

Leader in
Asbestos, Mold
inspections
and testing



We are a franchise in the **Indoor Air
Quality Industry** and our future is to
be the **best franchise for
Asbestos Mold Inspection and
more...**

Who We Are

IRIS Environmental Laboratories Franchise
Opportunity is an **emerging brand**
on **Indoor Air Quality**



The Industries We Serve

- 
- The logo for IRIS Environmental Laboratories, featuring a stylized green and blue mountain-like shape to the left of the text "IRIS" in a large, bold, blue sans-serif font, with "ENVIRONMENTAL LABORATORIES" in a smaller, blue sans-serif font below it.
- Asbestos remediation companies
 - Mold remediation companies
 - Restoration companies
 - Demolition companies
 - Insurance adjusters
 - Contractors
 - Home owners
 - Real estate agents
 - Public Offices (Municipalities, State and Federal divisions)
 - Law firms
 - Doctors
 - Professionals (Architect, Engineers, Plumbers, Electricians)

The IRIS Environmental Laboratories Group

A joint venture of 4 companies, three of them founded by the brothers Rodrigo and Rick, and J&S Environmental Laboratories, which was added to the group by acquisition in 2016.

- **J&S Environmental Laboratories 2002**
- **BioTerra Environmental Solutions 2012**
- **IRIS Environmental Laboratories 2016**
- **IRIS Alliance 2018**



THE IRIS ADVANTAGE

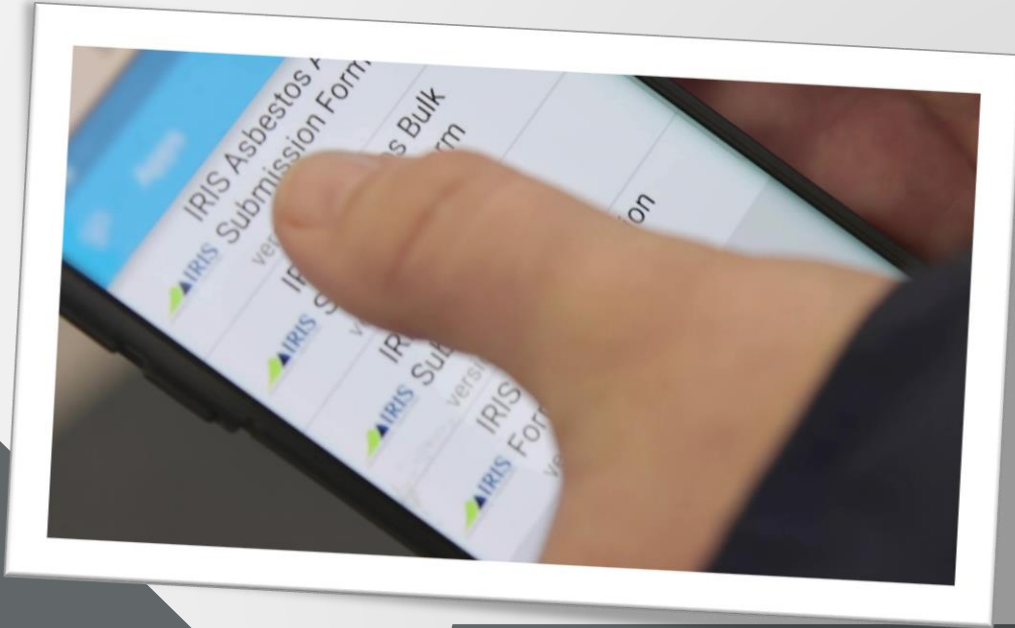
IRIS Environmental Laboratories franchise opportunity is designed for people with no experience. It is possible to start in as little as 30 days.

Why does Iris Environmental Laboratories Franchise Opportunity stand out from others?

- Low-cost franchise: \$31,300
- Home-based concept, the overhead to operate the business is extremely low.
- Has its own laboratory



Privately Label Software



“Using the app on the phone makes things so much easier. You have all the options in there for different types of materials, different areas of house or building you may be in. It definitely cuts a lot of time off the job and makes things much easier.” Steven Scoles

Ongoing support



- Newsletter
- Toll-free Line
- Field operation
- Proprietary Software
- Security & safety procedures
- Franchisee Intranet Platform

**When you become a
franchisee, the lab
analysis will always
have the lowest price.
Guaranteed.**



IRIS Environmental Laboratories franchisees must be certified in three specialties.

1. Asbestos Building Inspector
2. Asbestos Air monitor
3. Mold Inspector



After training, the franchisee is ready to offer up to five different services to clients in three different categories. In other words, **3x times** more opportunities.

That's the IRIS franchisee advantage.

3 DIFFERENT EXPERTISE

1

ASBESTOS BUILDING INSPECTOR

Conduct inspections of residential properties for

- Health concerns
- Renovation
- Demolition
- Post remediation and more

2

ASBESTOS AIR MONITOR

Conduct air monitoring and collect air samples for

- Renovation
- Demolition projects
- Air clearance
- Health concerns and more

3

MOLD INSPECTOR

Conduct mold inspections for

- Insurance claims, health problems
- Flood
- Renewal
- Clearance
- Leak identification and more.

Marketing Strategy

Over the years, we have collected thousands of data points which allow us to cross reference and apply the best online strategies for the target audience and lead acquisition.

We apply cutting edge strategies and technology to target as many leads as possible. In addition, we have a dedicated team to update the website and social media.

Another important element that we consider a very powerful marketing tool is the referral program. A good portion of services a franchisee will provide is Business to business. The franchisee will refer business and get business in return, creating a perfect stream line of referrals.

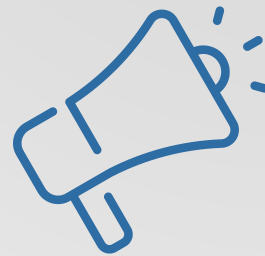


Marketing Support

- Co-op Advertising
- Regional Advertising
- SEO

- Email Marketing
- Ad Templates

- Social Media
- Website Development



*For any given company nowadays, the average cost for digital marketing services ranges from \$2,500 to \$12,000 per month / \$30,000 to \$144,000 annually

Font: Forbes & Inc 5000

**IRIS will provide most of the digital marketing for you included in the system.



Jenna Marcus



“I Hired Rick and his team for a job recently. Extremely professional and my results were given to me quickly. I will definitely be using this company again for future.”



“We want to scale with **Quality. That's why we don't settle for less than the best, and customers endorse IRIS Environmental Laboratories.”**

The brothers Rick and Rod

Indoor Air quality has been and will continue to grow according to U.S Indoor Air Quality Market Report 2016-2021. The market is currently \$8.3 billion in 2016 and should be \$10.8 Billion by 2021.

HOW BIG IS THE MARKET?

According to the EPA, the average American spends 93% of their lives indoors, 87% in buildings then another 6% of their life in automobiles. Giving to the fact that people are more self-aware of indoor air quality can play on health, not to mention the recent COVID-19 pandemic crisis, the demand for these services will naturally ramp up.

SITE VISITS

- 2 to 5 jobs per day
- Average price of \$300 to \$500
- total average of \$600- \$2,500

The average price for an inspection or air monitoring starts at \$350 and can reach up to \$15,000 depending on the project.

SAMPLE COLLECTION

- Average of 10 to 30 samples
- Average \$25 each
- Total average of \$400 - \$1,500





Arsenije Adamov



“IRIS LABS are true professionals. We deal with Rick & his team in Union, NJ and they are very knowledgeable in the environmental field. The staff is very friendly & they have a quick turn around time.”



“We want to scale with Quality. That's why we don't settle for less than the best, and customers endorse IRIS Environmental Laboratories”

The brothers Rick and Rod

**We don't want to offer only
Asbestos and Mold Inspections
services. We are aiming to extend
the offer of indoor air quality to**

OMNI **INDOOR AIR** **QUALITY** **SOLUTIONS**

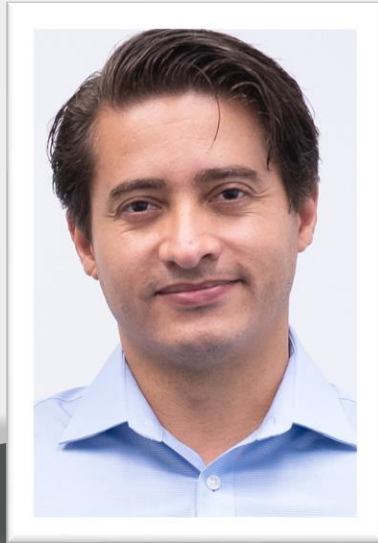


All franchisees will benefit from the diversification of IRIS Indoor Air Quality Services.

If you share values such as integrity, attention to details, caring for people in their time of need and taking pride in your work, this is a great opportunity to open and operate your business yourself or run multiple locations with staff and field inspectors.



Rod Eustaquio
CEO – Cofounder
IRIS Environmental Laboratories



Rick Eustaquio
COO – Cofounder
IRIS Environmental Laboratories

Thank you

Any Questions?
Call us directly and we will speak with you

