

FRANCHISE OPPORTUNITY



**Ready to Refit
Your Future?**

Who We Are

For over 50 years, Mr. Rooter® Plumbing has earned trust with exceptional services across the US and Canada. With hundreds of locations, each ingrained and invested in the communities they serve, we've built a solid reputation and become the dependable, familiar face home and business owners count on. We're the reliable choice for installation, repair and maintenance done right every time – it's our **Neighborly Done Right Promise™**.

Our aim is to educate all franchise owners on the strategies and methodologies to empower those within our network to lead more fulfilling and prosperous lives.



260+

franchise locations in
North America

50+

years of
experience

\$190B+

revenue for the U.S.
plumbing industry*

*source: <https://www.ibisworld.com/united-states/industry/plumbers/1946/>

Opportunity in an Essential Market

Today, the plumbing industry is in the midst of a perfect storm. Homeownership rates are reaching record highs and the average age of a typical home is around 42 years. Aging pipes and sewage lines are beginning to deteriorate and **demand for plumbers is skyrocketing**.

New construction cannot keep up with the demand for the growing population, so people are looking to remodeling and move into older homes. The need for maintenance and repair of aging homes remains – **there are fewer and fewer plumbers to handle the uptick in service needs** across the country. There's never been a better time for the industry, or for those dreaming of becoming business owners within it.

Increased Focus on Specialized Service

Our focus on specialized service means you'll have **access to advanced techniques, equipment, and technology**, enabling you to offer customers a wider range of services than most independent plumbers. With our professional and consistent approach, you'll stand out in the industry, providing customers with the reliability and quality they expect from Mr. Rooter Plumbing.



Owning a Mr. Rooter franchise has changed our lives in many ways. For one, I think professionally, for me personally, I think it grew my skill set way more by challenging me to adapt quickly, on the fly, be innovative.

DEBORA ALBERO DARATA & BRIAN POOLE
Franchise Owners, Virginia Beach, VA



Learn more at franchise.mrrooter.com

Ownership Model

Mr. Rooter® Plumbing franchise owners embody the spirit of our brand. Beyond handling day-to-day affairs, our franchise owners in the plumbing industry wield the power to shape their business and team.

✓ Scalable Executive Model

Lead your team with a moderate point of entry, fostering potential for significant growth, while simultaneously building lasting relationships with home and business owners in your community.

✓ Essential Services

A full spectrum of essential services regardless of market/economic status.

✓ Established Systems

A training program that includes classroom-style and hands-on operations, sales, and marketing training to help you take your business to the next level.

✓ ProTradeNet® Buying Power

Price breaks from 250+ suppliers, \$8.3M+ system-wide rebates in 2025¹.

✓ Build A Legacy

Many of our franchise owners pass their business on to their family, building a lasting legacy.



North America Trusts Mr. Rooter Plumbing

- **Over 50 Years of Success:** Mr. Rooter® Plumbing is one of the most widely recognized, trusted and far-reaching plumbing franchise brands in the nation and abroad, with territory stretching from coast to coast and in several countries.
- **Service-Focused Technology:** From service demonstrations on iPads to GPS truck tracking and much more — we integrate technology throughout the customer experience to make their plumbing trouble as hassle-free as possible.
- **Top-Of-The-Line Techniques & Equipment:** With advanced and specialized equipment like trenchless sewer line replacement technology, Mr. Rooter Plumbing offers customers a wider range of services than most independent plumbers can provide.
- **Professional & Consistent:** Customers know who to expect, what to expect, and when to expect it — and know Mr. Rooter Plumbing plumbers aren't among the mixed bag of man-in-a-van operations our customers have dealt with in the past.
- **Operational Needs:** Qualifying license and physical location inside designated territory.



I needed the training on how to get out of the truck and focus on running the business. That is exactly what Mr. Rooter Plumbing helped me to do.

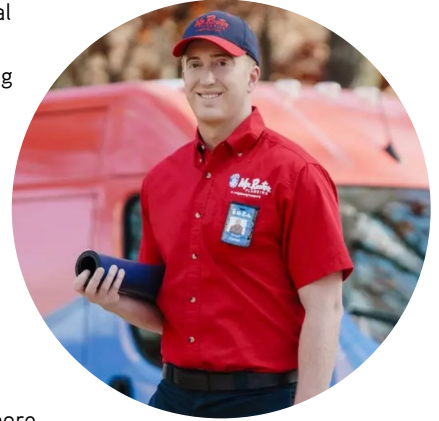
BRAD SIMS
Franchise Owner, Mr. Pleasant, Michigan

Trust, Service and Quality Work

When plumbing problems arise, it can be a real headache. From troublesome water pipes to pesky sewer line issues, Mr. Rooter® Plumbing provides the ultimate solution. As your dependable local plumbing company, we can handle any issue.

Mr. Rooter Plumbing has been your local source for plumbing and drain cleaning services since our founding in 1970. Over the years, we've built a solid reputation for delivering exceptional installation, repair, and replacement services, earning a place on Entrepreneur Magazine's Franchise 500 for more than a decade. Our commitment to excellence has set us apart in the industry.

Our dedicated teams, spread across the nation, consist of licensed and highly trained professionals ready to tackle any residential or commercial plumbing project. When you entrust your needs to the experts at Mr. Rooter Plumbing, you can be confident that you're receiving unparalleled service.



Enjoy Quality Plumbing Again

Good plumbing is not just about pipes. It's about building trust—about showing our customers the consideration and courtesy they deserve. That's where our plumbers excel. Our professionals are consistently friendly and warm with every client we visit, providing them with a world-class experience.

We offer a wide array of services including:



Plumbing

Repair those small leaks before they become a big headache.



Drain Cleaning

Kitchen, bathroom and sewer clogs



Sewer Line Repair

Avoid costly sewer replacement with a sewer line repair.





Resources and Support

The Neighborly® Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



5,500+
franchise locations

\$4.6B
systemwide revenue

Marketing Tools

Mr. Rooter® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones. **Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.

Rebates and Discounts

Through **ProTradeNet**, Mr. Rooter owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through Neighborly's powerful network, Mr. Rooter franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

Stay Connected

Get ongoing training and **guidance from a seasoned Franchise Business Coach**, and strategize with other accomplished Mr. Rooter franchise owners at regional and national gatherings and workshops.

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing **respect** for all people



Integrity

Acting with **integrity** in all dealings



Customers

Serving **customers** with enthusiasm



Having Fun

And **having fun** in the process

Our Franchise Relationship

As much as Mr. Rooter® Plumbing is in the plumbing business, it's also in the business of possibility, opportunity and empowerment. We meet owners where they are, leverage our knowledge and experience in business within the field of plumbing and drainage service to guide even those entrepreneurs with no industry experience toward becoming skilled businesspeople. It's all part of our mission: to teach our principles and systems of personal and business success, so that all people we touch live happier, more successful lives.



Mr. Rooter franchise owners embody the spirit of our brand. They're presented with the chance to attain a satisfying lifestyle and share a few key traits:



Drive to Succeed

Fueled by the desire to emerge as leaders in the home service sector in their communities.



Excitement for the Industry

We meet owners where they are and guide them to becoming skilled businesspeople.



Desire for Growth

Achieve the level of success you've been aspiring to with an established model.

High-Potential Margins

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$152,900–
\$298,675¹**

estimated initial investment range

- Territories available nationwide
- \$100,000 in available liquid capital required
- \$250,000 net worth



20%

**off minimum initial franchise fee for
qualified veterans²**

As, a Founding Member of VetFran, we proudly offer active or retired U.S. or Canadian military members who were honorably discharged and who meet our qualifications for purchasing a franchise.

Ask us about financing options that might be available.

Some Shocking Numbers²

\$8,162,009

Top 10% Average Gross Sales

\$6,087,233 Top 10% Median Gross Sales

\$2,093,531

Average Gross Sales

and \$1,257,146 Median Gross Sales for 100% of franchise businesses

\$147,745

Bottom 10% Average Gross Sales

and \$149,691 Median Gross Sales for Bottom 10% of franchise businesses

1. Does not include real estate costs, +any additional franchise fee + any real estate costs. The Mr. Rooter franchise cost range includes the initial franchise fee. Refer to Item 7 of the 2026 Mr. Rooter SPV LLC Franchise Disclosure Document for complete details. 2. All figures are based on annual Gross Sales as provided through our Software System for Reporting Businesses during the Reporting Period of January 1, 2025 through December 31, 2025. Refer to Item 19 of the 2026 Mr. Rooter SPV LLC FDD for full details. Top 10% of franchised businesses: Based on 19 Reporting Businesses, 5/(26%) achieved or exceeded this average. All Reporting Businesses: Based on 193 Reporting Businesses, 64/(33%) achieved or exceeded this average. Bottom 10% of franchised businesses: Based on 19 Reporting Businesses, 10/(53%) achieved or exceeded this average.



a **neighborly** company

To learn more about **joining the Mr. Rooter® community** and starting your successful business, contact us now at:

833-439-0318 or
franchise.mrrooter@nbly.com

You can also get **more information** about Mr. Rooter at:

franchise.mrrooter.com

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.