TRUE FLOW SPRINKLERS · WHO WE ARE

Our Core Values

The four promises behind every job.

What we believe, why it matters to us, and how it shows up on a real job, every single day.



THE FOUR VALUES

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

FOR FUTURE TRUE FLOW OWNERS

BEFORE WE DIVE IN

Values aren't wall art. They're how we work.

Hey there! If you want to know what True Flow is really about, this is the place to start.

Anybody can fix a sprinkler. What makes a True Flow business different is **how** we do the work and **why**. That comes down to four core values: Trust in God, True to Our Family, Truthful with Ourselves, and Transparent Business.

These values guide how we treat customers, how we treat each other, and how we make decisions when things get hard. They're the drops that build our future, one job at a time.

In the next few pages you'll see what each value means, why it matters to us, why we look for owners who share them, and what they look like on a real job day.

Talk soon,

Bow & the True Flow team



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

AT A GLANCE

01 Four values, one way of working

Every True Flow owner, crew member, and customer conversation is guided by these four values.

01

Trust in God

Faith and trust first

02

True to Our Family

Why we work

03

Truthful with Ourselves

Honest and accountable

04

Transparent Business

Doing what we say

> ***Building a future, one drop at a time.***
>
> THE TRUE FLOW TAGLINE

02

CORE VALUE

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 means

Trust in God is about faith and trust. Faith comes first for Bow, and it's the foundation True Flow was built on. It means trusting God with the big decisions and the hard days, and letting that faith shape how we act and how we treat people.



Why it matters to us

Trusting God gives us something steady to stand on when business gets hard. It reminds us to be humble, grateful, and kind. And it's a reminder that the work matters beyond the money. Sharing this value doesn't mean everyone has to share the same faith. Owners and crews from all backgrounds are welcome. What we ask is a shared commitment to honesty, humility, kindness, and doing what's right.

On the job

- Faith instead of fear on the hard days
- Kindness and respect for every customer
- Honest work, even when nobody's watching

> ***Leaning on our faith to guide our actions and decisions.***
>
> FROM OUR TRUST IN GOD VALUE

03

CORE VALUE

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 means

Family is the why behind the work. Being true to our family means keeping the people we love at the center. A True Flow business is meant to support the people you love, not swallow your life. And every customer is part of a family too, counting on us to take care of their home.



Why it matters to us

Bow is a husband and dad, and building something lasting for his family matters deeply to him. We want every owner to be able to say the same. When we put families first, ours and our customers', we build a business people can trust and feel good about.

On the job

- Treat every home like a family lives there, because one does
- Respect customers' time and property
- Look out for crews like family

> ***Building a future, one drop at a time.***
>
> THE TRUE FLOW TAGLINE

04

CORE VALUE

Truthful with Ourselves

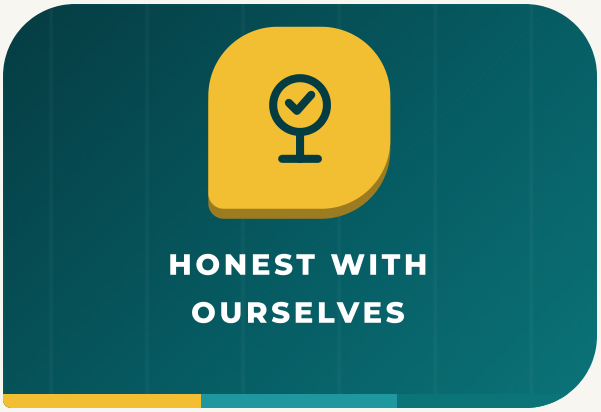
"We're truthful with ourselves—honestly owning our strengths and weaknesses, holding ourselves accountable to our commitments, and continuing to grow with integrity."

What it means

Being truthful with ourselves is about honesty and self-accountability. It means being honest about who we are, the good and the not-so-good, owning our mistakes quickly, fixing them, and holding ourselves to our commitments. No ego, no excuses.

Why it matters to us

You can't fix what you won't admit. Pride gets in the way of growth, and Bow is the first to say he's always working on staying humble. Owners who can look in the mirror, take feedback, and keep improving are the ones who build something great.



On the job

- Admit mistakes fast and make them right
- Hold yourself to your own commitments
- No shortcuts, even on the small stuff

> ***Never be a fence sitter.***
>
> BOW

05

CORE VALUE

Transparent Business

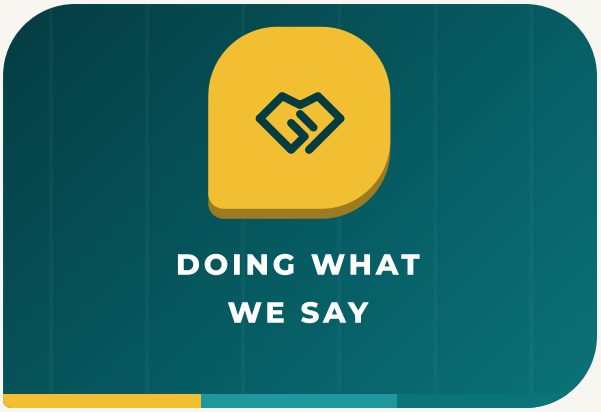
"We run a transparent business, building trust through integrity, openness, and clear communication—doing what we say and fostering strong, long-term relationships with our team and customers."

What it means

A transparent business does what it says. If we tell a customer we'll be there, we're there. If we quote it, we stand behind it. We communicate clearly so nobody is ever left guessing.

Why it matters to us

Trust is everything in a service business. Customers let us onto their property and into their homes. On every job, the customer reviews our recommendation and estimate before any work begins. That kind of openness is how one job turns into a long-term relationship.



On the job

- Look past the symptom to fix the real cause
- Explain the work in plain language
- Customers approve the estimate before work starts

> ***Doing what we say.***
>
> FROM OUR TRANSPARENT BUSINESS VALUE

WHY SHARED VALUES MATTER

06 Same values, stronger together

We look for owners who share these values. Not because we want everyone to be the same, but because shared values are what hold a team together.

A

Culture

When every location lives the same values, True Flow feels like one family, wherever in the world you are.

B

Customer trust

Customers know what to expect from a True Flow team: honest work and doing what we say.

C

Team

Owners who share values help each other, learn from each other, and push each other to grow.

Everyone's welcome

Sharing our values doesn't mean everyone has to look, think, or worship the same way. People from all backgrounds are welcome here. What matters is a shared commitment to honesty, family, hard work, humility, and treating people right.

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

When every owner lives the same values, a customer anywhere in the world gets the same True Flow experience.

07

HARD WORK

No shortcuts, no dry spots

Hard work sits underneath all four values. Without it, values are just words.

Bow learned to work as a kid, spending days on jobs alongside his dad, who built a pest-control business through hard work and a good team. He just wanted to be useful. That lesson stuck: show up, put in the effort, and keep going.

Bow believes struggle builds people. Hard days are where you grow, and doing hard things on purpose makes you ready for the hard things you didn't choose. When a problem shows up, we don't run from it. We run straight at it.

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

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

No shortcuts means doing the job right the first time, covering every inch, and never leaving a dry spot behind.

Show up

On time, ready to work, every day.

Do it right

The first time, even the small stuff.

Keep going

Run toward the storm, not away.

VALUES ON THE JOB

08 A day in the life of our values

Here's what our values can look like on an ordinary True Flow job day.

Morning	Start grounded with prayer or a quiet moment, plan, and show up on time	TRUST IN GOD · TRANSPARENT BUSINESS
At the door	Greet the customer by name and listen to what's going on	TRUE TO OUR FAMILY
Diagnosis	Look past the symptom to find the real cause	TRUTHFUL WITH OURSELVES
The estimate	Explain the work plainly. Customer approves before we start	TRANSPARENT BUSINESS
The work	Do it right the first time. No shortcuts, no dry spots	TRUTHFUL WITH OURSELVES
Wrap-up	Clean up, walk through the work, and invite them back next season	TRUE TO OUR FAMILY
Evening	Head home to family, and get ready to do it again tomorrow	TRUE TO OUR FAMILY

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

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

YOUR NEXT STEP

Share our values?

If these values sound like you, we'd love to talk. 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

Building a future, one drop at a time.

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