



CHRIS EMPEY FINDS FULFILLMENT CONVERTING HIS BUSINESS TO PUROCLEAN

By Elizabeth Hawkins, Manager of Franchise Development Marketing

One of our newest franchise owners, Chris Empey, Riverton, UT, converted his decades-old family restoration business into a PuroClean franchise in May of this year. I spoke to Chris about his reasons for joining a franchise system and why he feels this will directly lead to greater success for him and his team.

“Growth and opportunity are limited as an independent. I saw joining the PuroClean family as a way to break that ‘glass barrier’ and associate with members of a world-class brand with unparalleled leadership,” remarked Empey. He attributed his growth as a franchise owner to the culture and dedication of the corporate team, stating it is a valuable aspect of his success as a PuroClean owner.

One of the toughest battles an independent brand fights is getting support and quality training. Empey found both with PuroClean in just a short time. “One of the biggest benefits is the association with other like-minded owners and a staff of people dedicated to helping you learn, grow, and succeed. As an independent, I did not have access to any of that, I had to go out and create or find whatever I needed without the support

of a team or peers who could have helped me gain better insight about a decision before making it. I’m not alone anymore,” he explained.

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Not only was there no network of support as an independent business owner, but critical software necessary for every job was costing him and his business more money every year. By becoming a franchise owner with PuroClean, he is now benefitting from 50% savings on software, such as PuroMetrix, important vendor partnerships, discount savings, and technical support for equipment. Our system provides an advantage to not only the franchise owner but also staff through our on-site and online training at the PuroClean Academy.

Empey recalled why he chose entrepreneurship, saying, “Now I have the opportunity to have a positive influence on our community and our clients, and am able to make a positive difference in the lives of our team members and their families. I also have the opportunity to create my own destiny rather than follow someone else’s plan for my life.” We are certainly happy to have Chris on board Team PuroClean and help him fulfill his dreams.