

Provision	Section in Franchise Agreement	Summary
		<p>open and operating as of the date your Franchise Agreement expires and/or is terminated; (iv) within a 60-mile radius of any other designated territory that has been granted by us in connection with any Franchised Business as of the date your Franchise Agreement expires, is assigned, or is terminated, regardless of whether a Franchised Business is open and operating in that designated territory.</p> <p>During this 2-year period, these parties are also prohibited from: (i) soliciting business from clients of your former Franchised Business; or (ii) contacting any of our suppliers/vendors for a Competitive Business purpose (subject to applicable state law).</p>
s. Modification of the agreement	Section 2(F), 18(C), and 18(D)	Must mutually agree on any modifications to the Franchise Agreement but we may unilaterally modify the System and USA Insulation Operations Manual.
t. Integration/ merger clause	Sections 18(C) and 22	Only the terms of the Franchise Agreement are binding (subject to applicable state law). Any representations or promises outside of the Disclosure Document and Franchise Agreement may not be enforceable. Nothing in the Franchise Agreement or any related agreement is intended to disclaim the representations made in this Disclosure Document.
u. Dispute resolution by arbitration or mediation	Section 21(B) and Section 21(C)	Except for certain claims, all disputes must first be submitted to mediation. If the mediation is unsuccessful, all continuing disputes must be arbitrated before the American Arbitration Association closest to our principal office. (subject to applicable state law).
v. Choice of forum	Sections 21(F) and 21(G)	Litigation in state or federal courts of state in which our principal office is located (Subject to applicable state law).
w. Choice of law	Section 21(I)	The Franchise Agreement is governed by the laws of the state of Ohio (subject to applicable state law).

ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote our franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the

information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

As of December 31, 2024 there were 55 franchises operating a total of 109 designated territories in the USA Insulation franchise system. Excluded from this number is 4 franchises who operated a total of 10 territories that permanently closed as USA Insulation businesses in 2024. None of these franchises operated for less than 12 months before closing.

The information in the tables below is derived from 41 USA Insulation franchises operating a total of 79 designated territories, and with respect to the last table, our affiliate-owned USA Insulation business. The first of these Franchised Businesses opened in 2008 and the latest opened in 2023. Excluded from the tables below is information from 8 franchises with 17 territories that did not operate for the entire 12-month period ended December 31, 2024. We also excluded 6 franchises who failed to provide us with the data disclosed in this Item 19.

This Item sets forth certain historical financial data derived from data reported to us for the calendar year ended December 31, 2024 in three tables:

- The first table provides 2024 average Gross Sales information for all 41 franchises.
- The second table provides this same information and certain cost information for these same 41 franchisees, but we have placed them in quartiles in descending order based on their individual Gross Sales for 2024.
- The third table provides the same information provided in the second table but only for our affiliate-owned location for 2024.

2024 Gross Sales¹ Information

Average	High/Low:	Median:	Number/% that Met/Exceeded Average:
\$2,437,318	\$5,060,986 / \$216,180	\$1,116,695	7 / 17%

First Quartile

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
Franchise #1	5	\$5,060,986	5%	8%	15%	11%
Franchise #2	2	\$4,477,733	6%	13%	10%	16%
Franchise #3	3	\$3,362,406	2%	23%	10%	14%
Franchise #4	3	\$3,211,321	7%	11%	11%	14%
Franchise #5	2	\$2,969,890	7%	11%	11%	14%
Franchise #6	2	\$2,868,529	4%	6%	9%	28%
Franchise #7	1	\$2,657,067	5%	16%	7%	13%
Franchise #8	1	\$2,355,007				
Franchise #9	3	\$2,269,429	5%	8%	15%	11%
Franchise	1	\$2,248,319	11%	8%	11%	11%

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
#10						
Franchise #11	7	\$2,126,254				
Average Gross Sales: \$3,055,176						
Median Gross Sales: \$2,868,529						
No./% that Met or Exceeded Average Gross Sales: 4/36%						
High/Low Gross Sales: \$5,060,986 / \$2,126,254						

Second Quartile

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
Franchise #12	3	\$2,018,618	6%	14%	13%	12%
Franchise #13	1	\$1,954,256	8%	8%	20%	8%
Franchise #14	1	\$1,924,680	0%	25%	7%	15%
Franchise #15	2	\$1,706,443	14%	16%	12%	10%
Franchise #16	2	\$1,618,328	5%	8%	15%	11%
Franchise #17	1	\$1,500,000	9%	25%	13%	16%
Franchise #18	1	\$1,480,098	5%	8%	15%	11%
Franchise #19	5	\$1,446,334				
Franchise	1	\$1,415,275	6%	13%	9%	18%

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
#20						
Franchise #21	2	\$1,369,047	7%	11%	11%	14%
Average Gross Sales: \$1,643,308						
Median Gross Sales: \$1,559,164						
No./% that Met or Exceeded Average Gross Sales: 4/40%						
High/Low Gross Sales: \$2,018,618 / \$1,369,047						

Third Quartile

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
Franchise #22	1	\$1,325,632	11%	8%	11%	14%
Franchise #23	2	\$1,244,401	5%	8%	15%	11%
Franchise #24	3	\$1,116,695	4%	10%	8%	22%
Franchise #25	1	\$1,085,759	4%	10%	9%	22%
Franchise #26	1	\$1,062,285	6%	16%	8%	12%
Franchise #27	1	\$1,014,138	7%	8%	11%	14%
Franchise #28	1	\$980,235				
Franchise #29	3	\$905,961	4%	16%	11%	28%
Franchise	3	\$859,633	1%	11%	3%	22%

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
#30						
Franchise #31	2	\$845,718	7%	9%	9%	14%
Average Gross Sales: \$1,044,046						
Median Gross Sales: \$1,038,212						
No./% that Met or Exceeded Average Gross Sales: 5/50%						
High/Low Gross Sales: \$1,325,632 / \$845,718						

Fourth Quartile

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
Franchise #32	1	\$750,868				
Franchise #33	2	\$741,936	4%	18%	9%	10%
Franchise #34	1	\$702,127	6%	14%	0%	26%
Franchise #35	2	\$656,425				
Franchise #36	1	\$636,045	4%	16%	11%	28%
Franchise #37	1	\$597,967	4%	22%	9%	9%
Franchise #38	1	\$542,878	5%	16%	2%	15%
Franchise #39	1	\$423,514	4%	12%	8%	20%
Franchise	2	\$302,123	4%	16%	11%	28%

Franchise	No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ²
#40						
Franchise #41	1	\$216,180	4%	36%	5%	67%
Average Gross Sales: \$557,006						
Median Gross Sales: \$617,006						
No./% that Met or Exceeded Average Gross Sales: 6/60%						
High/Low Gross Sales: \$750,868 / \$216,180						

Affiliate-owned Business

No. of Territories	Gross Sales ¹	Cost of Proprietary Foam Products as a % of Gross Sales ²	Cost of Goods as a % of Gross Sales ²	Cost of sales commissions as a % of Gross Sales ²	Cost of Labor as a % of Gross Sales ^{1, 2}
3	\$3,840,742	9%	16%	16%	12%

NOTES:

1. “Gross Sales” as used in this Item 19 has the same meaning as “Gross Sales” disclosed in Item 6 of this Disclosure Document and as is used in the Franchise Agreement. “Costs of Goods” includes all insulation products other than our Proprietary Foam Insulation products that a franchisee would ordinarily purchase. “Cost of Sales Commissions” is the amounts paid to sales personnel on client sales. “Cost of Labor” is the amounts for payroll for installation technicians (excluding benefits). These costs to franchisees have been reported to us by our reporting franchisees discussed in the chart above. The items in the chart above related to percentage of Gross Sales were determined by taking the total amount of the applicable cost for that outlet and dividing it against the Gross Sales for that outlet.

2. The information in this Item 19 does not reflect all costs of sales, operating expenses or other costs or expenses that must be deducted from the sales figures to calculate net income or profit.

3. The dollar amounts shown in this Item 19 have been rounded to the nearest dollar and the percentages have been rounded to the nearest full percentage point.

Written substantiation of the data used in preparing this information will be made available upon reasonable request. Except for the corporate-owned location, the information contained in this Item was reported to us by our franchisees.

Some outlets have sold/earned these amounts. Your individual results may differ. There is no assurance you'll sell/earn as much.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Kelli Schroeder at 17700 Saint Clair Avenue, Cleveland, Ohio 44110, telephone (617) 997-4729., the Federal Trade Commission and the appropriate state regulatory agencies.

ITEM 20 **OUTLETS AND FRANCHISEE INFORMATION**

Table No. 1
System-wide Outlet Summary For Years 2022 through 2024¹

(Column 1) Outlet Type	(Column 2) Year	(Column 3) Outlets at the Start of the Year	(Column 4) Outlets at the End of the Year	(Column 5) Net Change
Franchised	2022	59	91	+32
	2023	91	102	+11
	2024	102	109	+7
Company- Owned	2022	1	1	0
	2023	1	1	0
	2024	1	1	0
Total Outlets	2022	60	92	+32
	2023	92	103	+11
	2024	103	110	+7

¹ For purposes of this Table each franchisee's Designated Territory under a Franchise Agreement is considered a "Franchised Outlet".

Table No. 2
Transfers of Outlets from Franchisees to New Owners (other than the Franchisor)
For Years 2022 through 2024¹

(Column 1) State	(Column 2) Year	(Column 3) Number of Transfers
Idaho	2022	1
	2023	0
	2024	0
Illinois	2022	2
	2023	0
	2024	0
Maryland	2022	0
	2023	2
	2024	0