



# Perma Treat: New Franchisee Your Business Growth & Support

Perma Treat Inc. 2023

# Why Choose Perma Treat?

## **Perma Treat Makes A Difference**

Our services greatly improve the homes and workplaces of our customers. This, in turn, means a successful business for you, your loved ones, your employees and community!

## **Strong Support System**

Perma Treat offers an excellent source of support for their business owners with the skilled professionals in its administration.

## **Team Effort**

Each Perma Treat franchise is locally owned and operated ... but we love to support each other within the Perma Treat family!



# About Perma Treat

- **We Are Different!**
- Perma Treat offers *unmatched* technology.
- As you have probably already learned, we work on a molecular level to penetrate into the surface to provide unparalleled protection for our customer's indoor and outdoor surfaces.
- Our lifetime warranty places us well ahead of the competition ... and offers you a great foundation for your business!



# How Do We Support You?

## Grow Your Business with Our Resources ...

- As a new business owner with Perma Treat, we understand you will need to know what tools you have at your disposal to initiate the growth and success of your franchise.

## Available to You:

- Call Center
- Local Shows
- Website
- Local Internet Marketing (SEO)
- Social Media
- Print Media / Advertising

# Call Center

## Support Team at the Call Center

- The Manager of the Call Center oversees and assists with all of its operations.
- The support team at the Call Center handle the day-to-day operations, and the influx of calls.
- We work with you throughout the month to ensure your success.



## Why Is It Important?

- Utilizing the services of the Call Center will allow you to focus on showing up for each customer and making the sale - fewer phone calls to make and take!
- While you are *always responsible* for knowing what is currently on your calendar/schedule, the Call Center support team are there to handle the scheduling for you! Additionally, they prepare your digital paperwork, and handle most customer questions.

# Local Shows

Participating in local Home Shows is a great way to develop leads.

Meet customers face to face - the perfect way to sell yourself and Perma Treat Services!

The Call Center will assist you with follow up. They will reach out to potential customers who offered contact information, but did not schedule at the show.

*(The Home Show pictured here cost only \$200, but resulted in numerous jobs!)*





The **Perma Treat Training Website** features extensive video tutorials on How to Perform Work, Best Marketing Practices and How to Use Operational Software. This site will accelerate your learning and help you to succeed!

## How to perform work

[View All](#)

Applying PT3100E



Applying Topical Sealer



Cleaning a Chapin Sprayer



Equipment/Job Set Up



Glass Cleaning



Grout Repair



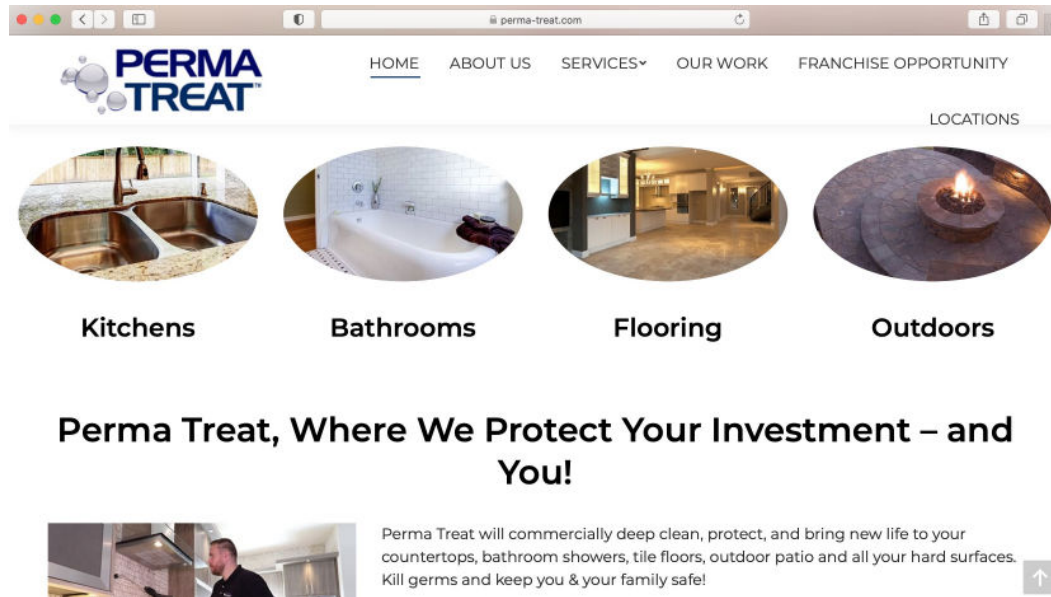
SDS/TDS Book



Sealers

# Website

perma-treat.com



## How Will the Website Help You?

Each Franchise has its own Perma-Treat.com franchise location page. Searches for our services in your area will lead customers to you.

**Regular updates are available!** You can have your page updated with new photos, videos, testimonials, and special offers! Frequent updates will result in stronger viewership!

[HOME](#)[ABOUT US](#)[SERVICES](#)[OUR WORK](#)[FRANCHISE OPPORTUNITY](#)[LOCATIONS](#)

### Bend, Oregon

[\(541\) 388-4222](#)

Contact Perma Treat in Bend, Oregon for all your Central Oregon hard surface cleaning and sealing needs.

Perma Treat in Bend, OR

### Boise, Idaho

[\(208\) 895-0000](#)

Veteran-owned Perma Treat in Boise is the leading hard surface and grout cleaning and sealing company in the Treasure Valley area.

Perma Treat in Boise, ID

### Las Vegas, Nevada

[\(702\) 780-1440](#)

Perma Treat in Las Vegas is ready to service all your hard surface and grout cleaning and sealing needs in the Las Vegas area.

Perma Treat in Las Vegas, NV

### East Phoenix, AZ

[\(602\) 666-6323](#)

Perma Treat in East Phoenix (Gilbert & Chandler) is ready to service all of your hard surface and grout cleaning and sealing needs.

### Portland, OR

[\(503\) 263-1313](#)

Perma Treat in Portland, OR is ready to address your hard surface & grout cleaning & sealing needs in the greater Portland area.

### Reno Tahoe, Nevada

[\(775\) 502-7907](#)

Call Perma Treat in the Reno Tahoe area for the best hard surface and grout cleaning and sealing services, indoors and out.

# Local Internet Marketing

**Local Internet Marketing** is a Search Engine Optimization (SEO) service that we use to create better visibility for your websites.

We consistently work to see that Perma-Treat.com will rank ahead of competitors when Google searches are performed.

For example, searching “Clean Seal Granite Boise, ID” on Google populates Perma Treat on the first page of results, making us easier to find among competitors!

**We** take “keywords” such as granite, tile, stone, floors, counters, bathrooms, etc. to generate search phrases on Google. These searches are then linked to the services listed on the Perma Treat website.

Additionally, these search phrases are monitored, updated and optimized on a regular basis, based on performance.

This is where **regular webpage updates** come into play! Better content leads to better results!



seal grout reno nv



[www.summit-cleaning.com](#) › [services](#) › [naturalstonecleaning](#) ▼

Natural Stone Resurfacing, Cleaning and **Sealing** ... Color **Sealing**: Sometimes, deeply stained **grout** or flat looking stone can be enhanced with color-enhancing ...

**Hard Surfaces Sealing & Restoration Services - Tile Cleaning ...**

<https://perma-treat.com> ▼

Perma Treat-Today's revolutionary nanotechnology cleaning and restoration service for marble, travertine, granite, tile and **grout** cleaning & **sealing** service.

**Affordable Grout Sealing | Reno**

[Ad](#) [www.jensonbrothers.com/contact-us](http://www.jensonbrothers.com/contact-us) ▼

Get **grout sealing** in **Reno** and surrounding areas. We look forward to serving all your needs. Contact us now for fast service. Fast Response Times. Get A Quote. Professional Services.

**Tired of Scrubbing Grout? | Stained Grout Can Be Fixed**

[Ad](#) [info.miraclemethod.com/grout/solution](http://info.miraclemethod.com/grout/solution) ▼

Our process makes tile walls & showers easy to clean. Don't replace your **grout** - **seal** it! Miracle Method's process repairs and completely **seals** tile. Get your free estimate. In Business Since 1979. BBB Accredited Business.

**Protect Your Investment | Seal Your Grout, and Stone**

[Ad](#) [www.ecoprocarpetcleaning.com/](http://www.ecoprocarpetcleaning.com/) ▼ ☎(775) 391-9697

Protect your Stone Surfaces from oil and water based spills. 100% Satisfaction. Family Owned Business. Safe for All. Expert Carpet Cleaning. Services: Carpet Cleaning, Tile and **Grout** Cleaning, Natural Stone Cleaning, Area Rug Cleaning, Upholstery Cleaning.

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# Social Media

## Facebook

Social media is the easiest, most cost efficient way to advertise and showcase your business. It's FREE!



Having a consistent social media presence will not only help people find your Perma Treat franchise, but learn about our services and see examples of your great work.

## Instagram

Remember to ask your customers to sign a **Media Release**. This will enable you to take Before & After photos and post them to your pages. These can also be added to your website landing page daily!

## Twitter

Ask your customers for reviews and testimonials! Remember, the more content you have out there, the easier you are to find!



Edit profile

**Perma Treat**  
@TreatPerma

We are a service-based company that specializes in cleaning, permanently sealing and protecting your interior and exterior hard surfaces.

[perma-treat.com](#) · Born July 1, 1971 · Joined October 2019


0 Following · 1 Follower

Tweets


Tweets & replies


Media

Likes

**Perma Treat** @TreatPerma · 13s


Showers can be quick to develop discoloring and stains. Let us give yours the Perma Treat difference! ☎877-346-4717. FREE Estimates! #bathroom #bathroomdesign #homeimprovement #cleaning #cleaningservice






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Posts

**Perma Treat Corporate**  
Published by Valerie Lumer [?] · November 25 at 5:54 PM · 🌐

Another amazing Before & After showcasing the Perma Treat difference! Call us today for your FREE estimate! ☎877-346-4717 #HomeImprovement #flooring #cleaningservice #tile #grout



Perma Treat Corporate  
@permatreat

Home

Services

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← **Twitter Post**      **Facebook Post** ↑

# Print Media

While a strong online presence is crucial for your franchise, print media is still very relevant as well.

Many franchisees advertise in various forms of print, or have print items created to hand out for future business.



## **Available Options:**

Perma Treat Brochure

Local Home Magazines

Thank You Cards

Referral Discount Cards

Special Offer Flyers

(See Print Packet for Examples)

# Clean, Seal... and SANITIZE!

Hard surface renewal for your home... inside and out

**10% OFF**  
YOUR ENTIRE  
PROJECT

**Tired of Struggling to  
Clean Your Shower?  
We Can Help!**

**Ask Us About Our  
Sanitizing Services  
and Products!**



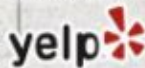
**Clean. Restore. Protect!** Restore natural beauty • Protect your investment



GRANITE • MARBLE • PORCELAIN, TRAVERTINE • GROUT REPAIR  
PAVERS • STONE *and more*

**UNMATCHED**  
WRITTEN WARRANTY  
SEALING PROCESS

minimum requirements apply • must mention Home Concepts  
Expires 12/31/20



ALWAYS SAY  
USA!™

**PERMA  
TREAT™**

**FREE** in-home estimates

**702-505-4801**

Perma-Treat.com

This is an example of a recent half page ad in a local home magazine in Las Vegas.

# Here's To Your Success!

As you can see, there are many avenues to help start, establish, and grow your Perma Treat franchise - all of equal importance and value!

Your Perma Treat Team is ready and available to help you!



*You got this!*

For customer service assistance, scheduling, paperwork, and general inquiries, please contact the **Call Center**.

For marketing and advertising assistance and approvals, please contact **Marketing**.

Please direct any other inquiries to the **Call Center**. If other members of the Perma Treat administration are needed, you will be guided accordingly.