TRUE FLOW FRANCHISE · COMPARING BRANDS

Why Us. Why Now. Why True Flow.

A friendly, straight-up look at what makes True Flow different, and why we think it's a great place to build your future.



INSIDE

- **Nine reasons, at a glance**
- **How we think long-term**
- **Why now is a great time**
- **Mindsets, side by side**

FOR FUTURE TRUE FLOW OWNERS

A NOTE FROM BOW

Thanks for looking around.

Hey there! If you're reading this, you're probably comparing a few franchise brands. That's smart. This is a big decision, and you should take your time with it.

So we wanted to make it simple. This guide walks through the reasons we think True Flow is a great fit for people who want to build something real: our long-term mindset, our focus on recurring work, our values, our tech, and the people who'll be in your corner.

We're not going to talk anybody else down. Every brand has its own way of doing things. We just want to show you ours, honestly, so you can decide if it fits you.

Building a future happens one drop at a time. We'd love to build it with you.

Talk soon,

Bow & the True Flow team



> ***It's my job to give it my best shot.***
>
> BOW

AT A GLANCE

Why True Flow, in nine drops

Here's the quick version. Each of these gets its own page in a minute.

01

Long-term growth

A lower fee so more of your money goes into growing your business.

02

Recurring services

Seasonal work customers need year after year, plus one-time jobs on top.

03

Faith-based

Rooted in faith and values, and welcoming to everyone.

04

AI-first

A tech-savvy founder focused on innovative, practical solutions.

05

Every voice counts

We take feedback from everyone in the brand.

06

Three conferences

Three a year, including the annual Sprinkler Games.

07

Your own success manager

A dedicated Franchisee Success Manager for every owner.

08

Software built for us

Built around our business model, not the other way around.

09

Team & family

We support each other, and family comes first.

01

LONG-TERM GROWTH

Built for the long game

Our core values point us toward long-term growth over short-term wins. Our franchise fee is the easiest way to see it.

Our initial franchise fee is **$10,000**. That's lower than a lot of people expect, and it's on purpose. We'd much rather you put your money into your own business, especially marketing and advertising, than hand us a big check up front.

When more of your money goes into growing, you can grow bigger, faster. And when you win over the long haul, we win too. That's the whole idea.

INITIAL FRANCHISE FEE

$10,000

Not the total investment to open or operate. See the FDD for the full picture.

Smaller check to us

The fee basically covers onboarding and legal costs.

More into your growth

Marketing and advertising for your own business.

We win together

Our success is tied to yours, year after year.

The Franchise Disclosure Document (FDD) and signed franchise agreement govern all fees and terms. Any ongoing fees are described in the FDD.

02

RECURRING SERVICES

Work that comes back

We focus most on recurring services: the work customers need season after season. That's how you build a steady, predictable business that grows year over year.

Our recurring focus

Spring startups

Getting systems up and running when the season starts.

Winterizations

Blowing out systems before the freeze.

Christmas lights*

Holiday lighting when the weather turns.

Snow removal*

Keeping things clear through the winter.

Backflow testing*

Testing that customers need on a regular basis.

Plus one-time jobs

On top of the recurring work, you also benefit from one-time services:

- Sprinkler repairs
- New installs
- System upgrades
- Drainage solutions

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

Each customer you serve well this season is a customer who can call you again next season. Small, repeat jobs add up to something big.

* Offered by participating teams, where available.

FAITH-BASED

03 Rooted in faith, open to all

True Flow is a faith-based brand. Our first core value is Trust in God, and faith shapes how we treat customers, owners, and each other.

That doesn't mean everyone has to believe the same things we do. You don't need to share our faith to be part of True Flow. What matters is that you share the values: honesty, hard work, caring about families, and doing what you say.

We think a brand built on real values builds real trust, with customers and with each other.



Trust in God

We put our trust in God and lean on our faith to guide our decisions.

True to Our Family

We stay true to our families and support the families and communities we serve.

Truthful with Ourselves

Honest with ourselves, accountable, and always growing with integrity.

Transparent Business

Integrity, openness, and clear communication, doing what we say.

The four True Flow core values.

04

AI-FIRST

Thinking outside the box

True Flow is an AI-first brand, led by a young, very tech-savvy founder who knows exactly what he wants the brand to be.

Bow loves to think outside the box and solve problems. For him, technology isn't about being flashy. It's about providing real value: finding innovative solutions that make life easier for owners, crews, and customers.

Value first

We use technology where it actually helps.

Problem solvers

We look for better ways, not the usual ways.

Always improving

New tools and ideas as the brand grows.

An old-school trade, run with a forward-thinking mindset.

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

05

OUR SOFTWARE

Built around our business

A lot of businesses end up shaping how they work to fit whatever software they bought. We flipped that around.

We built the software we use around our business model, instead of building our business around someone else's software. The tools follow how True Flow actually works, not the other way around.

THE USUAL WAY

Software first

Pick a tool, then bend the business to fit it.

→

THE TRUE FLOW WAY

Business first

Know how we work, then build the tools to match.

Why that matters to you

- Your tools fit the way True Flow runs, so there's less fighting the system.
- When our business model improves, the software can improve with it.
- Your feedback can help shape the tools you use every day.

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

06

SUPPORT THAT LISTENS

Someone in your corner

A dedicated Franchisee Success Manager

Every owner gets a Franchisee Success Manager dedicated to them. That's a real person whose job is helping you succeed, someone you can call with questions, ideas, and the tough stuff.

Feedback from everyone

We take feedback from everyone in the brand. Owners, crews, and the home office all have ideas worth hearing. If you see a better way to do something, we want to know.

Nobody builds a business alone. We want every owner to feel heard, supported, and part of shaping where True Flow goes next.

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

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

CONFERENCES

07 Three a year, including the Sprinkler Games

Three times a year, True Flow owners get together to learn, share, and have some fun.

Our regular conferences are localized, so they're close to you and focused on what's happening in your area. Then once a year, the Sprinkler Games brings the whole area together for a bigger get-together.

01

Local conference

Close to home

02

Local conference

Close to home

03

The Sprinkler Games

Once a year, for the whole area

Why we get together

- Learn from each other and share what's working.
- Get your questions answered in person.
- Give feedback that helps shape the brand.
- Have some fun with people who get what you do.

TEAM & FAMILY

08 We've got each other's backs



FAMILY IS THE REASON BEHIND THE WORK

True Flow is team oriented and family oriented, and we mean both.

Team: owners support each other. When someone figures out something that works, they share it. When someone's having a tough week, others step in to help.

Family: True to Our Family is one of our core values. We want owners to build businesses that support their families, not take them away from them.

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

Mentorship
People who've been there

Shared systems
Less guesswork

Family first
Build a life, not just a job

WHY NOW

A growing brand, with room to shape it

True Flow got its start in eastern Idaho and along Utah's Wasatch Front. That's where it started, not where it stops. The goal is the whole world.

A growing brand

True Flow is building, and the vision is a big one: 1,000 franchisees worldwide.

Help shape it

Early owners have a real voice in how systems, tools, and culture take shape.

Territories worldwide

Wherever you'd like to operate, tell us and let's talk about your area.

There's no countdown clock here, and we won't pressure you. Take the time you need. But if this feels like a fit, being part of a brand early, while it's still being built, is a pretty special thing.

> ***If I want it, why don't I just go and get it?***
>
> BOW

SIDE BY SIDE

Short-term mindset vs. True Flow mindset

This isn't about any specific company. It's about two ways of thinking, and which one we chose.

	Short-term mindset	True Flow mindset
Focus	Short-term wins	**Long-term growth**
Upfront fee	Collect as much as possible early	**Keep it lower so you can invest in growth**
Revenue mix	Mostly one-off jobs	**Recurring seasonal work, plus one-time jobs**
Technology	Fit the business to the software	**Build the software around the business**
Support	Figure it out on your own	**A dedicated Franchisee Success Manager**
Feedback	Decisions flow one way	**Feedback from everyone in the brand**
Community	Owners on their own	**Three conferences a year, incl. the Sprinkler Games**
Culture	Just a transaction	**Faith, family, and team**

The left column describes a general mindset, not any particular brand. The Franchise Disclosure Document (FDD) and signed franchise agreement govern all fees and terms.

YOUR NEXT STEP

Let's talk.

Think True Flow might be the right fit? Wherever in the world you'd like to operate, tell us, and the True Flow team will reach out to talk through your area, what owning the business involves, and the current franchise terms.

trueflowsprinkler.com/franchise

The Franchise Disclosure Document governs all fees and terms.

Building a future, one drop at a time.

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