



International Franchise Prospectus



A LIFE-CHANGING OPPORTUNITY TO JOIN A WORLD-CLASS TEAM

WELCOME

Welcome to the world of non-invasive leak detection! Thank you very much for taking an interest in the ADI Pro Leak Detection franchise.

Our franchise is an unmissable opportunity for you to take control of your own career and totally transform the way you feel about your daily working life. Being part of a franchise means you are in business for yourself, but not by yourself. This is your chance to be part of a network of talented and dedicated businessmen and women who are tapping into the earning potential of a very lucrative market.

At ADI, we have designed and innovated non-invasive techniques that have propelled leak detection and repair into the 21st Century. Being pioneers that have risen to the forefront of the market, we can offer you the expertise, training and guidance that you need to build your own successful and profitable business. With our tried and tested model, our experience and our support, we are confident that we can help you build a fulfilling and rewarding new career.

In this prospectus, we will introduce you to what we do and how we work, and explain what makes our franchise so special. We will take you through all the key facts and figures and explain how the franchise can work for you.

If you would like to know more, or have any questions about what you read here, please do not hesitate to contact us. We are incredibly proud of everything that we have achieved here at ADI Pro Leak Detection, and are more than happy to talk about how it can work for you too.

We look forward to welcoming you to our team.

Adrian Morgan & Monique Dray



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WHO ARE ADI PRO LEAK DETECTION?

ADI Pro Leak Detection are cutting-edge pioneers in Non-Invasive Leak Detection, and market leaders in a fresh and dynamic industry.

However, our origins are a lot more modest. We began in 1998 as a small group of plumbing and heating engineers, and while we enjoyed considerable success in the trade, we wanted to offer something that would be truly innovative and of unparalleled value to our customers.

Our lead engineer, Adrian, has always had a passion for problem solving, and it did not take long for him to notice an issue that was coming up time and again for our customers: finding and

fixing leaks with the minimal amount of damage and disruption.

Before ADI began to tackle the problem head-on, there was very little in the way of sophisticated leak detection methods available on the market, and it was near enough impossible to identify leaks quickly and efficiently, let alone without causing damage. Locating the leak usually meant digging up floors and causing a great deal of chaos and expense and distress to customers who faced days, if not weeks or months of disruption to their lives.



The Lightbulb Moment

From Inspiration to Innovation



The turning point came during the detection of a leak in a particularly difficult to access under-floor pipe. While a number of technological solutions such as thermal imaging cameras were available in the industry, we were finding that they were simply not effective enough for our needs and were determined to find ways to detect leaks without pulling whole floors up.

We decided this was our opportunity to achieve something that would make our mark on the industry. We invested a great deal of time and money - and more than a little blood, sweat and tears - into developing solutions that would change the way we all think about leak detection.

Our solution was a range of methods and technology that mimics the human senses, albeit in a much more powerful form. Equipment such as damp meters, endoscope cameras, tracer gas sensors, and a number of other specialist devices of our own bespoke creation, became part of our complex tool kit. We were soon able to offer a service that put us way ahead of the competition.

Since then we have adapted our techniques to enable us to locate leaks on swimming pool filtration systems and pool structures. ADI is now proud to be the only SPATA (Swimming Pool and Allied Trades Association) approved leak detection company in the UK.

The Future of Leak Detection

Our innovative approach to Non-Invasive Leak Detection has led us to become market leaders in the UK. As we continue to push the boundaries of non-invasive leak detection through our ongoing research and development, we hope to be the only people customers think to call upon to resolve their swimming pool or pipework leaks.

We believe that our business model can work almost anywhere in the world, and can act as a blueprint for other people like ourselves to enjoy the same success that we have.

This is where you come in.

ADI Pro Leak Detection is now looking to expand its existing operations through new strategic partnerships with local Area Development franchisees. We believe that your experience and knowledge of your local market, combined with our expertise, training and support, is a real recipe for success.

An ADI franchise is your opportunity to run your own profitable, turn-key business which can grow and thrive with you. It is a proven and affordable concept that allows you to take control and build a future that you can be proud of.

Transform your working lifestyle, and open up multiple new streams of income



OUR PLACE IN THE MARKET

The Problem

Homeowners and businesses are losing billions of pounds every year to hidden water leaks and the associated damage they can cause. The amount of water lost to leaks every year is truly staggering, and, as existing systems and infrastructure age, this demand is only increasing.

This is a global issue, and one that is increasingly urgent. According to sources such as the European Environment Agency and country-specific tourist boards:

- More than 100 billion Euros needs to be spent in the next 20 years to repair,

replace and upgrade the continent's water systems.

- Approximately 50% of all municipal and privately owned swimming pools are more than 20 years old.

Combine this with a growing population and ageing property stocks, water leaks are not only a perennial problem, but one that is on the rise. Untreated leaks can cause a great deal of collateral damage, as well as significant disruption to people's lives and businesses.

The Solution

Before we developed the art of non-invasive leak detection, the only option was to take up all the flooring and dig trenches until the leak was found.

By using advanced techniques to detect leaks quickly and efficiently, and without the need for invasive exploratory investigations, ADI can provide a solution that causes the absolute minimum of damage. As experienced plumbers and engineers

ourselves, we are also able to affect immediate repairs to leaks identified. This keeps costs down and provides the best possible solution for the growing market demand.

No matter what the economy is doing, chances are, if a home or business suffering a leak, the owner will need to have it fixed, and have it done with the minimum of intervention and disruption.



Duplicate our success for yourself

The Opportunity

Since we began to implement these new non-invasive methods, we have gained a reputation as the leak detection company to call upon, seeing our annual turnover grow to nearly £2million.

By becoming an ADI Pro Leak Detection franchisee, you will be able to take advantage of this advanced methodology, and be in a unique position to satisfy this increasingly thirsty market.

WHAT MAKES ADI UNIQUE?



We guarantee our customers:

- Minimal damage and disruption
- A value for money service
- Free advice and clear, upfront quotations
- Top-of-the-range equipment
- Ease and simplicity of service
- Outstanding customer service from contact to completion

Our pioneering techniques

While there are a number of leak detection services now available in the UK, ADI Pro Leak Detection operates at the very cutting-edge and is constantly striving for ways to expand and improve its services.

Our experience and know-how

Our decades of plumbing experience mean that we can not only find a leak, but also carry out the necessary repairs, often in the same day. Unlike many of our competitors, we can offer a complete package to our customers, without the need for calling multiple companies to resolve the problem.

Our professional approach

Our aim is to find and fix every leak we investigate, no matter how long it takes, and no matter what equipment is needed. We always guarantee enough time to offer a complete service by booking a full day for our customers, and bring every piece of equipment that could possibly be needed. This means there are no hidden costs from running overtime.

Our unbeatable customer care

We care about our customers' problems. By offering them a sympathetic and understanding ear, we provide reassurance during what is likely to be an emergency or other distressing situation. This builds a relationship of trust from the start and builds our reputation for reliability and professionalism.

THE FRANCHISE PACKAGE

How You Benefit

A successful franchise is so much more than just a customer-provider relationship. It is a true strategic partnership where our respective strengths can come together to help us both build our businesses in a sustainable and profitable way.

By combining our methodology and expertise with your skills, experience and drive, we can create a winning formula for success.

As an ADI franchisee, you will benefit from:

Our Blueprint for Success

- All our expertise and know-how in providing a Non-Invasive Leak Detection service.
- Cutting-edge equipment and technology.
- An agreed protected territory.
- Trading under our established brand name, with all the benefits of its reputation and recognition in the industry.
- Access to our service portfolio, pricing strategy and marketing materials.
- Access to our equipment suppliers.
- Promotion & listing on our website.
- Operating systems and manuals.



Training & Support

- Full training in the use of our advanced methodology and techniques, and in the repair of leaks identified.
- Open Water Diving Certification – required for swimming pool leak detection.
- The expertise, experience and commitment of our highly qualified team.
- Advanced technical support from our lead engineers.
- Use of our custom designed CRM to streamline your bookings and operations.
- Access to all the latest developments from our R&D.
- Being part of an international network with which you can share challenges, solutions and best practice.
- Ongoing support in converting leads, promoting your franchise, and expanding your customer base.

You will also benefit from:

- Support and assistance in launching your franchise.
- An opportunity to see a healthy profit, and impressive return on your investment.
- The independence and flexibility of growing a business on a scale that suits you.
- An agreed protected territory.
- Protected Industrial and Intellectual property rights.
- A lengthy Franchise development agreement with automatic renewal.



IS AN ADI FRANCHISE RIGHT FOR YOU?

Running your own business involves a lot of hard work, and an ADI Pro Leak Detection franchise is no exception. While we can give you everything you need to make it work, your franchise's success will be down to amount of dedication and commitment that you put into it.

However, for the right kind of person, you will find this work deeply fulfilling, and will be able to transform the way you think about your daily work life. Like us, you will approach each day with a sense of excitement and anticipation about facing challenges head on, and will come home every night with a deep sense of satisfaction and pride in everything that you have achieved.

We're proud of our modest beginnings, working our way up from a basic plumbing service into something that has literally transformed the world of leak detection. We have grown the business to a considerable scale with extremely attractive financial returns, and we want to offer the same opportunity to you, except with the benefits of all our hard work and experience. Our proven model gives you the best possible start in replicating the same success that we have enjoyed.

Joining a franchise has a lot of advantages over striking out on your own. If you are looking for a chance to be your own boss without taking on the significant risk that comes with starting a business from scratch, then this is a fantastic option for you.

Are you ready to take the next step in a lucrative new career?

WHAT WE'RE LOOKING FOR



The Right Experience and Skills

You don't need to have experience of leak detection to join the ADI franchise. We will provide full training in every aspect of our service and day-to-day business operations.

However, it is very important that you have some experience of working in general building, plumbing, mechanical engineering or other similar trades. You may have been a tradesperson yourself, or worked in the management and business side of a relevant trade.

Running the franchise will require both business skills and engineering skills. You may have both of these skillsets yourself, but we do also welcome any franchisees who approach us as a partnership of skills that complement each other. For example, you may have a strong entrepreneurial background and wish to team up with someone who has the technical experience required to actually deliver the service.

The Right Attitude

ADI Pro Leaks' success is founded on a desire to tackle problems head-on and find an innovative solution. We are looking for individuals who also embrace this attitude towards the role, right from delivering the service to growing the business.

We are looking for franchisees who enjoy problem solving and are capable of strategic, outside-the-box thinking. You, or your team, will need to be confident that you can combine your business acumen with a practical and methodical approach to everything that you do.

Even with the best possible start that we can give you, your success as a franchisee very much depends on how much work you put into it. As a result, you need to be driven, pro-active and inherently motivated. You need to be a strong leader, and be confident in delegating to others to create a strong, organised and efficient team,

Of course, you will also need to have access to the capital and financial resources needed to develop, and continue to support, your franchise business on an on-going basis.

If you've got what it takes to join our world-class team, we look forward to hearing from you today.

THE FINANCIAL DETAILS

The start-up cost for buying into the ADI Pro Leak Detection Franchise is approximately £100,000.

This figure includes:

- Leak detection equipment
- All training & ongoing support
- Custom designed CRM to manage your bookings, calendar, reports and invoicing
- Uniforms & stationary
- Staff and Engineer training
- Professional Fees
- All the necessary working capital to successfully establish the business
- All travel costs incurred during training
- Territorial demarcation cost

There will also be a local market exclusivity franchise fee, which will be negotiated on a case by case basis.

Please note that figures can vary depending on the territory and local market, with additional costs for travel and local set-up fees in overseas territories.



Ongoing Costs

There will also be an ongoing management services fee which is calculated as a percentage of your turnover. We would also expect you to spend a set range of your annual turnover on mandatory marketing.

Projected Earnings

Exactly how much you can expect to earn from your franchise can vary a great deal, of course, depending on a variety of factors such as location and the local market. It also depends heavily on your own success in making sales, converting leads and enquiries, and the effort you put into your own marketing. As such, these figures are for illustration purposes only.

However, based on our own success, we are reasonably confident that a successful franchise can expect the following pre-tax profits:

<p>Year One £118,000</p>	<p>Year Two £335,000</p>	<p>Year Three £639,000</p>
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THE NEXT STEPS



Are You Ready to Set Yourself Apart From the Competition?

We hope we have shared with you everything you need to know about the unique opportunity that ADI Pro Leak Detection can offer, and how it can help you to fulfil your ambition of running your own successful and profitable business.

If you're ready to begin your journey with us and build your own world-class, non-invasive leak detection business, here's what to do next:

Step 1 - Get in touch

We're here to help with any questions you have about the business and the opportunity. You're under absolutely no obligation at this stage – we just want to help you with any information you need to consider if this is the right franchise for you.

Step 2 - Arrange a phone interview

This is your opportunity to bring up any questions or concerns that you have, and make sure that you have everything you need. You'll be able to introduce yourself properly and get to know us a bit more. It is also our opportunity to learn more about you, your skills, and your expectations.

Step 3 - Complete a compatibility profile and an application form

This is to ensure that you meet the requirements of being an ADI Pro Leak Detection franchisee, and that we both understand what is required to make the franchise a success.

Step 4 - Attend a Discovery Day

We will arrange for you to come and visit us at our headquarters so that we can show you around and discuss all the most important and confidential information that we cannot give you over the phone. It's also a great opportunity for us to get to know each other face-to-face and make sure that we're happy to take things further.

Step 5 - Review and Assess

At this stage, we will need to focus on arranging the finance and making sure that you have the resources necessary for the franchise. We will also be carrying out our due diligence checks and assessing you as a franchisee. This is also your opportunity to assess us, and carry out your own due diligence checks.

Step 6 - Make the commitment

All being well, both of us will now be prepared to work together and take this forward. We can sign a franchise agreement and work closely with you to put everything in place for your new franchise.

Step 7 - Start your training

Take your first steps on an exciting new journey!

We're going to be with you every step of the way and look forward to welcoming you to the team!



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