



United Infrared, Inc.

UNITED INFRARED (UI) FREQUENTLY ASKED QUESTIONS (FAQs)

1. What is United Infrared all about?

United Infrared Inc. is a corporation designed to provide a complete and application-specific resource system for a nationwide network of local contractors of infrared thermographic services as well as providing specific infrared surveying services to the target market segment. United Infrared's members enjoy access to marketing tools, leads from our national marketing campaigns efforts, and preferred pricing on equipment and training.

2. What are the benefits of membership?

- Reduce the learning curve costs of getting into the IR business
- Discounts on Level I infrared thermography training
- Discounts on equipment
- Application-specific training and mentoring from professionals with decades of experience
- Sales and marketing resources such as pre-made brochures, web, TV, radio and print ads
- Credibility and support
- Business tools that you need such as report templates, invoicing, legal documents, etc.
- Sales leads within a defined territory

3. I have an existing successful business, why would I want to join?

If you have a desire to expand your business into another similar market segment, UI is for you. Membership has many benefits for even a successful infrared business including being part of a national network and also preferred pricing on equipment and training. If you have a great business now and are perfectly happy the way things are, you may have no need for our network. Keep in mind, you can make back your membership cost simply with the savings on equipment purchases. You might want to expand your business into another similar market segment without an expensive, onerous learning curve. United Infrared can offers you the opportunity to expand your business in a controlled fashion, by being part of a national network with buying power and marketing moxie.

4. I do not have any IR experience, what do I need to do?

That's OK. UI was established to help you start from nothing and develop into a successful service business. You must obtain a certificate from an approved Level I Infrared Thermography Course and join United Infrared. Then you can buy any module training that we are offering at that time. We can help you get the training, equipment and mentoring that you need to start your infrared contracting operation. Our approach is to be a full-service business coaching provider. There is no magic in what we are doing; we put together the components that are required to make a small infrared contracting business run, but you will still have to work hard to make the business successful.

5. Can I join just to buy the equipment or training at a discount, without buying a module?

Yes, but you must be trained to receive leads and be a part of any of the networks. If you plan on doing infrared thermography, UI will be offering something in line with what you will be doing. Joining our network now will give you advanced notice of module release and opportunities to purchase your equipment at a savings. Also, if you buy a membership and later decide that UI is not for you and you have not taken advantage of any of the many benefits, we will gladly refund your \$500 membership fee.

6. Do I have to sign any agreements?

Yes. When you go to check out of the store to buy the membership, you must agree, download and return a signed agreement to us within 30 days. If you buy a membership, and then change your mind within thirty days and have not utilized any of the benefits of membership, we will gladly refund you 100% of the membership fee.

7. What quality controls do you use for screening contractors?

We must produce a high-quality end-product for our customers, so we put quality assurance measures into place. As part of our QA program:

- To receive leads and become part of each module network, you must provide UI with a certificate from an approved training provider that you have successfully completed a Level I Infrared thermographer training course.
- Each module has a training session that you must successfully complete.
- We will routinely review a sampling of the reports to the customers.

8. How will you get me business?

United Infrared will have an individual marketing plan established for each module. Extensive market research will be done to help establish each of our modules as the leading source of thermography contracting today. Many of our marketing efforts will involve web, media, print and direct mail to the specifically targeted markets. United Infrared will also help contractors to effectively market their individual territories by offering professionally-made brochures, business cards, logos, and video advertising. At the same time we will focus on the national marketing approach.

9. All businesses need to make a profit to survive, so how does United Infrared profit?

Like our member contractors, United Infrared is a for-profit business operating with income-generating procedures, so that we can provide a top notch organization. United Infrared has established relationships with vendors and manufactures to offer preferred rates to our membership, and at the same time they offer us a referral fee or other consideration. All of our operations include a profit: United Infrared's membership fee helps to cover the costs of management of our organization including the development of our modules. The module fees pay for the trainers, module production costs (class materials) facility rentals, food costs, advertising production costs and the national marketing campaign. The lead fee pays for the ongoing advertising and marketing campaign of the individual modules. It is our incentive is to teach you how to get work and sell lots of work for you, so that we all profit. If we are successful, you will be successful!

10. Explain everything about the territories?

Each Module has separate territory assignments. For the first module, EnergyScanIR, here is how it works:

- Territories are initially assigned using zip codes and based on population (500,000-1,000,000 residents). Major metro areas will have between 2-5 contractors where suburbs will have 1 contractor likely covering multiple areas. The area will only be as large as you are willing to cover for our suggested service fee. (For example, Wyoming only has 500,000 people in state, so if you are willing to cover entire state, it will consist of 1 territory. Now, if you are in California, there are at least 30 territories due to the large population.
- United Infrared is not a franchise but rather a membership of contract thermographers. It is not our intention to over-saturate an area but rather to have 100% coverage of the United States. At the same time, we want to make sure the public has a prompt service. Therefore territories may be split up based on amount of leads going to a particular area.
- The leads will likely only be a small portion of your overall business; therefore we have come up with the following limits: For a particular territory, if United Infrared forwards 10 leads over 3 consecutive months, the territory will be subject to split. Let's say UI leads make up 10% of your total business; if we give you 10 leads/month, that means that you are probably doing 100 surveys/month and therefore you will not be able to properly service your clients in a timely manner. This is simply business as we want to make sure the clients are adequately serviced. We will give you the option first to add an additional person within that territory, and if you decline, we will then open additional territory to another contractor. We came up with the 3 months in a row because of this...Suppose we do a media blitz in your territory and 50 jobs come in one month, but only 8 the next month. We didn't want to judge your territory on that temporary business increase. Three months is a much better judgment of business flow.

- We are not a franchise, so you are not limited in the amount of work in an area or “territory”. The territories are only about the leads that we generate in a specific territory. Only the leads provided by United Infrared will be subject to the lead fee. Any business that we teach you how to generate are 100% yours and not subject to our lead fee (10% on EnergyScanIR, for instance).
- Many contractors have become very excited about the lead generation that United Infrared is providing. Although it will be very beneficial for our initial members, it will not be the core of your business. The goal of United Infrared is to give to our membership the opportunity to be a part of a bigger picture (a nationwide network of contract thermographer) and therefore get the tools needed to help their own local marketing efforts with proven techniques -which we teach in the module training classes. We have priced our individual modules with the benefit that all that is received can easily be justified with the investment.
- The core benefit of joining now while your territory may still be available, is that when we launch new modules, you will receive the first right to purchase prior to being made available to anyone else.

11. What do the modules cost?

Modules range from \$500 to \$2500 depending on application. Our first module, EnergyScanIR has a \$1500 cost to join the network and receive the training.

12. I noticed that UI has 6 training modules on the website, will you be adding more?

UI will be constantly adding modules.

13. What will each module involve?

Each module includes a training session, marketing session and certification of membership in that network. Membership in that network will allow you to receive leads for work in that application in a given territory.

14. What manufactures/vendors do you work with?

UI has currently secured relationships with top manufactures of IR equipment, training providers and equipment sources. In addition, we have negotiated business relationships for financing options, software development, and marketing resources.

15. What is cost to join UI?

Membership is \$500.

16. How long is my membership? Once I join, are there any other costs?

Membership is for a 12-month period. Our company development and future growth is dependent on our network. The membership fees help develop and maintain our company operations. The modules pay for costs needed to market and train our contractors in our system.

17. What ongoing benefits will my membership have?

The larger our network becomes, the more benefit we will offer; to our customers, to our vendors and to you.

- The larger our membership, the easier and more cost-effective it is for us to perform a quality job in a given area, because logistics costs are reduced.
- The more contractors we have in the network, the more the vendors will want to be a part of our organization and the better the discounts they will offer because of the increased volume.

This benefits you because you will get more work and get better prices on equipment! This is why we need to grow the network to have coverage of the entire US. With our network in place, we will be able to launch new modules which will be higher value jobs, since we can negotiate national contracts.

Are you ready to join?

Go to: www.UnitedInfrared.com/store