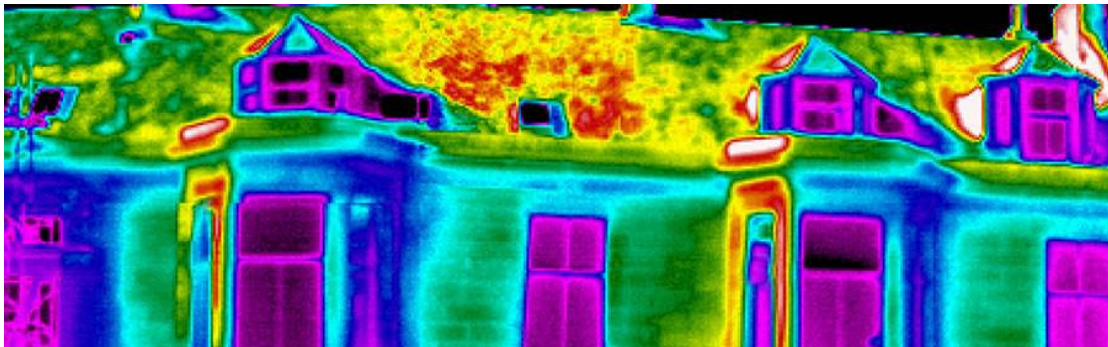
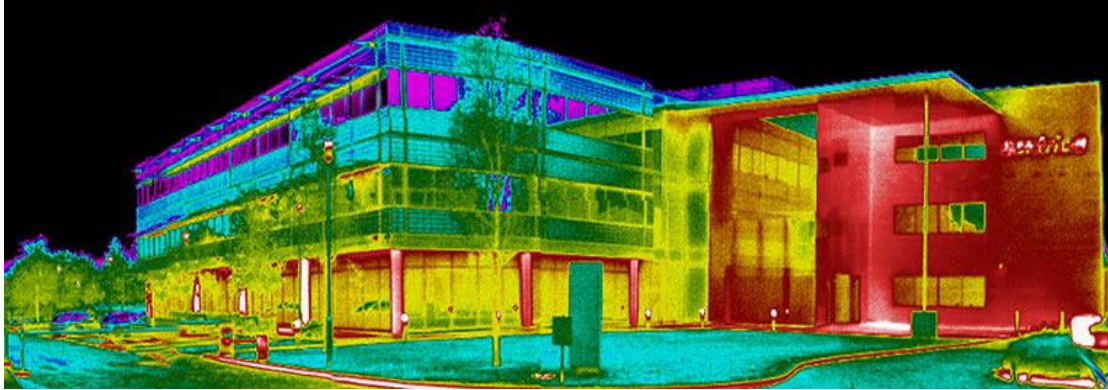




Clarity of Vision



**“Leading the Way in Thermal Imaging....
Allowing you to see energy for the very first time”**

FRANCHISE PROSPECTUS



Clarity of Vision

IRT Surveys
Franchise Prospectus

<u>Index</u>	<u>Page</u>
1. Introduction – Letter from Stewart Little, M.D.	2
2. The IRT Surveys Market Opportunity	5
3. What is Infra-Red Thermology?	6
4. Why Choose an IRT Surveys Franchise?	7
5. The Training Process and On-going Support	11
6. IRT Surveys Franchise Earning Potential	12
7. Franchise Package + Costs	13
8. Next Steps	15



Clarity of Vision

“We will teach you everything you need to know to build a Thermal Imaging Business with an excellent revenue potential & the ability to build a highly profitable business & capital value”



Stewart Little, Managing Director
Alan Little, Technical Director

“Our services save our clients hundreds of millions of pounds every year through the identification of building defects and energy loss.

Our unique, high tech approach also removes the need to carry out expensive, destructive and very time consuming building tests as we can accurately and quickly pin point any defects”

Hello,

My name is Stewart Little and I am delighted that you have taken the time to investigate this unique Thermal Imaging Franchise Opportunity. Demand is very high for our services and we are now the largest independent infra-red surveying practice in the UK.

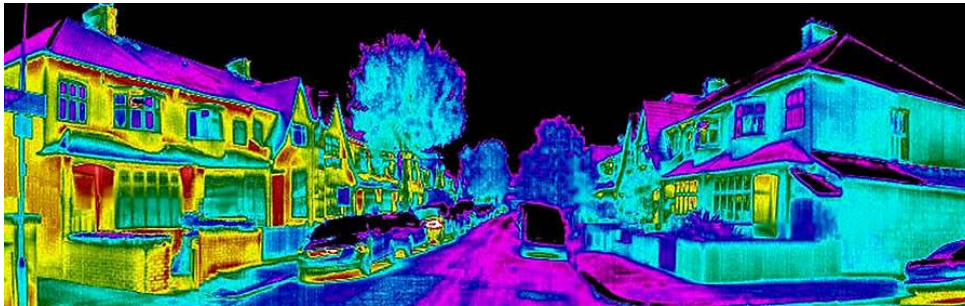
We have surveyed over 12 million metres of flat roofs, solved countless persistent defect issues, resolved numerous disputes and helped business owners ensure they have energy efficient buildings that are free of defects, resulting in substantial savings for our customers.

In addition energy efficiency & saving solutions is a fast emerging sector and infra-red offers a unique insight into energy loss from buildings via our ground-breaking technology. Increasingly, infra-red is the weapon of choice in this sector to meet our challenging environmental and legislative targets. **You will be on the front line of this important, state-of-the-art technological market opportunity.**



Clarity of Vision

IRT Surveys - Brief Overview



Established in 2002, IRT Surveys Ltd. is an ITC certified and UKTA registered thermal imaging company founded by Stewart and Alan Little who have over 17 years experience. IRT specialize in non-destructive testing of buildings via infrared surveys, thermal imaging and electronic leak detection.

The political landscape is firmly focused on reducing carbon emissions and the global economic climate means businesses & consumers all want to save money. It is becoming increasingly socially unacceptable to ignore climate change. Our **unique** thermal imaging technology allows ***you to literally see energy for the first time.***

Our **experience and expertise** together with the **high demand for our services** means that we are now in a position to expand our operation further through an exciting business opportunity - a franchise network of committed, high performing individuals. We are offering franchises throughout the UK (36 territories) with international expansion also underway. A number of UK franchise territories have already been sold and are operational.

Prospectus

This prospectus will tell you exactly what this opportunity is all about – a little bit of our history, about the business as it is now and the key benefits you will enjoy as a franchisee. We will also provide details of how much you can potentially earn and what your initial investment will be.

The prospectus should provide you with all the information that you need to help you decide whether this opportunity is one you would like to take further.



Clarity of Vision

Next steps

The next step in the process is to call us on **0845 5193 474** or complete and return our franchise application form and then arrange a visit to our head office in Dundee. This will give us both the opportunity to meet each other, give you the chance to see the business first hand – and provide you with the chance to ask any questions that you may have. This initial meeting will also give us the opportunity to get to know you and to assess your suitability as an IRT franchisee.

Who are we looking for?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service that our customers have come to expect. We also require a combination of sales experience, technical knowledge and skills, preferably earned in the construction industry.

We will only accept people who will be able to meet the level of quality and service that we have set; who want to provide an experience that is second to none.

If having read through the Prospectus you believe you have the necessary skills and desire to become an IRT Surveys Franchisee, then I will be delighted to meet you to discuss the opportunity & your suitability as an IRT Franchisee in more detail.

Best regards,

Stewart Little
Managing Director

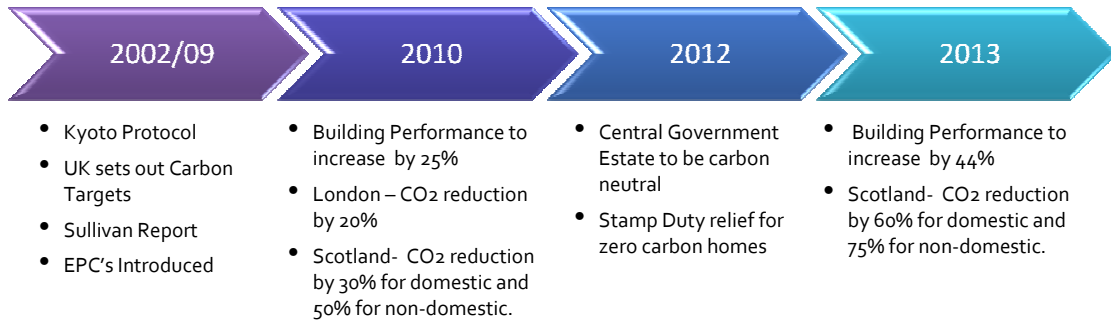


Clarity of Vision

2. The IRT Surveys Market Opportunity

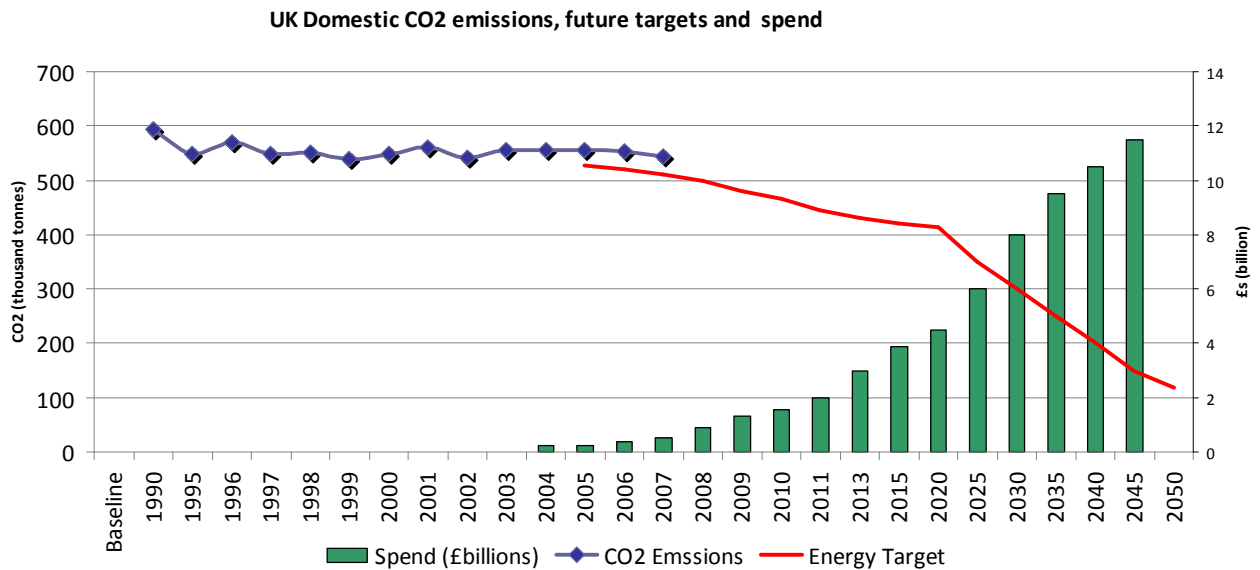
There is a substantial market opportunity emerging as a result of global governmental and socio-economic pressures to address both climate change and fuel poverty. The UK is taking a lead role with legislation and budgets now identified to address objectives to 2011 and beyond.

Action timeline



CERT Legislation (Carbon Emissions Reductions Target)

Eliminating 42 Million Tonnes in Carbon production by 2011. The budget projections forecast up to £2.76 billion of spending over the next 3 years (based on CERT and future forecasts)



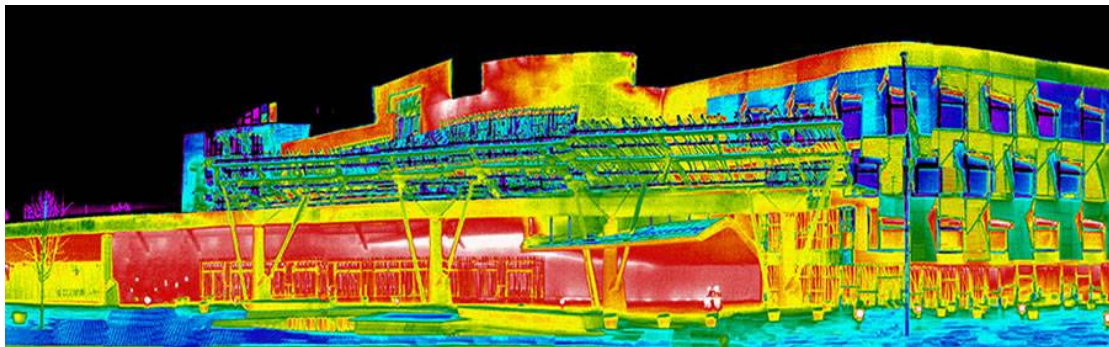


Clarity of Vision

3. What is Infra-Red Thermography?

Infrared Thermography can be defined as seeing heat. It works on the principal that everything above -273°C has energy which is invisible to the naked eye. By using high performance instruments we can not only see and measure this energy we can also take thermal images of it, producing an infra-red survey of your roof or building.

IRT Surveys Ltd uses this infra-red Thermography Technology (thermal imaging) to assess flat roofs for damaged insulation and trapped moisture allowing owners to make an informed decision whether to strip or overlay. We also locate building defects such as missing insulation, delaminating render, condensation problems & can see energy loss.



IRT Surveys - Products and Services

IRT Surveys provide a variety of key services to clients across the United Kingdom and internationally. These products and services are available to franchisees to offer within their exclusive territory.

- Infrared Thermographic Surveys (Infrared Building Surveys)
- Thermal Imaging
- Building and Roofing Surveys
- Continuity Insulation Analysis



Clarity of Vision

4. Why choose an IRT Surveys Franchise?

a) IRT Competitive Advantage – The Winning Formula

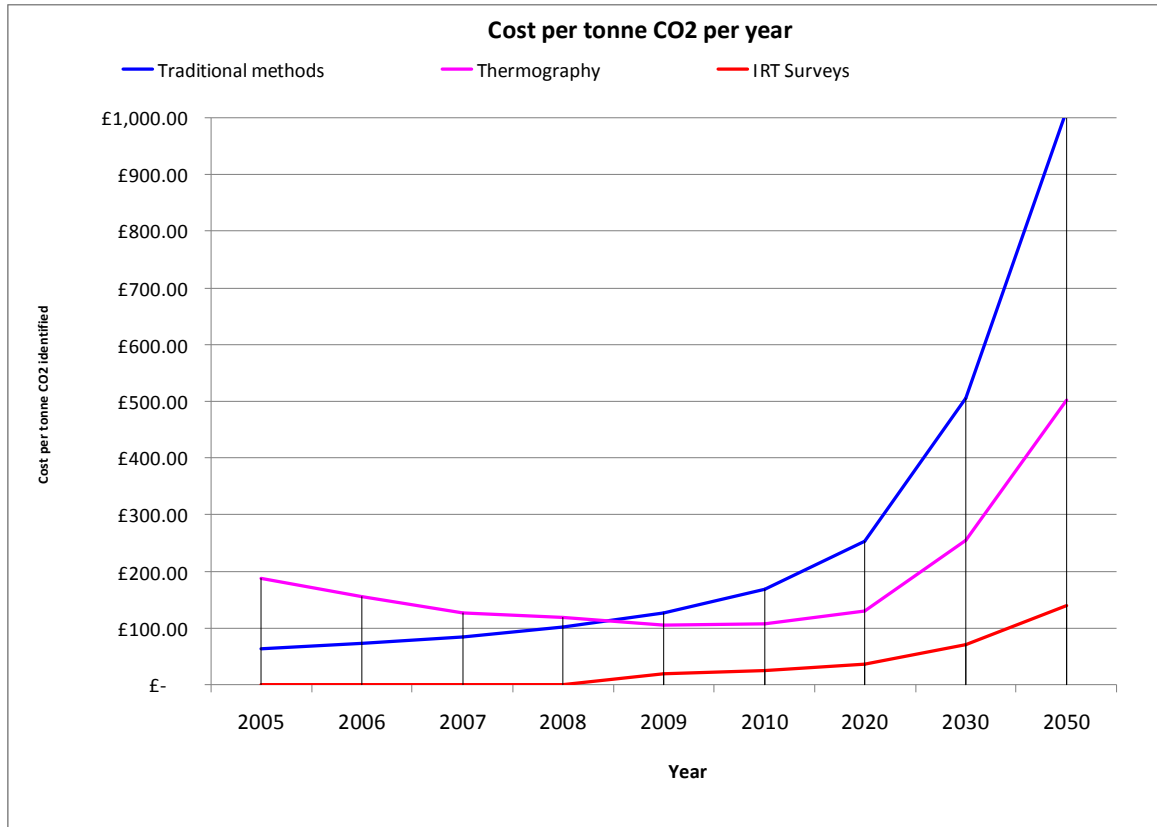
Infra-red is a key weapon in the battle against climate change. Our portal can, for the **first time**, enable you to literally see energy loss. Uniquely, the portal provides known return on investment figures before embarking on a project. Demonstrable kWh's, CO₂ and monetary savings all broken down and backed up with clear thermal images. Think of the Envision portal as a set of scales - "weighing" buildings pictorially, then providing a detailed graphic carbon diet plan.

IRT can be used to identify energy loss and specifically target the biggest losses first - meaning faster savings. Whether that means an entire city, housing stock, a street or even a house type within that stock - IRT is an invaluable tool in helping meet the Governments CRC targets. Utility companies are embracing this technology to maximize their budgets and prove real savings to their clients and governing bodies.

The graph below shows the relative costs in detecting the opportunity for carbon and energy savings. Identifying problems at the beginning of this initiative were relatively easy with a positive impact being made with en-mass cavity wall insulation for older particularly council or social housing stock. The detection costs have increased as the "low hanging fruit" has been addressed and carbon reduction / energy savings opportunities now need specialist attention in order to detect the next "layer" of issues for corrective action.



Clarity of Vision



There is now an excellent opportunity to capitalize on the **unique IRT Surveys** value proposition which combines:

- The brand reputation of a Survey business specializing throughout the UK in Non-Destructive Testing (NDT) for over 8 years
- Unique patented infra-red image analysis technology accessible via web-portal to
 - Quantify energy and carbon savings opportunities within the building
 - Pre-analysis in the assessment of building fabric integrity and identification of defects
- Access to a team of qualified infra-red thermographic surveyors who will deliver first class Survey Reports to the very highest professional standards
- A highly competitive price point resulting from the application of web-enabled image analysis technology as a substitute to pain-staking manual analysis process
- A proven product / service with an increasing demand and tangible added-value and cost saving benefits – crucial in today's economic environment



Clarity of Vision

b) Credibility and use of Company Brand

As part of the Franchise Agreement you will have access to the IRT Surveys processes, systems, name, logo, website, history and stationery. This gives you the credibility and confidence to go out into the market place and get your business off to

a great start from Day One. It also enhances your position in the mind of potential clients and gives them re-assurance that they are dealing with an established and reputable company.

c) High income potential and saleable business

The group has a proven business formula which will form the basis on which every franchise operates. Demand for our services is very high and **you will have a large exclusive territory to work in, to promote your business & to build your client base.**

The revenues & profits for an IRT Surveys franchise can be seen in the Earning Potential Section of this Prospectus. Furthermore, a great benefit to owning a successful business is that you will have a valuable asset that you can sell in the future. Not only are you earning a high income, you will be building a nest egg too!

d) Proven Lead Generation

IRT Surveys has a proven business formula for generating leads and business for franchisees. This is arguably the most important ingredient for any franchise in order to maximize your client base, sales generation & thereby your earnings potential.

Details of the IRT Surveys Business Model are contained within our Training and Operations Manual, a copy of which will be given to new franchisees during our induction process. This Manual covers target markets, sales activity, lead generation tools & techniques, lead conversion and maximizing sales revenues & profitability.

The IRT Surveys website is focused on customer needs and is a source of information for potential customers. It is also designed to direct customers towards enquiries and bookings and consistently delivers new customers to our growing business.

www.irtsurveys.co.uk

e) Low overheads

Each franchise is designed to operate from home initially in order to keep start-up costs as low as possible. The main equipment requirements are a computer, printer, fax, mobile phone, telephone, infrared camera, digital camera and broadband internet access. You can also use your existing vehicle and we will provide you with magnetic sign writing for branding purposes. As your business grows you will then



Clarity of Vision

have the option to continue working from home or moving into business premises.

f) Training and On-going Support

Experts from IRT Surveys are on hand to support franchisees on a day-to-day basis. There is also a highly skilled and experienced Senior Management Team in place to offer support and guidance in the operation of the business. Best practice sharing takes place and helps to keep all the IRT Surveys franchisees operating effectively and

efficiently. Our Franchise Programme is about teamwork and we are committed to working with our Franchisee Network to build successful, profitable and sustainable businesses. For example, we are committed to holding Monthly One-to-One Meetings with each Franchisee and will also plan regular Franchisee Meetings at which we will share Best Practice. More details are available in the Training Section of this Prospectus.

g) Assistance with raising finance

A Business Plan template has been developed and is available to prospective Franchisees following our initial meeting. This can be tailored to suit your particular circumstances and will form an important part of your business presentation to High Street Banks or other Lenders. This approach helps secure the lowest finance rates available.

We will assist you with completing your bespoke business plan, forecasting sales and costs for your IRT franchise business.

h) Unique Selling Points

We are unique within the thermal imaging world and have several selling points that differentiate us in the sector. We are the largest thermal building surveyors in Europe and boast an impressive client list including major blue chip corporate clients. We are backed by the largest sustainable Energy Fund venture capitalist in Europe. Our surveyors have surveyed almost every type of building imaginable allowing us to build up an extensive library of case studies that demonstrate a proven track record.

Our approach to industry is also unique, by separating the data capture function from the analysis process we are able to offer clients a faster service with dedicated staff – 100% focused on the task in hand.

Our software, Envision. Literally allows a client to see exactly how much CO₂ is leaving their building and more importantly – how much that defect is costing them.

As your business grows the financial model will allow you to develop a small team of staff.



Clarity of Vision

Lastly, our management team includes an architectural technician, a scientist, the author of 'Grand Theft Auto' and a franchise specialist with some 30 years experience.

So, if you are looking for something different, with real USP, real tangible benefits to the end user, in a fast emerging sector then please get in touch. We are confident we can help you grow a profitable local, unique business.

5. The Training Process and On-going Support

IRT Surveys have spent significant resources in terms of the financial commitment developing their Franchisee Training Programme and Operations Manual.

The Programme has been designed to consider people with limited Thermal Imaging experience and train & develop them with the required skills and knowledge to operate their own IRT Surveys Franchise.

Initial Training

The initial Training takes place over ten days at IRT Surveys Head Office in Dundee. The Training Programme is detailed & robust and covers the following areas:

- (1) IRT Surveys overview and the market place
- (2) Setting up your IRT Surveys business
- (3) Running your IRT Surveys business
- (4) Sales and Marketing for your IRT Surveys business
- (5) Maximizing income for you IRT Surveys business.
- (6) Administration for your IRT Surveys business
- (7) Reporting Processes & Procedures for your IRT Surveys business
- (8) On the job training for your IRT Surveys business

This Training will provide you with sufficient knowledge to confidently begin trading as an IRT Surveys Franchisee within your exclusive territory.

On-going Bespoke Training

Once you have had your initial training from IRT Surveys, it doesn't stop there. Ongoing bespoke training is available to you at any time if you want more advanced training or just some refresher training.

We are committed to the success of all of our franchisees and firmly believe that our training, support and back-up are key features of our franchise offering.



Clarity of Vision

Ongoing Franchise specific support

As mentioned above on-going training is available at any time. IRT Surveys also provides comprehensive telephone and e-mail support. This ensures you are never left on your own and support is available wherever & whenever you need it. Our underlying commitment to franchisees is to assist & support their businesses through a philosophy dedicated to teamwork & building a healthy, profitable business for all.

6. IRT Surveys– Franchise Earnings Potential

The potential earning figures* for an IRT Surveys Franchisee are as follows:

Year	Sales £	Gross Profit £	Profit £
1	115,407	75,533	44,698*
2	209,316	129,107	83,431*

The above table shows the potential earning figures that could be achieved in the first two years of your IRT Franchise* As you can see this is a tremendous opportunity for you to earn a substantial income.

Beyond Year 2 we would expect the figures to continue to grow and your IRT Surveys Franchise business to continue to expand*

Potential sales & earnings are directly related to your efforts and your potential income from the business is uncapped.

* These figures are potential earning figures. No guarantee of actual earnings can be given.



Clarity of Vision

7. The Franchise Package

The cost of an IRT Surveys Franchise is £14,995 (+vat). This is a one-off Franchisee Fee.

[Nb. VAT is reclaimable]

The IRT Surveys Franchise Fee includes the following:

- **Full Training which is both office & field-based activities. This covers all aspects of running an IRT Surveys Franchise Inc Sales, Operations, Products & Services and all aspects of running your own Thermal Imaging franchise.**
- **Trading under the IRT Surveys brand name.**
- **An exclusive territory for you to trade in.**
- **Permanent on-going head office support to assist your IRT Surveys business, sharing Best Practice, regular communications & franchise meetings.**
- **Operations and Resource Manual.**
- **A dedicated & integrated web presence and e-mail.**
- **Complete start-up package – including stationery and sales literature.**
- **Marketing Package of 100 Brochures. 100 CDs**
- **500 Letterheads**
- **1000 Business Cards**

Franchisee equipment requirements (Franchisee Capital expenditure)

- **Thermal Camera – to IRT specification requirements**
- **ELD – Electronic Leak Detection equipment**
- **Equipment Package which includes wind speed temperature RH measure, laser distance measurer, folding ladders, triple extension ladders, head torch, clip board, torch, safety harness+ropes, hi-visibility vest, hard hat, safety boots, ID badge, shirt,t-shirts, jacket**



Clarity of Vision

On-going Fees

- There is an on-going **Franchise Fee of 10%** of (Ex VAT) turnover as well as the Data Processing and Analysis Charges which are incurred when you upload client images for analysis. (These costs are included in the financial forecasts above & in our Business Plan model)



Clarity of Vision

8. Next steps

Who are we looking for to join us at IRT Surveys?

We are looking for hard working individuals with drive, determination to succeed and who enjoy dealing with people. This is a business where you have to be able to go the extra mile to provide the level of service and performance that our clients have come to expect.

We will only accept people who will be able to meet the level of quality and service that we demand as a business and who want to provide a client experience that is second to none. The characteristics we are looking for are as follows:

- Hard working
- Ambitious
- Professional – Sales / Business Development Orientated
- Good at dealing with people / relationship management
- Customer Service Focused
- Attention to Detail
- Prepared to encompass the IRT Surveys Franchise Business Model, promote & protect the IRT Brand
- Committed to building their own, valuable business
- Technical experience or knowledge of buildings / construction / energy market or at least a keen interest in technology, buildings, energy.

Taking your Application further

If, having read through this Prospectus you believe you have the necessary skills and desire to become an IRT Surveys Franchisee then you are ready to take your application further.

The next steps are to ask us any questions you may have regarding the Franchise, the marketplace, or the opportunity. We will then arrange for you to come to our Head Office in Dundee for a two-way interview style process and to view the IRT Surveys operation first hand.

Please fill in the brief form on the next page or do it online at the IRT Surveys website at www.irtsurveys.co.uk. The quickest way is to fill it in online but if you decide to fill in the form on the next page please post it back to:

Charlie Dickson
IRT Surveys Ltd
1st Floor West
Seabraes
Greenmarket
Dundee
DD1 4QB

Alternatively please ring Charlie Dickson on **0845 5193 474 or 07825 775 477**.
You can also e-mail Charlie at franchise@IRTSurveys.co.uk