



MODERN®
PURAIR
INDOOR AIR QUALITY EXPERTS

VIVID VISION 2024 MODERN PURAIR

The best way to ensure that dreams become reality is to take the vision in our minds and share it with people. Vision without execution is hallucination.

The following Vivid Vision is what Modern PURAIR will look like, feel like, and act like on December 31st, 2024.

The Modern PURAIR vision will be achieved by doing things "The PURAIR Way". Our short-term goal is to have 36 franchise partners with system wide sales of 17.5 Million, and over 5000 5 Star Google Reviews by December 31st, 2022.



SYSTEMS

We believe that people don't fail, systems do. We realize that our systems require continual improvement and they are constantly evolving. We continue to embrace technology in our efforts to become higher-performing and more efficient.

We're guided by the philosophy of, "if the rate of change inside your business is less than the rate of change outside of your business, you are out of business".



FRANCHISE PARTNER PROFITABILITY

Our Franchise Partners are the foundation of our business. The decisions made by the VENTbox are centered around our Franchise Partners profitability. System sales continue to grow year-over-year as we coach, engage, and provide various tools for our Franchise Partners to achieve fiscal responsibility and profitability.

Our mature Franchise Partners continue to show sustained profitability, while maintaining a healthy work-life balance. Their financial success helps us continue to celebrate system-wide achievements and sell new franchises.



COMMUNICATION

We believe that regular, ongoing communication is priority. Our 90+ Franchise Partners and their 500+ team members embrace technology to maximize the effectiveness of our system-wide communication.

Communication is a pillar of our culture. We stay connected through the daily "Huddle" at the VENTbox, internal forums, quarterly Modern PURAIR phone calls, business coaching and mentoring, and the Modern PURAIR group chat. Because of this, we are able to identify missing systems and opportunities and continuously build our momentum through our "rate of change".

We believe meetings are for decisions, rather than discussions. Each meeting has a clear plan with purpose, outcomes, and agendas. Each decision brings us closer to our shared vision. Our Franchise Advisory Council furthers this success and encourages open communication across the system.

Our annual conference is highly anticipated and considered 'the place to be'. Our whole system gets together to celebrate wins, set intentions, create measurable goals, and plan for future growth.



CUSTOMER SERVICE

Our customers love The Modern PURAIR experience and our Net Promoter Score is 90+. Up-front rates, clean shiny trucks, and uniformed technicians are how we stand out, "The PURAIR Way". We outperform the competition by a huge margin.

Customers love seeing the results we deliver, solidified by our 30-day satisfaction guarantee. Because clients notice such a difference in the Indoor Air Quality (IAQ) of their home or business, they openly refer us to friends, family, and customers.

We strive to provide the best customer experience in our industry. Our sales center team treats each call as an opportunity to "hug the client". If there is a problem we don't ask, "what's the problem?" we say, "let's find a solution." Every customer is treated like family.

We educate our customers on what makes Modern PURAIR unique. Our technicians under-sell and over-deliver. They build value in our services and they deliver on our brand promises— without exception.

For each booking, our technicians call the client 15-30 minutes ahead of the scheduled arrival. They show up in a clean, shiny PURAIR branded truck, in a PURAIR uniform, with a warm smile across their face. They always introduce themselves to the client and show enthusiasm and pride for the service.

We embrace technology to help ensure our customer experience is the same in every city. The electronic Standard Operating Procedures for our weekly Sprinter inspections and all of our electronic job reports ensure that every client experiences the same level of service, coast to coast.

We love our customers and they continue to be our greatest advertisers; through word of mouth and online reviews. Our customers know what makes Modern PURAIR unique and they expect this in each step of our service delivery.

Customers love us so much that we have the most 5 Star Google Reviews in every market that we service.



MEASURING GROWTH

Growth is measured by daily, weekly, monthly, quarterly, and yearly reports. Our reports are simple to read and provide clarity. These figures are used to help us grow and expand.

All Franchise Partners receive these reports, which help us understand what's working, what needs attention, and when change is necessary.



PEOPLE, CULTURE, VALUES, AND SPIRIT

We believe, "it's all about people". We consider our people—our PURAIR team—in every decision.

When people walk into our office (the VENTbox) they can feel the buzz and they want to become part of it. It's a fun, fast-changing environment that feels electric. The open office allows teams from all departments to feel connected and the 'Can You Imagine?' wall helps our PURAIR Team to dream big.

Our team members' pride and positivity rubs off on others. We feel encouraged to be creative, innovative, and to share ideas and thoughts. Our people are driven and we serve as catalysts for their growth.

We are well known as a top employer. We have won awards and are recognized in the media for our culture and desirability.



BRAND PRESENCE

Modern PURAIR is Canada's largest IAQ franchise system. We have over 90+ Franchise Partners coast to coast across Canada, and currently operate in Idaho, Washing State, Oregon, Arizona, Montana and Nevada.

Our fleet of wrapped Modern PURAIR Sprinters has grown to over 150, helping us service over 125,000 commercial and residential clients annually. Customers continue to tell us "I see your trucks everywhere!"

From the first time our customers experience "The PURAIR Way" our service becomes an essential part of their preventative maintenance program.

Our regional and national accounts contribute heavily to Modern PURAIR's dominating market presence. Our brand continues to dominate every IAQ market where we operate. In every location that has been open longer than 24 months, we are leading the market for each service offered.



INTERGRITY

Our brand integrity is paramount. We follow through with what we say we'll do - no matter if its hard, costly, or difficult.

Because of our well-defined guidelines and practices, the Modern PURAIR brand is seamless across our entire franchise system. Customers who experience our service in different cities always enjoy our standard of quality and customer service, delivered "The PURAIR Way".



MEDIA AND AWARDS

We are unequivocally the best at what we do and we continue to 'wow' our clients and our internal teams, "The PURAIR Way". We have been featured in several publications and recently won Top Franchise in Entrepreneur Magazine. We have also been nominated as a 'top employer' for our people-first practices.

THE VENTBOX

Our 4,500 square foot headquarters sits in beautiful downtown Kelowna, BC. The VENTbox is spacious, bright, and modern—yet comfortable. Our open-floor concept allows us to all feel 'connected,' while also providing quiet 'break-out rooms' for progressive growth conversations.

The VENTbox Sales Center is the heartbeat of our headquarters. Over 50 team members in our inbound and outbound sales team continue to book at an amazing 80%+ conversion rate.

Our 9:55 AM daily "Huddle" focuses on the "wins" from the day before, as well as addresses any missing systems and opportunities. In this way we can lift each other up, congratulate each other for an awesome day, and become better as a whole.

Our weekly management team huddle is held in our conference room, with peek-a-boo views of Lake Okanagan. "What got you here, won't get you there" is mounted on our boardroom wall, with our "Can you Imagine?" wall in the main hallway. We share our positive focuses, check in on projects, and share a motivational quote to help us all get fired up before diving back into our project work.

Our Business Development team helps push, coach, engage, and empower our Franchise Partners to generate higher sales and profits. This team, combined with our customer care agents, also helps to leverage Franchise Partners' local marketing efforts. With over 250 national and regional partners, the Biz Dev team continues to innovate in building new revenue streams for our Franchise Partners.

LANE MARTIN
Co-Founder