



Engineering Franchise Opportunities



INDEPENDENT BUT NOT ALONE

About Us

Criterium Engineers, one of North America's leading consulting engineering firms, is committed to helping building owners, real estate investors, contractors, and homeowner associations understand the buildings they own, build, manage, or purchase.

We know buildings of all types:

- ▶ Hospitality
- ▶ Institutional
- ▶ Commercial
- ▶ Transportation
- ▶ High-rise multi-family
- ▶ Townhouses
- ▶ Single-family homes

Since 1957, the Criterium Engineers organization has evaluated more than 850,000 buildings across the U.S. and Canada. Our licensed, Professional Engineers and Registered Architects are skilled in structural, civil, and mechanical engineering, project management, and much more.

We welcome the opportunity to prove our value to each of our clients. Our proven reputation and consistent professionalism have made Criterium Engineers the engineering firm of choice for many of the nation's leading investors, builders, and developers.





Our Vision:

BUILDING EXPERTISE TO CREATE A BETTER WORLD.

Criterion Engineers empowers people: Clients to make informed decisions, Affiliates to reach their goals, and Colleagues to achieve their potential.

We deliver engineering excellence, insights and experience, assisting clients with solving even their most challenging building-related issues.

We succeed through collaboration across our network and our commitment to continuous improvement in our professional knowledge and performance.

We engage the community and our profession through active industry involvement and thought leadership.

We strive for the highest level of service and quality.



What Makes Us Unique

It is our ability to communicate and build relationships with our clients that truly sets Criterium apart. We understand the complicated logistics of managing multimillion-dollar development projects, as well as the excitement and apprehension of buying a first home. In fact, many of our franchisees have worked in the building trades or served on homeowner association boards, so we relate to our clients and understand their priorities.

Our clients trust us to ask the right questions, pay attention to detail, see and solve problems, and provide quiet wisdom they can count on. And we never forget the most important part of every building we inspect: the people who call it their home or workplace.



Align your career with Criterium Engineers

Building inspection engineering is ideally suited for the franchising model. Criterium Engineers is a unique opportunity to own your own business while benefiting from the support of a strong corporate brand, extensive business resources and training, and ongoing technical expertise.

Once you sign a franchise agreement with Criterium Engineers, you become an affiliate and start a long-term partnership with us.

Some of the benefits of owning a Criterium Engineers affiliate office are:

Pursue your passion: A Criterium Engineers affiliate office provides people with a business and/or technical background a clear path to do the kind of work they enjoy.

Independent but not alone: You control your schedule and the kind of projects you want to pursue while also having an extensive support network of peers across North America.

Serve your community: Projects, often highly visible commercial and residential buildings in a community, support and help the people around you every day.

Equity in a business: Owning a Criterium Engineers affiliate office gives you the opportunity to have equity in a company that generates income for you today and additional income when you sell it.



Build Your Future with Us

A franchise can be a smart investment in your financial future and accelerate your career. While markets may rise and fall, people will always need homes, offices, hospitals, factories, schools, and other buildings. And they will always need professional engineering firms to advise them on the condition, maintenance, and development of their property.

Our opportunities aren't limited to engineers

We also consider professionals with experience in sales, marketing, and management who love buildings and enjoy working with people. However, we do still require that each location have a formal agreement with a licensed, Professional Engineer who is in charge of all projects. Some states require that engineering firms be partially or 100% owned by a licensed engineer, so we recommend that business professionals fully explore their state's regulations prior to pursuing a franchise opportunity with us.

A smarter, faster way to start your own business

Starting a business from scratch takes money, many kinds of expertise, and a lot of time. Opening an affiliate office reduces the risks of becoming a business owner while amplifying the rewards: independence, the potential for profit, and the chance to build equity for retirement or investment.

Criterium Engineers franchise opportunities provide a competitive edge. Each affiliate office starts out with a trusted brand, extensive training, sales and marketing assistance, a national referral network, and the ongoing support you need.

Franchising can let you start a business in as little as one to two months! Our streamlined application process prioritizes open and transparent communication and person-to-person discussion to help you decide if joining our family of engineering consulting firms is right for you.





Join Us!

Are you eager to control the trajectory of your own career? Are you a business executive with experience in fields like construction, architecture, real estate development, aerospace, or tech? Are you a strong communicator with a passion for customer service? And — most importantly — do you love buildings?



What makes a good Criterium affiliate?

No single profile describes a typical Criterium affiliate. Many are licensed, Professional Engineers, some are Registered Architects, and others have varied backgrounds in construction, facilities management, sales, management, design, or technical fields.

But there are a few things they all have in common:

- Technical expertise — they are very good at what they do.
- An entrepreneurial spirit — they want to own and run their own business.
- People skills — they care about more than buildings. They also care about the people who live and work in them, and they're skilled in building long-term relationships with clients.

Becoming a Criterium affiliate

The application process involves some paperwork — and requires careful thought by you and by us. You have to determine whether a Criterium franchise is right for you; we have to determine if you have what it takes to be a successful affiliate.

Our goal is to create successful affiliate offices owned by professionals who share our love of buildings, our passion for excellent service, and our commitment to ethical practices.

The length of the application process varies depending on where applicants are in their personal decision-making.

Once you think you're ready to move forward, here's the process:

1. Fill out the form on our website:
www.theengineeringfranchise.com.
2. Schedule a preliminary meeting.
3. Share a copy of your résumé and schedule a follow up meeting for further discussion.
4. Review the Franchise Disclosure Document we will send you after we receive your résumé.
5. Participate in a virtual Discovery Day, to meet the team of professionals who will guide you as an affiliate.
6. Talk to existing Criterium Engineers affiliates.
7. Review and sign the franchise agreement.
8. Attend our training program.
9. Open the doors to your Criterium Engineers office.



Franchise Opportunities

Criterium Engineers has more than 30 affiliates in the United States and Canada. All of these affiliated offices are independently owned and operated by affiliates. Our experience has taught us the franchise model works best because clients want to be served by business owners and engineers who live and work in their community and understand local construction issues and regulations.



AVAILABLE TERRITORIES

WEST

California, Idaho, Montana, Oregon, Wyoming

NORTHEAST

Connecticut, New York, New Jersey, Pennsylvania, Rhode Island

MIDWEST

Iowa, Illinois, Indiana, Kansas, Michigan, Nebraska, North Dakota, South Dakota, Wisconsin

SOUTH

Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Virginia, Washington D.C., West Virginia

CANADA

Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Saskatchewan

Additional Territories are available elsewhere.

Affiliate office territories

For engineers and other professionals who want to start a consulting engineering business, a Criterium Engineers franchise has much to offer.

We want territories to be large enough to support a successful business but not so large that they can't be served effectively, and we won't approve another affiliate within an existing affiliate's territory. The size and geographic boundaries of territories are negotiated with our affiliates and drawn to match their goals and capabilities.

Ready to learn more?

The territories of Criterium Engineers affiliates have boundaries; the ambitions of Criterium affiliates have none. To learn more about how a Criterium franchise can advance your career ambitions, contact us today.



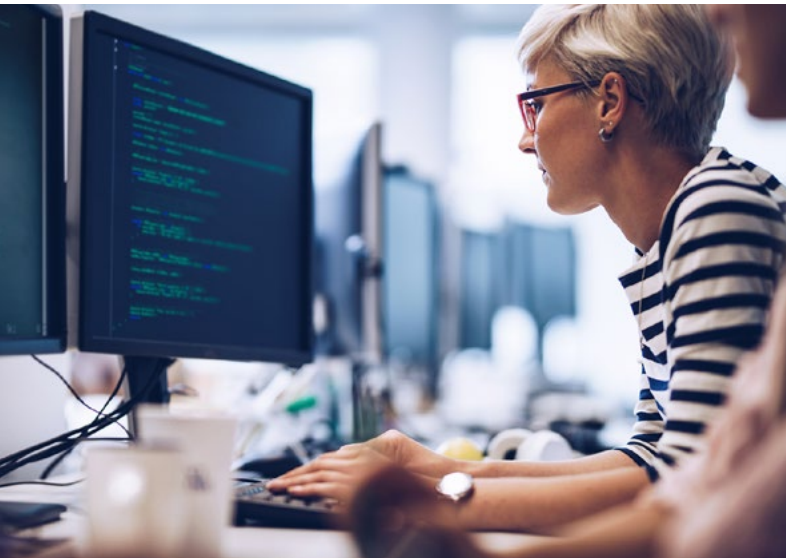


Resources for Affiliates

Your acceptance as a Criterium affiliate marks the beginning of your long-term relationship with Criterium Engineers. We view our affiliates as partners, and we are committed to your success. We will be with you from the day you launch your affiliate office to the day you decide to sell it, providing the resources and support you need.

Training

Training begins with an intensive virtual program for new affiliates. But it doesn't end there. Training and continuing education are cornerstones of the Criterium Engineers affiliate program. After you return to your office and get



started, we will spend several more days with you to be sure you are headed in the right direction. We also host national events annually plus additional programs, webinars and seminars to keep our affiliates up to date.

Technical Support

No single engineer will have the answer to every question, but the Professional Engineers and Registered Architects on Criterium's staff and in its national network of affiliates have decades of collective experience. If your team encounters an engineering or design problem they can't solve, someone in this group has almost certainly been there, done that, and can help.

Business Support

Our staff visits affiliate offices to observe, consult, discuss new ideas, and address any concerns. But you don't have to wait for these visits — we're here for you any time you need us to answer questions, provide technical help or just offer a reassuring word. You'll also have access to business referrals from other offices, liability insurance coverage, software, reporting systems, business forms, IT support, and much more.

Marketing Support

Criterium actively supports its affiliates with professionally developed marketing materials and tools, a modern corporate website and separate customized affiliate sites, relationships with valuable industry trade groups, name recognition, and corporate branding exclusively licensed for use by our affiliates.



Investment

This chart represents the range of initial investment for new affiliates. These expenses are pre-opening start-up costs and do not represent any ongoing expenses unless otherwise noted.

INITIAL INVESTMENT

DESCRIPTION	LOW	HIGH
Rent and related Real Estate Costs	\$1,000	\$10,000
Utilities and Office Security Deposits	\$100	\$5,000
Other Pre-paid Expenses and Licenses	\$150	\$1,200
Leasehold Improvements	\$500	\$5,500
Insurance	\$3,180	\$3,660
Pre-Opening Advertising	\$500	\$1,500
Printing and Opening Supplies	\$1,000	\$1,500
Legal and Professional Fees	\$2,000	\$5,000
Vehicle	\$0	\$3,000
Working Capital	\$12,000	\$25,900
TOTAL BEFORE FRANCHISE COSTS	\$20,430	\$62,260
Training	\$0	\$1,000
Franchise Fee	\$54,500	\$84,500
TOTAL WITH FRANCHISE COSTS	\$74,930	\$147,760

FAQs

How much money can I expect to make?

The answer to that question is largely up to you. There is no ceiling on your income potential and no way to predict with certainty how much or how quickly your business will grow. Every affiliate experience is different.

Can I provide services in addition to those that are typically provided by Criterium affiliate offices?

The franchise agreement requires a full-time commitment to the business. That said, we do allow affiliates to engage in certain non-engineering business activities or other engineering consulting services, on a limited basis, as long as they do not conflict with the consulting business. Criterium Engineers will consider these requests on a case-by-case basis.

What does the franchise fee cover?

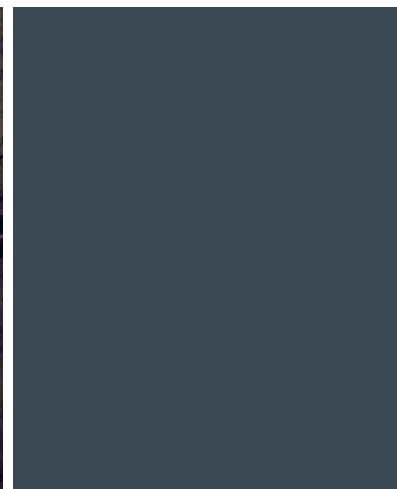
The franchise fee entitles you to share the name recognition and national reputation Criterium Engineers has developed. It also covers training and the resources and support detailed in this brochure or in our Franchise Disclosure Document.

How do you decide the size of my territory?

We negotiate each territory individually with prospective office owners. The goal is to create market areas that have populations large enough to support a healthy office but not so large that marketing resources are strained and marketing efforts are ineffectual. The general guideline is a population between 500,000 and 1.5 million people and/or a driving radius of approximately one hour.

Have any Criterium affiliates failed?

Even with all the advantages of a Criterium Engineers affiliate office and all the support we offer affiliates, we cannot guarantee your success. On average, approximately two percent of all existing Criterium affiliate offices close each year. Some close because of business-related issues, but most closings occur for personal reasons, such as the affiliate retiring or deciding to pursue other interests. Our Franchise Disclosure Document describes the office closings in each of the last three years.



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