TRUE FLOW SPRINKLERS · OUR SERVICES

Sprinkler work through every season.

What True Flow offers, why we offer it, and how recurring services help owners build steady businesses that grow year over year.



THE RECURRING FIVE

- **Spring startups**
- **Winterizations & blowouts**
- **Maintenance plans**
- **Backflow testing**
- **Christmas lights**

FOR FUTURE TRUE FLOW OWNERS

WHY WE'RE DIFFERENT

Sprinklers are our specialty.

Hey there! Let's talk about what True Flow actually does all year long.

A lot of companies treat sprinklers as a side job, something they squeeze in between other work. Not us. Sprinklers are our specialty, and we bring careful work, clear communication, and high standards to every job.

Our service model is built around the repair, care, installation, and improvement of sprinkler systems, with a few seasonal services that keep our teams busy and our customers happy when the sprinklers are off.

And here's the big idea behind it all: we focus most on **recurring** services. The jobs customers need every single year, like spring startups, winterizations, maintenance plans, backflow testing, and Christmas lights. Those are the drops that build a steady business, one season at a time.

True Flow got its start in eastern Idaho and along Utah's Wasatch Front, and the goal is to bring this model to communities all over the world.



BOW AND HIS FAMILY

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

01

THE SERVICE MENU

Everything we offer

Here's the full True Flow lineup. The dark cards are our recurring core, the services customers come back for year after year.

Spring Startup

RECURRING

Turn the system on, inspect it, and dial in coverage and timing.

Winterization

RECURRING

A seasonal blowout that clears water from the lines before freezing weather.

Maintenance

RECURRING

Regular check-ups that keep a system running at its best all season.

Backflow Testing

RECURRING

Routine tests, retests, and help with backflow issues.

Christmas Lights

RECURRING

Installation, take-down, and seasonal maintenance.

Sprinkler Repair

Careful diagnosis and lasting fixes for leaks, broken heads, and dead zones.

Installation & Upgrades

New systems and upgrades built around the property, not a parts list.

On-Site Assessment

A technician looks beyond the symptom to find the real cause.

Drainage Solutions

Drainage help offered alongside our sprinkler work.

Snow Removal

Regular snow service through the winter.

Services can vary by location. Backflow testing, Christmas lights, and snow removal are offered by participating teams.

02

OUR FOCUS

The recurring five

Every service matters, but we put the most energy into the five that customers come back for year after year. They're the backbone of a True Flow business.

01

Spring Startups

Every system needs to wake up in the spring. Same customers, every year.

02

Winterizations

Every system needs protecting before the freeze. Same customers, every fall.

03

Maintenance Plans

Ongoing care that keeps systems healthy and customers connected to us.

04

Backflow Testing

Regular testing that keeps backflow assemblies checked, so customers come back on a steady rhythm.

05

Christmas Lights

A seasonal service that keeps teams busy and brings customers back each winter.

Do a great job once, and you've earned a chance to serve that customer again next season. That's how recurring work starts.

Backflow testing and Christmas lights are offered by participating teams.

SPRING STARTUPS

03 Waking systems up the right way

Spring startups

Wake it up, check it, dial it in.

RECURRING

Every spring, sprinkler systems need to be turned back on, checked, and tuned up for the season ahead.

A good startup isn't just flipping a valve. Our teams turn the system on and inspect it, adjust coverage and timing, and check any known problems before the hot weather hits.

It's also the first handshake of the year. A great startup sets the tone for the whole season and opens the door to repairs, upgrades, and maintenance when they're needed.

What a startup covers

- Turn on and inspect the system
- Adjust coverage and timing
- Check known problems
- Recommend fixes, with approval before any work

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

WINTERIZATIONS & BLOWOUTS

04 Protecting systems before the freeze

Winterizations

Clear the lines before the freeze.

RECURRING

In places where winters freeze, every sprinkler system needs to be winterized before the cold sets in.

A seasonal blowout clears water from sprinkler lines and components before freezing weather, reducing the chance of damage over winter.

Winterization is one of the most dependable recurring services there is. The same systems need it every fall, and customers love knowing it's handled before they have to think about it.

Who we winterize for

- Homes
- Rental and multi-unit properties
- Commercial properties
- Customers who want it on the calendar every year

MAINTENANCE PLANS

05 Ongoing care, season after season

Maintenance plans

Catch small problems before they grow.

RECURRING

Maintenance is about catching small problems before they become big ones, and keeping systems running at their best.

Regular check-ups help a system operate at peak performance, keep coverage even, and cut down on wasted water. For customers, it's peace of mind. For owners, it's a relationship that keeps going all season, and the next one too.

Maintenance plans turn a one-time customer into a long-term one. That's the heart of how we build steady businesses.

Why customers love maintenance

- Problems caught early
- Healthy, even coverage
- Less wasted water
- A team who already knows their system

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

BACKFLOW TESTING

06 A recurring check that protects water

Backflow testing

Routine tests and retests, season after season.

RECURRING

Backflow testing is a recurring service customers count on, and it's a natural fit for a sprinkler business.

Backflow assemblies help keep irrigation water from flowing back into the clean water supply. In many areas, local water providers require these assemblies to be tested on a regular schedule.

That makes backflow testing a great recurring service. The same assemblies need testing again and again, and every test is a chance to check in on the rest of a customer's system too.

What we help with

- Routine backflow tests
- Retests when needed
- Help with backflow issues
- A regular reason to stay connected

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

Offered by participating teams where local testing is available. Testing requirements vary by area.

07

CHRISTMAS LIGHTS

Lighting up the off-season



RECURRING

When the sprinklers are winterized, participating True Flow teams light up homes for the holidays.

Customers get to enjoy the lights without taking on the ladder work. We offer installation, take-down, and seasonal maintenance.

Christmas lights fit perfectly into a sprinkler business. They keep crews working after blowout season, and happy customers tend to book again the next year. Many teams also offer regular snow removal through the winter.

Winter services

- Christmas light installation
- Take-down after the holidays
- Seasonal light maintenance
- Regular snow removal, where offered

Christmas lights and snow removal are offered by participating teams.

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REPAIRS, INSTALLS & MORE

Fixing it right

Recurring services are our focus, but repairs and installs are where we prove we know our stuff.

Repairs: leaky heads, low pressure, uneven coverage, zones that won't work, sprinklers running at the wrong time. We diagnose carefully and recommend lasting solutions.

Installation & upgrades: new systems and upgrades start with an on-site look at the landscape, pressure, zones, and coverage goals before we recommend the scope of work.

Also on the menu: on-site assessments and drainage solutions.

Every repair or install customer is a chance to start a long relationship. Fix it right, and they'll call you for their startup, their winterization, and their maintenance.

Repairs
Lasting fixes, not quick patches

Installs & upgrades
Built around the property

Assessments
Find the real cause

Drainage
Help alongside sprinkler work

HOW EVERY JOB WORKS

1

Submit a request

The customer shares the address and what the system is doing.

2

Diagnose on site

A technician inspects the system and looks beyond the visible symptom.

3

Approve, then work

The customer reviews the recommendation and estimate before work begins.

WHY RECURRING MATTERS

09 Customers who come back

A business built on one-time jobs has to start from zero over and over. A business built on recurring customers keeps adding drops to the bucket.

For customers

- **One less thing to remember.** Their system gets cared for every season.
- **Protection.** Systems started, maintained, and winterized the right way.
- **A team they trust.** People who know their property and do what they say.
- **Easy add-ons.** Repairs, upgrades, and lights from the same team.

For owners

- **Steadier schedules.** Work you can plan around, season after season.
- **Real relationships.** Customers who know you and refer their neighbors.
- **Year-round work for crews.** Startups, maintenance, backflow tests, blowouts, then lights.
- **Growth that builds.** Each season's happy customers carry into the next.

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

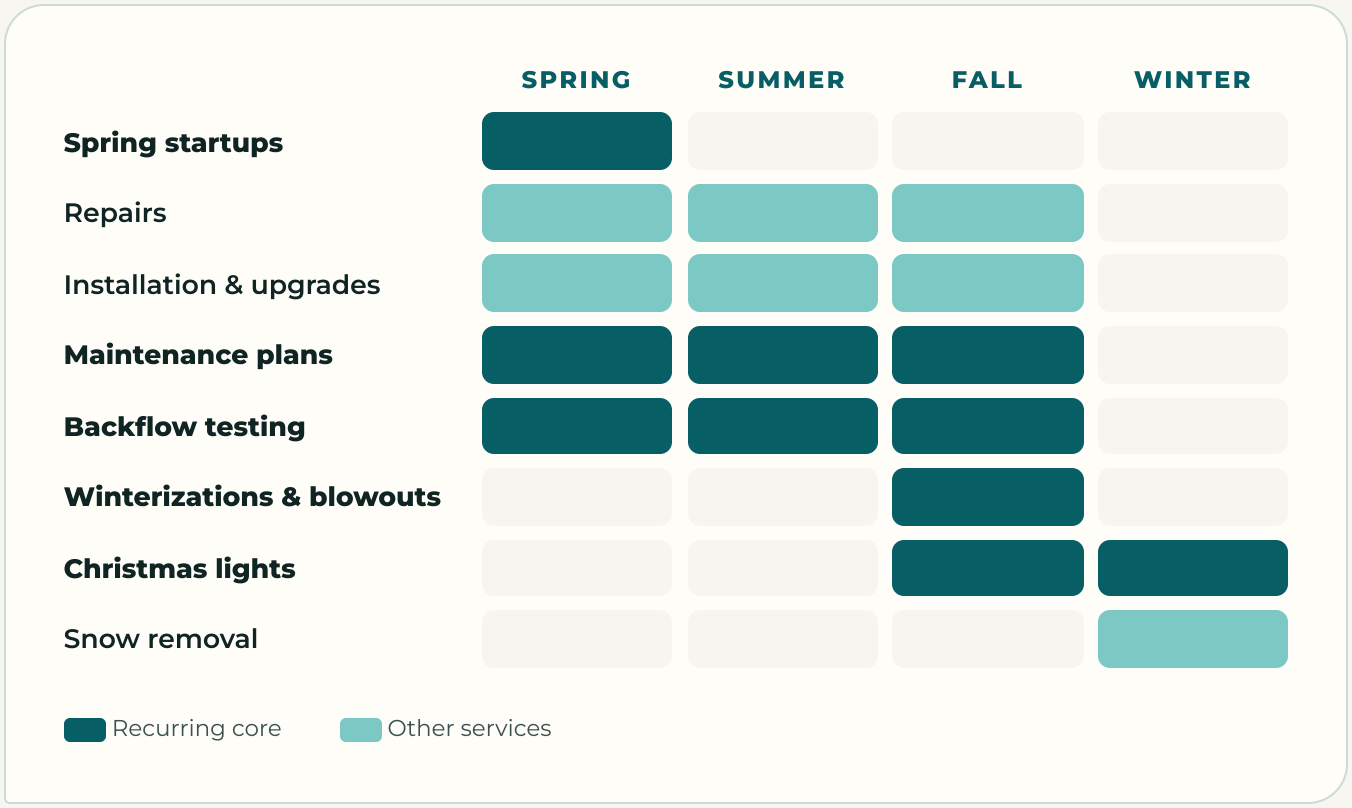
This guide describes our service approach, not financial results. Results vary by owner and market. See the current franchise disclosure documents for details.

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THE SEASONAL CALENDAR

Services that fill the year

Here's how the work flows through a typical year. As one season winds down, the next service is ready to go.



Spring
Startups kick off the year.

Summer
Maintenance, backflow tests, repairs, and installs.

Fall
Blowouts, then lights go up.

Winter
Lights, snow, and planning.

Timing depends on local climate. Every market follows its own seasons.

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YEAR OVER YEAR

The True Flow cycle

Every season hands off to the next. A customer who starts with one service often stays for the whole year, and comes back the year after.



Year one: do great work, invite customers back next season, and offer the next service as the seasons change.

Year after year: returning customers plus new ones from referrals. Drop by drop, the business grows.

YOUR NEXT STEP

Let's talk.

Want to build a sprinkler business on services customers need every year? 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

Want to learn the trade first? Visit **skool.com/sprinkler-school**

Building a future, one drop at a time.

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