TRUE FLOW SPRINKLERS · OUR WHY

Building a future, one drop at a time.

What our tagline means, why it matters so much to us, and why we believe the best things get built together.



INSIDE

- What the tagline means
- Small things, done over and over
- Our four core values
- Why we grow as a team

FOR FUTURE TRUE FLOW OWNERS

BEFORE WE DIVE IN

Six words that sum up who we are.

Hey there! Thanks for taking a few minutes with this.

Our tagline is **"Building a future, one drop at a time."** It's not just a catchy tagline. It's how we think about the work, the people we serve, and the business we're building together.

True Flow got its start in eastern Idaho and along Utah's Wasatch Front. That's our home base, not our limit. The goal is the whole world. And the way we'll get there is the same way we got started: one yard, one customer, one owner, and one day at a time.

In the next few pages you'll see what the tagline means to us, why small, steady effort matters so much, the four core values that guide every decision, and why we believe nobody should have to build a business alone.

Grab a drink and enjoy. We're glad you're here.

Talk soon,

Bow & the True Flow team



BOW HUFF · FOUNDER, TRUE FLOW SPRINKLERS

> ***You just have to look for the best in everyone.***
>
> BOW

WHAT IT MEANS

01 Every big thing is made of little drops

Think about a lawn. It doesn't turn green because of one big flood of water. It turns green because a well-built system delivers the right drops, in the right places, again and again, all season long.

That's the picture behind our tagline. A great sprinkler business, and a great life, get built the same way. Not with one giant leap, but with small, faithful steps that keep adding up.

A

Drops are the work

Every head adjusted, every leak fixed, every system started up or blown out right. Small jobs done well build a big reputation.

B

Drops are the people

We serve people one by one. Every customer, crew member, and owner matters on their own, not as a number.

C

The future is the point

Families supported, communities served, and owners building something that lasts for the people they love.

> ***...by small and simple things are great things brought to pass; and small means in many instances doth confound the wise.***
>
> ALMA 37:6 · BOOK OF MORMON

> ***Small things can just make the biggest differences.***
>
> BOW

WHY IT MATTERS TO US

02 It's personal, not just business

For us, "building a future" starts with faith and family. Everything else grows out of that.

Bow didn't set out to start a sprinkler company. He grew up watching his dad build a business through hard work, learning as he went and leaning on a team. One sprinkler job led to another, and he realized the work could become something bigger: an opportunity for people willing to work for it.

That's why the future we're building isn't just ours. It's yours, your family's, your crew's, and the neighbors you serve. A True Flow business is meant to support the people you love, not crowd them out.

And because we serve people one by one, we never lose sight of the person in front of us. Learning a name, explaining the work clearly, showing up when we said we would. Those little drops are the future.

THE FUTURE WE'RE BUILDING

- **For families.** Work that supports the people who matter most.
- **For owners.** A business of your own, with a team behind you.
- **For crews.** A path to learn, grow, and move up.
- **For customers.** Systems that work right, season after season.
- **For communities.** Neighbors who can count on us.

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

SMALL EFFORT, BIG RESULTS

03 Little things, done over and over

Consistency beats intensity. A few good habits, repeated every day, add up to more than any one big push ever could.

One more call returned. One more yard done right. One more honest estimate. One more customer who becomes a regular. On any single day it might not feel like much. But stack those days into weeks, seasons, and years, and you've built something real.

That's how we think about growing a True Flow business. Show up. Do the work right. Treat people well. Keep learning. Then do it again tomorrow. Some days are hard, and that's okay. Hard days are where people grow.

> ***Learn how to struggle correctly, and learn how to do hard things.***
>
> BOW

HOW DROPS ADD UP



An illustration, not a forecast: steady effort keeps adding up over time.

Everyday drops

- Answer fast and follow up.
- Do it right the first time. No shortcuts.
- Explain the work so customers understand it.
- Invite every customer back next season.

OUR CORE VALUES

04 Four values, lived every day

Our values aren't wall decorations. They're the drops we try to add every single day, in every yard and every conversation.

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."

ONE DROP AT A TIME, THIS LOOKS LIKE

- Moving forward with faith instead of fear, especially on the hard days.
- Treating every customer, teammate, and neighbor with kindness and respect.
- Doing honest work, even when nobody's watching.

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."

ONE DROP AT A TIME, THIS LOOKS LIKE

- Building a business that supports your family instead of swallowing it.
- Remembering every yard belongs to a family counting on us.
- Treating crews and fellow owners like family.

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."

ONE DROP AT A TIME, THIS LOOKS LIKE

- Owning mistakes quickly and making them right.
- Staying humble and teachable, and always getting a little better.
- No shortcuts. Doing it right 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."

ONE DROP AT A TIME, THIS LOOKS LIKE

- **Doing what we say.** If we promise it, we deliver it.
- Looking past the symptom to fix the real cause.
- Customers review the recommendation and estimate before any work begins.

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

05

GROWING AS A TEAM

Nobody builds it alone

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

Bow learned this one early. Watching his dad build a business, what stuck with him wasn't just the hard work. It was that his dad never did it alone. He had a team.

That's the whole reason True Flow is a franchise. Starting a business by yourself can be lonely and full of guesswork. We'd rather you start with people in your corner: folks who've already made the mistakes, figured out what works, and want to see you win.

When one owner figures out a better way to do something, everyone gets to learn from it. When someone has a tough week, the team shows up. That's what growing together looks like.

Why a team wins

- **Less guesswork.** Proven ways of doing things, shared openly.
- **Faster learning.** Lessons from one owner help every owner.
- **Encouragement.** People who get it when the work gets hard.
- **Accountability.** Friends who push you to keep growing.
- **A bigger vision.** Together we can reach places none of us could alone.

> ***You don't have to do it alone.***
>
> TRUE FLOW FOUNDER STORY

06

HOW WE SUPPORT OWNERS

A team behind you

We franchise True Flow to give owners the team, mentorship, and support we believe make this work possible, so you can build something of your own without doing it alone.

01 **Mentorship**

Real people who've done the work, walking with you as you learn and grow.

02 **Shared systems**

Proven ways to run the work, so you're not inventing everything from scratch.

03 **Training**

Hands-on learning for owners and crews, plus Sprinkler School, our education community on Skool.

04 **A real community**

Fellow owners who share wins, swap ideas, and cheer each other on.

05 **A trusted brand**

Values and a name built on doing what we say.

06 **Someone in the trenches**

Bow loves rolling up his sleeves and working alongside owners.

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

Specific support, training, and terms are described in the current franchise disclosure documents. Learn more at **trueflowsprinkler.com/franchise**.

THE BIG PICTURE

07 Drop by drop, around the world

True Flow started in eastern Idaho and along Utah's Wasatch Front. That's where we learned, tested, and grew. But it's our home base, not our limit. The goal is the whole world.

1,000

True Flow franchisees worldwide

That's Bow's goal. Every one of them a local owner, serving their own community, with the whole True Flow team behind them.

1

Drop at a time

Big goals don't change how we work. One owner, one customer, one yard, one day. That's how a worldwide family gets built.



"Be a buffalo and run towards the storm."

ONE OF BOW'S FAVORITE LINES

Growth brings challenges. We face them head-on, together.

YOUR NEXT DROP

Let's build it together.

If this 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 a location involves, and the current franchise terms.

trueflowsprinkler.com/franchise

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