow is Idaho through and through. He grew up in the Gem State, he built his businesses there, and he's now based back home in the Boise area.

Long before there was a True Flow, there was a kid watching his dad. Bow's dad built a pest-control business through plain hard work, learning as he went and leaning on a team. That picture stuck. It showed Bow that you don't need every answer on day one. You need grit, a willingness to keep going after mistakes, and good people around you.

Those lessons became the backbone of how Bow works today. He's a doer. He'd rather roll up his sleeves and figure it out than sit on the sidelines and wait for perfect conditions. He believes struggle builds people, and that doing hard things on purpose makes you stronger for the hard things you didn't choose.

> ***I never set out to start a sprinkler company. I just knew how to work hard.***
>
> BOW, FROM TRUE FLOW'S FOUNDER STORY

What he took from his dad

- **Work ethic.** Show up, put in the effort, and keep going.
- **Learning by doing.** You don't have to know it all to start.
- **Never alone.** Success comes from having a team around you.

> ***What stuck with me wasn't just his work ethic—it was the fact that he never did it alone. He had a team.***
>
> BOW, ON HIS DAD

LEARNING & LANGUAGES

02 BYU-Idaho, Spanish, and a lot of hustle

Bow went to Brigham Young University–Idaho in Rexburg, where he earned a Bachelor of Science in International Studies with an emphasis in business and a minor in Spanish.

Spanish isn't just a line on his résumé. Bow is fluent in both English and Spanish, and he credits that with giving him a multicultural perspective that strengthens his work with a diverse range of customers. Being bilingual is one more way to meet people where they are, which happens to be one of his favorite ways to serve. He'll be the first to admit his Spanish has gotten a little rusty lately, and he's working to practice more. If you speak Spanish, he'd love to practice with you.

His path to True Flow wasn't a straight line, and he's proud of that. Bow has done real, honest work in all kinds of places, and every job taught him something about people, communication, and solving problems on the fly. He's also a born business starter: he used to own a floral shop, and he even started a brownie company while in college.

> ***We specialize in sprinklers and kick butt doing it.***
>
> BOW, DESCRIBING TRUE FLOW

THE ROAD SO FAR

- Worked at an **onion processing plant** (about as Idaho as it gets)
- Worked in a **call center**, sharpening his people skills
- Founded a **local ice-skating business**
- Started a **brownie company** in college
- Owned a **floral shop**
- Founded **NexGen Consulting**, a digital marketing agency for small businesses
- Started **The Hustle Hub**, a business-advice group, with his dad
- Founded **Sprinkler Medix** in Rexburg in 2020
- Founded **True Flow Sprinklers** to grow the model through franchising

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Languages, fluently.
English and Spanish. His Spanish is a little rusty these days, so he's practicing more, and he'd love to practice with Spanish-speaking owners and customers.

FAITH & FAMILY

03 The foundation

If you want to understand Bow, start here. Faith and family sit underneath everything else he does.

Bow is a member of The Church of Jesus Christ of Latter-day Saints, and his faith is real and central to his life. It shapes how he treats people, how he makes big decisions, and how he thinks about success. It's no accident that the very first True Flow core value is **Trust in God**.

He's also a husband and a dad, and his family is the reason behind a lot of the grind. Building something lasting for the people you love, while still being present for them, matters deeply to him. That's why the second core value is **True to Our Family**, and why True Flow cares about supporting the families of its owners, teams, and customers too.

When Bow sums up his priorities, he lists them in order: **Faith, Family, Fitness, Finance.** Business matters, but it's not at the top of the list, and he likes it that way.

> **"True to God, family, and business—no shortcuts, no dry spots."**
> BOW'S SOCIAL BIO



BOW AND HIS CREW IN THE IDAHO PINES

HOW TRUE FLOW STARTED

04 One sprinkler job at a time

Bow didn't draw up a master plan for a sprinkler empire. He just started helping people.

Around age 20, he began fixing sprinklers for family and friends. One job turned into another, and then another. Before long, Bow realized this wasn't just about sprinklers. It was a chance to build something bigger, not only for himself but for other people willing to work for it.

Starting businesses was nothing new for Bow. He'd started a brownie company in college and once owned a floral shop. That realization grew into Sprinkler Medix and, later, True Flow Sprinklers. The big idea behind True Flow is focus. While a lot of companies treat sprinklers as a side service, True Flow does sprinkler work through every season.

Eastern Idaho and Utah's Wasatch Front are True Flow's home base and first markets, not the finish line. Bow built it to take that focus to communities all over the world.

> ***When I started fixing sprinklers, I was just helping out. But one job turned into another...***
>
> BOW, FROM TRUE FLOW'S FOUNDER STORY

Sprinklers, through every season

- Sprinkler Repair
- Spring Startup
- Winterization
- Maintenance
- Installation
- System Upgrades

THE TIMELINE

At 20

Bow starts fixing sprinklers for family and friends. One job leads to another.

2020

He founds Sprinkler Medix in Rexburg, Idaho, focused on quality irrigation service.

2024

He founds True Flow Sprinklers, a specialized, sprinkler-focused franchise brand.

Today

First markets: Bountiful, Eagle Mountain and Spanish Fork, UT, plus Pocatello and Rexburg, ID. Next: the world.

WHY HE FRANCHISES

05 You don't have to do it alone

> ***Success isn't about where you start—it's about having the right people around you.***
>
> BOW, FROM TRUE FLOW'S FOUNDER STORY

Bow remembers what it felt like to build a business from scratch. He also remembers what made the biggest difference: having people in your corner.

That's the heart of why he's franchising True Flow. He wants to give owners everywhere, in any community around the world, the team, mentorship, and support he believes make this work possible, so they can build something of their own without doing it alone.

He started True Flow to create opportunities for people like him: people who are ready to put in the effort and just need the right team behind them.

Bow's "why," in a nutshell

- Turn hard-working people into business owners.
- Surround every owner with a team that has their back.
- Share what he's learned so others can skip the guesswork.
- Build something that lasts, one drop at a time.

> ***Because with the right support, anyone can build something great.***
>
> BOW

THE CORE VALUES

06 Four promises, lived every day

True Flow has four core values. They aren't wall decorations. They come straight from who Bow is, and they guide how True Flow treats customers, teams, and decisions.

01 Trust in God

"We put our trust in God, leaning on our faith to guide our actions and decisions in all aspects of life."

WHAT IT LOOKS LIKE DAY TO DAY

- Bringing big decisions to the Lord and moving forward with faith instead of fear.
- Treating every customer, teammate, and neighbor with kindness and respect.
- Doing honest work, even when nobody's watching the job site.

02 True to Our Family

"We stay true to our families, honoring and nurturing the relationships that matter most while supporting the families and communities we serve."

WHAT IT LOOKS LIKE DAY TO DAY

- Building a business that supports your family instead of swallowing it.
- Remembering that every yard belongs to a family who's counting on you.
- Treating your crew and fellow owners like the True Flow family they are.

03 Truthful with Ourselves

"We're truthful with ourselves—honestly owning our strengths and weaknesses, holding ourselves accountable to our commitments, and continuing to grow with integrity."

WHAT IT LOOKS LIKE DAY TO DAY

- Owning mistakes quickly and making them right, something Bow holds himself to first.
- Staying humble, staying teachable, and always working to get better.
- No shortcuts. Doing it the right way, the first time.

04 Transparent Business

"We run a transparent business, building trust through integrity, openness, and clear communication—doing what we say and fostering strong, long-term relationships with our team and customers."

WHAT IT LOOKS LIKE DAY TO DAY

- Doing what we say. If we promise it, we deliver it.
- Looking past the visible symptom to fix the real cause of a problem.
- Letting customers review the recommendation and estimate before any work begins.

Trust in God | **True** to Our Family | **Truthful** with Ourselves | **Transparent** Business

07

LEADING ONE BY ONE

How Bow treats people

Bow believes the best way to serve people is one by one. Not as a crowd, not as a number, but as individuals.

In practice, that means learning names, noticing the person nobody else is paying attention to, and doing the small things that make someone's day. Bow is convinced that small things make the biggest differences, in a customer's yard and in a person's life.

He meets people where they are and doesn't judge. He makes a point of looking for the best in everyone. And when he believes in someone, he shows it by giving them real responsibility, often more than they expected, and trusting them to rise to it.

Bow is honest and direct, always with care. If something needs to be said, he'll say it kindly and clearly, because he'd rather help you grow than leave you guessing.

A **Serve the one.**
Every customer, crew member, and owner matters individually.

B **Work hard, stay humble.**
Outwork the problem, then give the credit away.

C **Trust people with more.**
Give real responsibility and believe people can handle it.

D **Run toward the hard stuff.**
Face problems head-on instead of hoping they go away.

> ***Be a buffalo and run towards the storm.***
>
> ONE OF BOW'S FAVORITE LINES

FOR FUTURE OWNERS

08 What he expects, and what he wants for you

> *I'm ready to grind with them.*
>
> BOW HUFF, ON WORKING ALONGSIDE OWNERS

What Bow looks for

- **A strong work ethic.** Sprinkler work is hands-on and real. Bow respects people who aren't afraid of it.
- **All in.** He wants owners who commit fully, not people sitting on the fence.
- **Teachable and humble.** Willing to learn the system, ask questions, and keep improving.
- **Values that line up.** Honest, family-minded people who do what they say.
- **People people.** Owners who care about serving customers one by one.

What Bow wants for you

- **To build something of your own**, with a brand and a team behind you.
- **Never to do it alone.** Mentorship and support are the whole point.
- **Someone in the trenches with you.** Bow likes to roll up his sleeves and grind alongside owners.
- **Room to grow**, for you and for the people you hire.
- **A business that honors your faith and family**, not one that crowds them out.

Curious about the opportunity itself? Details on owning a True Flow location, including current franchise terms, live at **trueflowsprinkler.com/franchise**. The franchise disclosure document and signed agreements control all terms.

THE VISION

09 The goal is the whole world

Bow dreams big, and he's not shy about it. True Flow started in eastern Idaho and along Utah's Wasatch Front, but that's the home base, not the limit. The goal is the whole world: a global family of owners serving communities across the planet, all doing great sprinkler work and living the same values.

1,000

True Flow franchisees worldwide, serving the whole planet

That's the goal Bow has set: True Flow owners on every corner of the map. Each one is a local owner building something of their own, with the True Flow team behind them.

#1

Most helpful person in the irrigation industry

Bow's personal goal. Not the biggest or the loudest, but the most helpful to techs, owners, and anyone trying to get better at the trade.



Building a future, one drop at a time.

True Flow's tagline says it best. A brand built for the whole planet gets built the same way a great sprinkler system does: one careful, faithful piece at a time, one owner and one community after another.



Elk hunter. Archery addict.

HOW BOW DESCRIBES HIMSELF, FIRST

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OFF THE CLOCK

Elk, bows, and the Idaho mountains

Ask Bow to describe himself, and before he ever mentions sprinklers, he'll tell you he's an elk hunter and an archery addict.

Bow is a bowhunter at heart, and archery elk hunting is his kind of adventure. It takes patience, preparation, physical toughness, and a whole lot of time in the mountains. It's hard, and that's exactly why he loves it.

His love for the sport runs so deep that he started **Archery Nation**, an online community on Skool built for bowhunters to sharpen their shot, master the hunt, and talk gear.

For Bow, the outdoors is where life gets simple again: fresh air, good people, and memories worth keeping.

Why hunting fits Bow

Elk country rewards the same things True Flow does: show up prepared, put in the hard miles, stay humble, and never quit early.

Patience · Preparation · Toughness · Time in the mountains

Fitness, adventure, and doing hard things

Fitness made Bow's personal top four for a reason. Staying strong helps him show up for his family, his faith, his work, and those steep elk ridges.

Bow loves doing hard things on purpose. Physical challenges keep him sharp and remind him that discomfort is where growth happens. It's the same mindset he brings to business: learn how to struggle the right way, and keep moving forward.

He's also an adventurer who loves exploring new places and being a little spontaneous. And for all the big goals he sets, Bow's tastes are refreshingly simple. Give him good people, a good story, and a memory worth retelling, and he's happy.

F1
Faith
First, always

F2
Family
The why behind the work

F3
Fitness
Strong body, strong mind

F4
Finance
Building wisely for the future

BOW'S FOUR F'S, IN HIS ORDER

Bowhunting
Elk season is his season

Archery
Self-described addict

The Outdoors
Idaho's mountains & pines

Fitness
Doing hard things

> ***No shortcuts, no dry spots.***
>
> BOW'S PERSONAL MOTTO, FROM HIS BIO

FAVORITE SAYINGS

11 Lines you'll hear around Bow

> ***Be a buffalo and run towards the storm.***

His favorite way to say: face hard things head-on.

> ***Many hands make light work.***

Why he'd rather build with a team.

> ***No shortcuts, no dry spots.***

Do the work right, cover every inch.

> ***Building a future, one drop at a time.***

True Flow's tagline and Bow's long game.

> ***Success isn't about where you start—it's about having the right people around you.***

Why he believes in team over going solo.

> ***We specialize in sprinklers and kick butt doing it.***

Bow's description of True Flow.

And if you hang around Bow long enough, you'll hear plenty of "holy cow" too, usually about a really ugly sprinkler job.

SPRINKLER SCHOOL

12 Giving the knowledge away



Being the most helpful person in the irrigation industry isn't just a slogan for Bow. He built a place to do it.

Sprinkler School is the official lawn sprinkler education community by True Flow Sprinklers, hosted on Skool. It's where sprinkler techs and owners learn to repair, install, and master irrigation systems, and grow their businesses with less guesswork.

Members get pro training from names like Hunter, Rain Bird, American Irrigator, Pro Irrigation and Dr. D, quick wins they can use on their next job, weekly live mentorship calls, and a crew that has seen it all. There's even a chat dedicated to really bad sprinklers, plus The Sprinkler Games.

Join or take a look: skool.com/sprinkler-school

> ***I just want everyone in this trade to be successful, so we threw the doors wide open.***
>
> BOW, ON SPRINKLER SCHOOL

Why it matters to franchisees

The same generous, teach-everything spirit behind Sprinkler School is how Bow approaches training his own owners and their crews.

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RAPID-FIRE FACTS

Quick hits about Bow

01 Goes by **Bow**. His full name is Boden Huffaker.

02 Fluent in **English and Spanish** (his Spanish is a bit rusty, so he's practicing more).

03 Earned a B.S. in **International Studies** (business emphasis) with a **Spanish minor** at BYU-Idaho.

04 Started fixing sprinklers at about **age 20**, for family and friends.

05 Founded **Sprinkler Medix** in Rexburg, Idaho, in 2020.

06 Founded **True Flow Sprinklers** in 2024.

07 Once started a **local ice-skating business**.

08 Started a **brownie company** while in college.

09 Used to own a **floral shop**.

10 Has worked at an **onion processing plant**. Peak Idaho.

11 Founded **NexGen Consulting**, a digital marketing agency.

12 Started **The Hustle Hub** business-advice group with his dad.

13 Runs **Archery Nation**, a Skool community for bowhunters.

14 Runs **Sprinkler School**, True Flow's education community.

15 Lists his priorities as **Faith, Family, Fitness, Finance**.

16 A member of **The Church of Jesus Christ of Latter-day Saints**.

17 Dream goal: **1,000 True Flow franchisees** worldwide, serving the whole planet.

18 Describes himself first as an **elk hunter** and **archery addict**.



Proud Idahoan. Bowhunter. Builder of people.

If you remember just one thing about Bow, make it this: he wants the people around him to win.

14 · YOUR NEXT STEP

Let's talk.

If Bow's story sounds like your kind of people, we'd love to hear from you. Wherever in the world you'd like to operate, tell us, and the True Flow team will reach out to talk through the area, what owning and operating a location involves, and the current franchise terms.

trueflowsprinkler.com/franchise

Want to see Bow's teaching style first? Visit **skool.com/sprinkler-school**



"Be a buffalo and run towards the storm."

BOW HUFF · FOUNDER, TRUE FLOW SPRINKLERS

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