



WINMAR® FRANCHISE BOOK

JOIN OUR TEAM

CANADA'S LARGEST PROPERTY
RESTORATION COMPANY



Coming Through For You!





CANADA'S LARGEST PROPERTY RESTORATION COMPANY

A business built on integrity, trust and experience sets WINMAR® apart. We consider our brand to be in a league of our own. Our national network has grown and expanded as a direct result of the Franchise Owners we align with, who continue to exceed expectations for service, reliability and dedication in the property restoration industry.

AN ESTABLISHED NATIONAL FRANCHISE BRAND

Joining the WINMAR® Franchise team means not only becoming part of the leading Property Restoration Companies, but you'll also be part of a collective group of national Franchises, unified and committed to 'Coming Through For You' in all that we do. Property owners across Canada rely on WINMAR® to restore their home, business and belongings to pre-event condition. Trusted by Canadians for more than 45 years.

Cover Photo Credit: Kristina Little
KCL Photography | kclphotography.com



 **90+** LOCATIONS
across Canada

TRUSTED
since 1977

WE ARE THE HELPERS AND THE FIXERS

Founded in 1977, by Paul Wormith and John White, as a Sarnia, Ontario renovation business. Today, WINMAR® is recognized as Canada's largest restoration network with offices servicing property owners from coast-to-coast and celebrating over 45 years of success and on a path for continued growth.

FRANCHISES FROM COAST TO COAST

With over 90 Franchise locations across Canada, owning a WINMAR® Franchise is an ideal opportunity for Entrepreneurs seeking an ever-growing industry built on a solid foundation of skills in demolition, restoration, construction, analytics and leadership. WINMAR® crews offer prompt and professional services to help our customers get back to pre-loss life with the least amount of interruption and associated costs as possible. We are committed to becoming the most customer focused, trusted and successful restoration company in Canada.

“As we extend our full-service property restoration business into Quebec, we are proud to be partnered with experienced and successful business leaders, turned franchise owners with tremendous knowledge in the construction industry.”

— Mario Tessier and Anne Gaudet, Franchise Owners, WINMAR® Gatineau



Anne Gaudet and Mario Tessier
– Gatineau Franchise
Photo Credit: Bizier Photographie



Why invest in a WINMAR® Franchise?



Employ skills related to general contracting, construction, demolition and restoration



Guide a diverse team providing restoration services in a variety of channels—residential, commercial, industrial, hospitality, etc.



Rewarding initiative—providing services for customers in their time of need following a catastrophe or emergency event



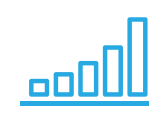
CORPORATE SUPPORT



TRAINING & KNOWLEDGE



MARKETING SUPPORT



ESTABLISHED SALES



EQUIPMENT RESOURCES

TRUSTED AND RECOGNIZED BRAND

WINMAR® is an established and highly regarded Canadian brand built on more than four decades of property restoration experience and excellent Customer satisfaction. Our Franchise network is relied on by residential and commercial property owners, from coast-to-coast and positioned for further growth and expansion.

CORPORATE SUPPORT

Through leadership, coaching and training from WINMAR® (Canada) International Ltd., our experienced corporate team provides guidance and knowledge to navigate the day-to-day operations with marketing, administration, technical and service support. The growth and success of your Franchise is important to our entire team.

ESTABLISHED VENDOR PROGRAMS

WINMAR® is widely respected in the restoration field which has cultivated numerous long-term relationships with insurance industry partners, local and national commercial enterprises and other national vendors. The demand for our services continues to grow as our Franchise network expands. We are always working to expand our connections, and while not a guarantee, our corporate team works diligently to gain service contracts across Canada.

WINMAR® HELPS YOU BUILD A FINANCIALLY SECURE FUTURE WITHIN A TRUSTED FRANCHISE NETWORK

Success through SUPPORT



NATIONAL NETWORK FOR CATASTROPHE RESPONSE SUPPORT

WINMAR® Franchise Owners collaborate and support their teammates. Providing Catastrophe Response Support by way of equipment loans or temporarily expanding your team for additional manpower during significant disasters and emergent events. Our goal is to ensure every Franchise can provide the highest level of service and satisfaction for our Customers, within hours of a call regardless of size or location.

SYSTEM WIDE EQUIPMENT AVAILABILITY

WINMAR® inventories the necessary specialized equipment to increase service capacity and in turn, the opportunity to expand a Franchise's service level during significant weather events. The ability to amplify a Franchise's service volume following a disaster enhances business when the expanding workload is present.

Interested in Becoming a WINMAR® Franchise Owner?

TAKE THE NEXT STEP

Reach out to WINMAR®'s Corporate Head Office to learn more about what WINMAR® has to offer and if there are available opportunities in your desired area. We'll engage in discussions surrounding relevant experience and why considering a WINMAR® Franchise would be a good fit.

WINMAR® TEAM DISCOVERY

Our corporate team is eager to learn more about your interests and experience, passions and skills. During our Team Discovery call we'll examine opportunities, the story of WINMAR® and our franchising process.

MARKET & TRENDS

At this stage, WINMAR® provides due diligence to help you make an educated decision by analyzing regional market conditions in your desired location, financial potential, as well as supplementary information regarding your proposed Franchise investment.

REVIEW & APPROVAL

Following submission of the formal Franchise Application, the WINMAR® team will consult and act on approving the proposed location, if deemed a great opportunity.

TRAINING & PRE-MARKETING

Upon confirming a new Franchise location, WINMAR® will onboard the new Franchise team to arrange training and pre-marketing, ensuring success and future opportunities in your new service area.

Return on Investment: Property Restoration and Construction are growing industries

CONSTRUCTION INDUSTRY FORECAST PREDICTS CONTINUED STRONG GROWTH FOR 2022*



RESIDENTIAL CONSTRUCTION BOOM



HEALTHCARE BUILDING IMPROVEMENTS

↑ 6.5%

PROPERTY RESTORATION CONTINUES TO SURGE BASED ON WEATHER RELATED EVENTS

\$2.1 Billion in Insured Damage for Severe Weather Events in 2021[†]:

Western Canada storms	\$134 million
Eastern Canada storms	\$202 million
British Columbia wildfires	\$179 million
Calgary, Alberta hailstorms	\$500 million
Barrie, Ontario-and-area tornadoes	\$100 million
Prairie storms	\$120 million
Southern Ontario storms	\$105 million
Hurricane Larry in Atlantic Canada	\$25 million
British Columbia floods	\$515 million



BC Wildfires: \$179 million



BC Floods: \$515 million
Atlantic Hurricanes: \$25 million



ON Tornadoes: \$100 million

*Source: On-Site Magazine Q3 2021 update to GlobalData's report, Construction in Canada – Key Trends and Opportunities to 2025

†Source: IBC (www.ibc.ca/on) The amount of insured damage is an estimate provided by CatIQ under license to IBC (Insurance Bureau of Canada)

Be the next major player on the WINMAR® team



OUR MISSION

We are a proud Canadian network dedicated to restoring property and peace of mind through our excellent service.



OUR VISION

WINMAR® is committed to becoming the most customer focused, trusted and successful restoration company in Canada.



CARPENTRY



INSURANCE



CONSTRUCTION



ELECTRICAL



ROOFING

IDEAL FRANCHISE CANDIDATES ARE INDUSTRY SKILLED IN THESE AND MORE

WINMAR® is an excellent opportunity for entrepreneurs interested in a growing industry where skills in demolition, restoration, construction, analytics, problem-solving and leadership can result in very successful futures.

DELIVERING REAL VALUE

Property owners, put their trust in WINMAR® to restore their home, business and belongings to pre-event condition, while offering guidance to instill peace of mind through our experienced teams and excellent service.

WINMAR®
PROPERTY RESTORATION SPECIALISTS

WINMAR® (Canada) International, Ltd.

Property Restoration Specialists

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E: franchise@winmar.ca

Coming Through For You!

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