



Franchise Ownership Program

Start powering your community



CR
CARBON RECALL

Be part of something bigger



Carbon Recall is seeking forward-thinking entrepreneurs across the country to launch, develop, and scale their own solar energy business. The Franchise Ownership Program provides an opportunity for strong leaders who are passionate about building a company that will be good for all to start and advance their own solar business. Joining a robust industry on the ground floor, you will help provide thousands of watts of power to customers every day.

Become a franchise owner

This year, we hope to show you how you can accelerate in the world of renewable energy with Carbon Recall. If you're someone who enjoys working with people to create something fresh and conquer unsolved problems, this is the ideal opportunity for you. As a franchise owner, you'll have access to Carbon Recall's approved suppliers and a full suite of exclusive operational assets and support to keep you on track for success. We'll help you get set up and ready to operate out of a central market location, and you'll develop a team of high-performing renewable energy experts to deliver the best-in-class energy solutions across your community.

Individual franchise markets can expect:

STARTUP INVESTMENT

\$65K

SOLAR GROSS REVENUE POTENTIAL

\$2M-9.5M

SOLAR NET REVENUE POTENTIAL

\$900K-1 M+

*Gross and net revenue potential figures are only projections for 1% market capture and in no way represent income earning statements.

Get started at carbonrecallfranchise.com

What to expect

For Carbon Recall, franchising means securing your long-term success while at the same time helping you unlock potential, operate powerfully, and benefit from a new reality with a business you can be proud of for the rest of your life. Whether you want to emerge from outside the mainstream, ditch the gold watch and retirement party, or take greater control over your own life, we'll help you get there.

What you do

- **Launch your business**
Leverage Carbon Recall's operations system to effectively learn, follow and implement your solar energy franchise.
- **Find the right talent**
You're in control. One of your most important responsibilities is recruiting a hard working team who will help spark massive market growth for your franchise.
- **Power your community**
Develop long-term plans and build life-time customer relationships, all while your team provides thousands of watts of solar power to customers everyday.
- **Scale your operation**
Launch your business, recruit a solid team and get the opportunity to expand your business, and income potential, to more than one location.

What we do

- **Get you started**
We work closely with franchise owners by providing comprehensive operations, training resources, and other services to get your business up and running in 90 days.
- **Provide training**
We supply a full-scale training program designed to bring you up to speed on the most successful business practices. You'll start with an initial orientation, followed by an immersive two-day experience in Atlanta.
- **Bring the support**
We provide you with the tools needed to grow and operate your business well beyond its opening. With ongoing support at our headquarters, the help you deserve is always just a phone call away.
- **Grow Together**
Carbon Recall unites over 30 years of franchise experience to guide you in one of the fastest growing industries in America.



What it takes to start your franchise

If you're approved as a franchise owner, here are some of the steps you'll take to get your business started and quickly making a name for itself.

Decide on your business structure and form of ownership.

Finalize your education and training action items.

Open your Carbon Recall business bank account and line of credit. This will include providing your company's bank account details for invoice payment processing.

Order your branded stationary, computing and communication devices, and company apparel through recommended approved suppliers.

Setup professional service relationships needed for building your team and growing your business such as insurance, subcontractor agreements, hiring policies, and accounting services.

Interview, evaluate, and on-board your solar service team. This will be an ongoing process as you establish a system for working *on* your business versus *in* your business.

Define your market area within your franchise territory and begin to implement Carbon Recall's Sales & Marketing System. Organize and populate contact information into your CRM.

Launch your business and start generating proposals and coordinating customer meetings.

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A day in the life of an owner



Let's take a closer look through the eyes of franchise owner PJ Patel, who's daily routine sees him managing concurrent solar projects to ensure his ambitious targets are met.



Review my project pipeline

and schedule daily meetings based on priority of where the needs of my business are required most. First things first and second things never!



Set up customer plans

and coordinate team tasks including projects in proposal, design, installation, or interconnection phase.



Lead the day

and communicate clear direction to make sure my team is on the same page to get everyone hitting the ground running.



Follow the Carbon Recall proactive service process

which allows me to manage installations efficiently from beginning to end, saving both time and money on my projects.



Manage performance,

motivate team members and instill a positive community attitude to deliver the best results every day.



Check all completed projects

and any powered up systems to ensure my customers are happy and their system is running smoothly.



Receive and provide feedback to my team on how things are going.

Franchise owner training & support program

Many of our franchise owners are not only new to starting their own business but the renewable energy industry as well. That's why we developed a superior training & support program to help jump start your success.

Your Carbon Recall Education and Training

- 1. Orientation:** Discover Carbon Recall and prepare for a comprehensive in-person experience.
- 2. Face to Face:** Master the business over an immersive two-day training period.
- 3. Assimilation:** An additional walkthrough to ensure you have a grip on the system.
- 4. In your market:** Review all aspects of running your business with an expert.

Your Carbon Recall Support Program

- 1. Ongoing support:** In services, management, sales, marketing and operations.
- 2. Franchisee network:** The best renewable energy experts across the country.
- 3. Lead generation:** Professionally designed local marketing materials.
- 4. Local marketing:** Optimized website, social media, print, and direct mail campaigns.

What's your city's solar revenue potential?

At Carbon Recall, we're committed to putting the world's greatest energy resource to work for you. All backed by specialized support and guidance to propel you forward in a carefully designed franchise market area. A Solar Revenue Potential assessment (SRP) aims to sharpen your view of what that can mean – today and in the future.

Total solar-viable roofs

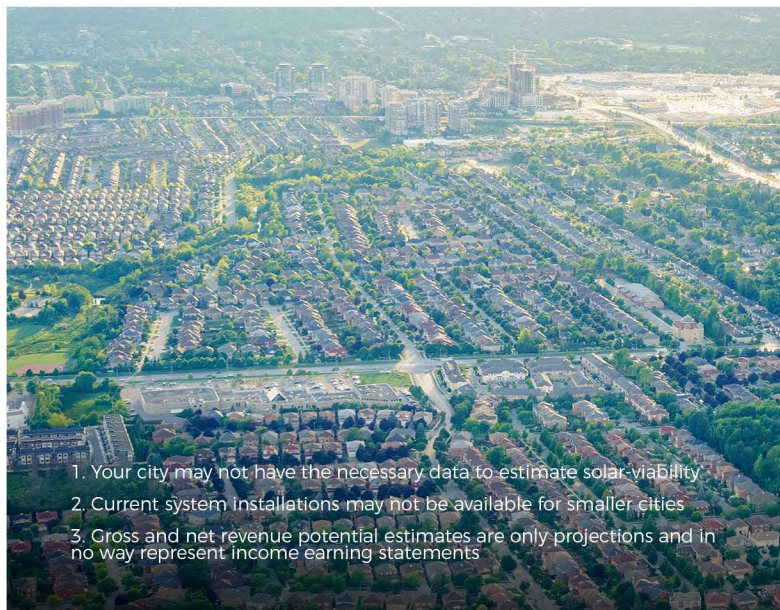
A complete breakdown of all rooftops in your city that can supply solar panels to receive at least 75% of the maximum annual sun. ¹

Current systems installed

How many customers are already enjoying the benefits? Find out how many solar installations already exist in your city. ²

Gross revenue potential

Let us crunch the numbers and tell you what the gross and net revenue potential is for a Carbon Recall franchise in your city. ³



1. Your city may not have the necessary data to estimate solar viability
2. Current system installations may not be available for smaller cities
3. Gross and net revenue potential estimates are only projections and in no way represent income earning statements



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Maximizing your return on investment

Even the most cost-effective businesses can cost you hundreds of thousands, and in many cases, millions of dollars to start. However, you can launch your Carbon Recall franchise at significantly lower levels than you could achieve as an independent operator.



Much of the art of developing your franchise resides in a carefully defined process to build your business from the bottom up to generate income while keeping your startup expenses to a minimum. A MRI (Maximized Return on Investment) review provides you with more information regarding initial investments and the lower costs that come when developing your business with Carbon Recall.



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Access to exclusive territories

For entrepreneurs who are ready to pave the way in one of the fastest growing industries in America.

Territory Owners

We select new owners who will want to dominate their market by acquiring a territory.

New Territory Owners must:

- Have business experience, with preference to service or sales industries
- Have a minimum net worth of \$200K and \$65K in liquid assets
- Have exceptional networking and relationship building skills
- Function as a daily operational leader (or hire a Project Manager)

Area Developers

We select new Area Developers who will expand into additional solar viable markets.

New Area Developers must:

- Have successfully operated a single-unit Carbon Recall franchise
- Have a minimum net worth of \$700K and \$200K in liquid assets
- Have a proven track record of implementing the Carbon Recall system
- Function as a daily operational leader (or hire a General Manager)

For decision makers driving change in the energy economy.

Carbon Recall's Area Developer opportunities are for franchisees ready to acquiring state-wide market rights. These owners reap repetitional advantages that accrue by expanding their business, and income potential, to more than one location.

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Success stories

Meet three franchise owners who have found success with their own solar energy business.

Innovators leading the effort to bring greater energy possibilities to their community.

Creative, persistent and forward-thinking. These successful owners come from all walks of life. They have a disciplined acumen for maximizing opportunity and they know how to inspire and bring out the best in other people.



Schaun Flaim
Cape Girardeau, Missouri

"Carbon Recall is a business venture that aligns with my personal passions and goals. Providing a single turn key entity for my clients, making the transition to renewable and sustainable simple."



PJ Patel
Macon, Georgia

"Carbon Recall offers services that no one else does. It is a company I believe in and stand behind, and that's what it's all about."



Damir Mažuranić
Zagreb, Croatia

"With Carbon Recall, we'll be able to unify our efforts and it will be easier to capture more customers with a more complete and fully integrated system. Particularly for property owners who want to use renewable energy exclusively."

Move toward what matters to you

From application approval to opening a new market, becoming a franchise owner can take as little as 30 to 45 days. Ready to take the first step?

- Request information online to learn more
- Speak with a franchise specialist
- Complete a franchise application
- Start your discovery journey
- Attend an individual meeting
- Complete training
- Set up your business
- Start leading your community



Contact us:

To learn more about this opportunity, reach us at info@carbonrecall.com or on our website at carbonrecallfranchise.com

Disclaimer: This is not an offering to sell a franchise. Franchise offerings are made via Franchise Disclosure Document. Carbon Recall® is a registered trademark of Carbon Recall, LLC, in the United States and in other countries.

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