

GSM BUSINESS SYSTEMS, INC.

Take advantage of the strong economy and opportunity to enter the growing Basement Water Control industry.

GSM Business Systems, Inc. is a New York State corporation established in 2000, based in beautiful upstate New York. In 1987, George Massery, the founder and CEO, became involved in the basement water control industry.

Beyond George's experience in the home improvement and water control industries, he has mentored entrepreneurs and coached corporate managers in creating more productive work environments and systems in a variety of industries.

Since early 2000, GSM created a client focused and highly efficient business model that was the basis for Superior Basement Water Control; this resulted in loyal clientele and strong repeat business. During that period, GSM also developed installation methods and administrative procedures that cut through the costly and grueling "trial and error" process of expanding or creating a competitive company. "Waterproofing" franchises entered the market.... Unable to compete, they left.

GSM Business Systems, Inc. is offering comprehensive training, support, and exclusive territories in the basement water control industry. Additionally, the training focuses on developing high integrity, strong cash flow, and client trust...the foundation of any company's sustainability, especially in leaner times.

The following information provides an overview of the dealership opportunity . At its core, is a focus on efficiency, integrity, and a true team effort with all parties... the result is a lean and profitable organization.

We welcome the opportunity to speak with you; please feel free to contact us by using the information at the end of this overview.

GSM BUSINESS SYSTEMS, INC.

DBA

Superior BASEMENT WATER CONTROL... *EXPERTS*

“BUSINESS – IN – A – BOX”

***BASEBOARD WATER CONTROL SYSTEM
CERTIFIED DEALER TRAINING PROGRAM***

OVERVIEW

GSM BUSINESS SYSTEMS, INC.

SECURED TERRITORY AGREEMENT & CERTIFIED DEALER OVERVIEW

THIS IS A HYBRID - NOT A FRANCHISE; YOU HAVE FULL CONTROL OF PROFIT STRUCTURE, WARRANTIES, & OWNERSHIP OF THIS OPPORTUNITY. FOLLOWING THE TRAINING, WE ARE YOUR EXCLUSIVE DISTRIBUTOR AND SUPPORT SYSTEM

PURPOSE: TRAIN A MOTIVATED AND ORGANIZED ENTITY TO BECOME A “CERTIFIED DEALER” OF A PATENTED, HIGHLY PROFITABLE, AND COST COMPETITIVE PRODUCT. CERTIFIED DEALER WILL HAVE AN EXCLUSIVE, ESTABLISHED MARKETING AREA, KNOWN AS A “ SECURED TERRITORY”. AN AGREEMENT IS PROVIDED THE DAY TRAINING IS COMPLETED; THIS IS OUR COMMITMENT NOT TO SOLICIT OR INSTALL THE SYSTEM IN YOUR “TERRITORY”. YOUR INVESTMENT IS NOT TO PURCHASE A “TERRITORY”; IT IS FOR THE TRAINING, STARTER INVENTORY, DOCUMENTS, BASIC/SPECIFIC TOOLS, AND ONGOING SUPPORT THAT WE HAVE FOUND SUCCESSFUL AND/OR USEFUL

MARKETING AREA/SECURED TERRITORY: WITHIN 1 (DRIVING) HOUR OF DEALER’S PRIMARY OFFICES

PRODUCT: APPROXIMATELY 50% OF BASEMENTS LEAK; THIS “SYSTEM” SOLVES OVER 90% OF BASEMENT WATER SEEPAGE ISSUES. DUE TO ITS SIMPLIFIED INSTALLATION, THIS BASEMENT WATER CONTROL (COMMONLY REFERRED TO AS “WATERPROOFING”) SYSTEM REQUIRES LESS LABOR AND TOOLS, WHICH RESULTS IN SIGNIFICANT SAVINGS FOR PROPERTY OWNERS AND A COMPETITIVE EDGE FOR “CERTIFIED DEALER”

CERTIFIED DEALER CANDIDATES SHOULD:

- BE A REPUTABLE COMPANY OR INDIVIDUAL THAT REGULARLY PARTICIPATES IN THE HOME IMPROVEMENT OR REAL ESTATE INDUSTRY
- PROVIDE 3 LOCAL BUSINESS REFERENCES IN THE POTENTIAL MARKETING AREA
- BE ABLE TO MARKET THROUGH LOCAL/REGIONAL ORGANIZATIONS, DIGITAL/ELECTRONIC MEDIA, EXISTING CLIENTELE, PRINT MEDIA, AND SIMILAR METHODS

INVESTMENT (SEE NEXT PAGE FOR “WHAT’S IN THE BOX”):\$19,000. \$10,000 DEPOSIT; THREE \$3,000 PAYMENTS OVER SIX MONTHS, STARTING APPROXIMATELY 45 DAYS AFTER TRAINING IS COMPLETED.

GSM BUSINESS SYSTEMS, INC.
BASEMENT WATER CONTROL CERTIFIED DEALER PROGRAM
“BUSINESS IN A BOX”

WHAT'S IN THE BOX

TRAVEL ACCOMMODATIONS: CANDIDATE(S) SECURE LODGING; LUNCHES AND DINNERS ARE PROVIDED FOR 2 DAYS (UP TO 3 PEOPLE)

TRAINING – (HANDS-ON AND CLASS ROOM = 20 – 25 HOURS)

- PRESENTING SOLUTIONS
- DEVELOPING BASIC INVENTORY
- INDUSTRY SPECIFIC MATERIALS
- ENVIRONMENTAL MANAGEMENT
- CAUSES AND SOURCES OF SEEPAGE
- IDENTIFYING SYMPTOMS & INDICATORS
- PERFORMING ASSESSMENTS/DIAGNOSES
- INDUSTRY SPECIFIC NOMENCLATURE/TERMS
- ESTABLISHING YOUR COST AND CLIENTS' COST
- DESIGNING AND INSTALLING WATER CONTROL SYSTEMS
- DEVELOPING THE BASEMENT WATER CONTROL TOOL BOX
- “HANDS-ON” TRAINING AT PROJECT SITE (IF AVAILABLE) OR AT GSM FACILITY

DOCUMENTATION (COPYRIGHT RELEASES)

- LEAD SOURCES
- WRITTEN WARRANTY
- MARKETING MATERIALS
- INSTALLATION AGREEMENTS
- POST INSTALLATION MATERIALS
- COST AND PROJECT OUTLINE FORMS
- “HARD” AND DIGITAL COPIES OF TRAINING MANUAL

ON-GOING POST TRAINING SUPPORT: PHONE, VIDEO CONFERENCE, EMAIL

STARTER INVENTORY: TYPICAL PROFIT FROM SALES WILL PAY FOR MAJORITY OF INITIAL INVESTMENT

INDUSTRY SPECIFIC TOOLS (\$200 IF PURCHASED): BASEBOARD WATER CONTROL SYSTEM INSTALLATION ACCESSORIES AND TOOLS. YOU MAY PURCHASE ADDITIONAL ITEMS.

**THE FOLLOWING PAGES ARE
EXAMPLES FROM THE STEP-BY-STEP
ON-SITE TRAINING AND MANUAL**

WHO WE ARE AND WHAT WE DON'T DO

1. **Who** – First and foremost, you are a *Service* organization that specializes in Basement Water Control; part of that service includes providing clients *cost efficient methods of achieving the desired results*. It doesn't matter if you are the first or the last company to meet with the client; what matters is that you build trust through a thorough, honest, and easy to understand explanation of **what the client needs... And why they need it**. You will never accomplish both, if you **don't ask questions** and **listen** to their concerns... Otherwise you're selling and that's not service – what we DON'T do.
2. **Approach** - No matter how many other “water proofers” Client has spoken with (or will speak with), virtually everyone will encourage digging up the floor to install “their” system (we refer to them as “diggers”); if the water is entering at the cove, it's an unnecessary expense. If they don't understand that, you will NEVER gain their trust..... NO TRUST, NO SALE! What we DON'T do
3. **Price** –DON'T have price gimmicks that lure or “close” clients on the first visit. NEVER call them back with a better price. Check your work, develop a system that solves the problem, and price it appropriately.... Who We Are
4. **Fine Print**–NONEXISTENT. We do everything possible to have full disclosure, while keeping our documents to one page, and legible fonts... TRUST – Who We Are
5. **Up-Charges** – If it benefits clients, we do it; **if it doesn't, we don't** – PERIOD. Expensive dehumidifiers, air cleaners, etc. are unnecessary the majority of the time. If a client loses power often, then suggest the emergency battery back-up system. Otherwise, they can purchase dehumidifiers and fans on their own. Franchise “water proofers” are pressured into selling all the “extras” at huge markups. What We DON'T Do.

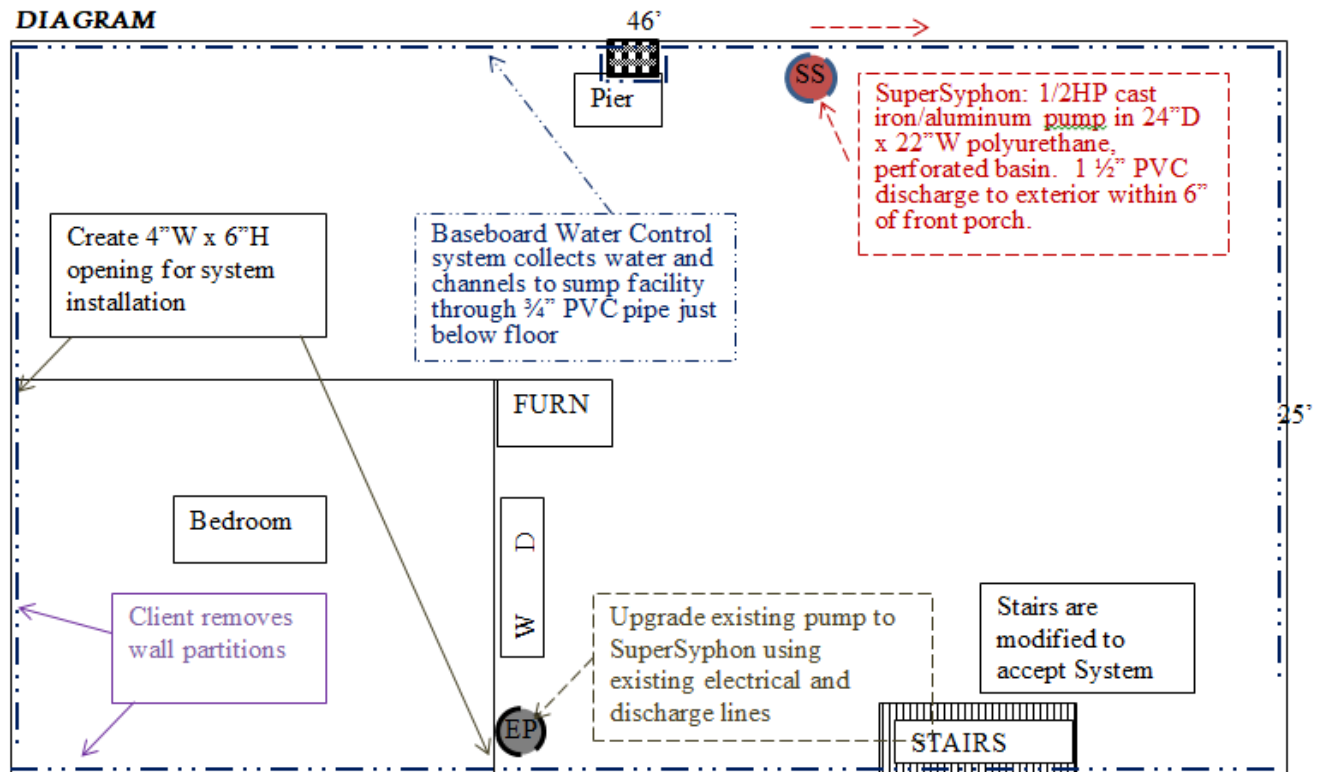
BWC INSTALLATION PROCESS

An accurate estimation of the project is not possible without sufficient knowledge of “what it takes” to complete it. Though each project is different, the majority of projects use the same materials and ALL use the same installation methods. Installation Labor and Site Preparation are the primary variables: site preparation, anticipated standing water, Sump Facility installation, wall condition, clutter, etc.

See corresponding photos on accompanying page (there is no #1)

Installation process –The following steps (where applicable) are “typically” the order in which a project is completed (graphics are on the following page with corresponding numbers):

1. Review project with client
2. Install or modify sump facility w/dischARGE
3. Create chase-ways and modify stairs
4. Remove loose paint or similar debris within 2' of floor to avoid contamination of prepared installation surface
5. Drill weep holes in concrete block wall and prepare cracks
6. Scarify
7. Layout BWC & bond to floor
8. Apply finish (front) adhesive
9. Test installation for leaks
10. Leave jobsite cleaner than you found it!



QUOTE: \$8,842 + \$64 tax for project outlined above By: JS # Photos Taken 6

THIS QUOTE IS VALID FOR 30 DAYS. WE APPRECIATE A 50% DEPOSIT AND 50% ON COMPLETION

BASEMENT WATER CONTROL

INSTALLING THE SOLUTION – PHASES

BASEBOARD WATER CONTROL SYSTEM

1. SUPERSYPHON INSTALLATION OR SUMP PUMP UPGRADE
2. SITE PREPARATION: CREATE CHASE-WAYS, STAIR MODIFICATION, FLOOR/WALL PREPARATION (REMOVE LOOSE PAINT, SCARIFY, DRILL WEEP HOLES)
3. BASEBOARD LAYOUT
4. BASEBOARD INSTALL - BOTTOM BEAD
5. BASEBOARD INSTALL – FRONT/FINISH BEAD
6. BASEBOARD TEST (NOTE LEAKS ON DIAGRAM)
7. CLEAN-UP (ALWAYS LEAVE PROPERTY CLEANER THAN YOU FOUND IT)
8. PHOTOS (2 OF EACH WALL)
9. CLIENT INSPECTION & APPROVAL
10. CLIENT PAYMENT



2 New sump facility. Water is drained to sump system through 1/2" PVC pipe just below floor.....



3 Openings are created in walls to connect system between rooms



4 Loose paint is removed from walls. Holes are drilled in concrete blocks to release water



5/6

Water drains from holes & floor is prepared for system installation



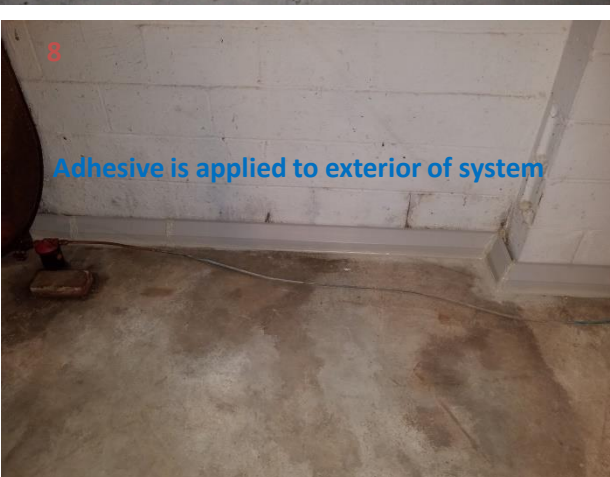
7

Non-toxic, odorless adhesive bonds water control system to floor



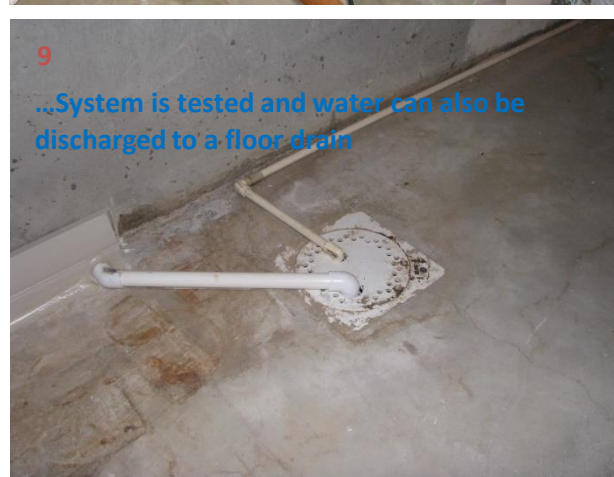
7a

Sections are connected with waterproof couplings



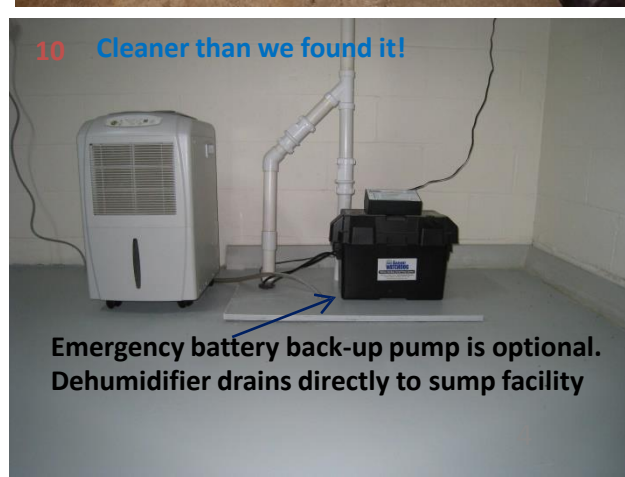
8

Adhesive is applied to exterior of system



9

...System is tested and water can also be discharged to a floor drain



10 Cleaner than we found it!

Emergency battery back-up pump is optional. Dehumidifier drains directly to sump facility



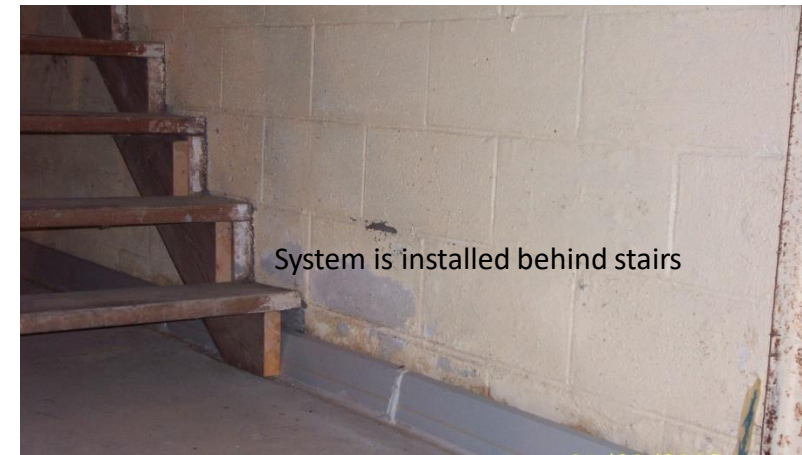
Wet Before



Dry After



Small pipe installed below floor



System is installed behind stairs



Before



Water Control System installed



Same room during remodel