



**Last Update August 27, 2009**

### **Contact:**

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### **Referral / Lead Process:**

ALL Business Alliance referrals / leads must submit the '[BAI Pre-Qualifying Confidential Questionnaire](#)' in order to register a candidate (Effective: July 10, 2009)

### **Franchise Sales:**

Single: Yes

Multiples: No

Area / Master Development: No

### **Additional Information:**

FIRESTORM '[e-Brochure](#)' (Effective: June 2009 / click on the link to view / download the brochure)

FIRESTORM '[June 16, 2009' - BAI Affiliate Webinar](#)' (Effective: June 16, 2009 / click on the link to view / download the slides)

### **Description of Franchise:**

Firestorm has developed step by step plans, processes, and procedures to assist companies in planning for and managing disasters and crises. Today, we are experiencing increased natural disasters, terrorism, and health crises/epidemics. The Red Cross states there are 70,000 disasters annually in the United States. The Department of Labor has identified that 40% of businesses struck by a disaster never reopen and of those which do, 25% close within two years. To address these concerns, Congress mandated that the Department of Homeland Security and FEMA establish a certification program for Business Continuity Plans in the private sector under Public Law 110-53, Title IX. The Firestorm system allows a franchisee to put their business experience and contacts to work using the **PREDICT. PLAN. PERFORM.™ Systems** developed by the company to help companies develop business continuity and disaster plans. They can support executives in making critical decisions, before, during, and after a disaster or crisis. With 85% of the infrastructure of the country in the private sector, "Preparedness is not a luxury, it is a cost of doing business" for all companies. *Every Crisis is a Human Crisis* and Firestorm has helped people and solved problems by designing continuity plans for Fortune 500 companies to crisis management support at Virginia Tech after the shooting.

### **Background:**

Year Established: 2005

Year First Franchised: 2009

Franchised Units: 4

Company Owned Units: 1

Projected New Units (12 months): 20

States/Countries Registered In: All 50 States and Washington D.C.

Availability in Canada: Masters / Area Developer: Not Available at this time - Registration in Canada will be available in the future.

### **Financial/Terms - Single:**

Cash Investment: \$60,000 to \$100,000

Total Investment: \$60,000 to \$100,000

Minimum Net Worth: N/A

Franchise Fee: \$55,000

Discounts: VetFran, Women, Minorities? No

VetFran Program Participant: No

Royalty: 8%, \$1,000 per month minimum after three months

Ad: 1% after 6 months, 2% after first year

Average # of Employees: 1-2

Passive Ownership Allowed: Yes, Will be run by Owner or full-time manager with active oversight from Owner.

Earnings Claims: No

**International Expansion:**

International Opportunities: N/A, at a later time

Countries, outside of United States, where the concept is currently available or plans to expand: N/A

Single Unit Availability: N/A

Multiple Unit Availability: N/A

Area Development or Master Availability: N/A

Cash Investment: N/A

Total Investment: N/A

**Support & Training Provided:**

Financial Assistance Provided: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Co-operative Advertising: In the future as needed

**Training:**

Firestorm provides all of our franchise partners a one-week comprehensive training program in Atlanta or other selected spots

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