



The mold removal experts

## Mold Inspection, Removal and Remediation



Protect what's most important

Mold Busters is a proudly Canadian mold remediation and testing company. Our number one priority is to ensure the health and safety of our clients while spreading public awareness about mold and indoor air quality. We are very proud of our straightforward business model and unique business opportunity.

As part of the Mold Busters team, you are your own boss and the amount you earn is proportionate to the amount of work you put in. We look forward to sharing with you the many benefits of owning your very own mold removal business!

## About Mold

### The Mold Remediation Industry

The mold remediation industry is an emergent industry and the importance of mold remediation projects is expected to increase in the near future.

This is because mold is a lifelong problem, so concerns about indoor toxic molds are not likely to diminish anytime soon. Compared to just ten years ago, there is a much greater awareness of the role that indoor air quality (particularly mold) plays in human health.

The market for mold remediation and testing services is huge and is currently underserved. The reason for this is that mold is a universal problem—it affects both newer and older buildings, single-family homes, condominiums, and institutional or commercial buildings. Wherever there is a moisture problem, faulty construction, leaks or water damage, there is the potential for mold growth.

Studies show that the most common locations for mold contamination are schools, hospitals, government buildings, condominiums and other residences. Research also reveals that mold is an

equally serious problem in both older buildings and newly built structures.

According to a Health and Welfare Canada study that examined 1,500 homes, approximately 40% of these homes had moisture or mold problems. Other studies also estimate that 20-30% of commercial and industrial buildings have poor indoor air quality.

Recent interest in raising public awareness about indoor air quality by both the government and businesses has created a promising future for the mold remediation and air quality testing industries. Environmental cases are drawing more and more attention from the media and the public. Proof of this is evident in the impact and popularity of movies such as Erin Brockovich, An Inconvenient Truth and Who Killed the Electric Car?

Given that people spend an estimated 90% of their time indoors, the importance of good indoor air quality couldn't be more obvious. This is why a large part of the Mold Busters business focuses on air quality testing services.



## About Mold

### What is Mold?

Molds are types of fungi that can live and grow on everyday materials such as wood, fabric, walls, carpets, insulation, food and soil. Believe it or not, there are over 100,000 types of mold. Each type is different—some can be completely harmless to humans while others can be serious health threats.

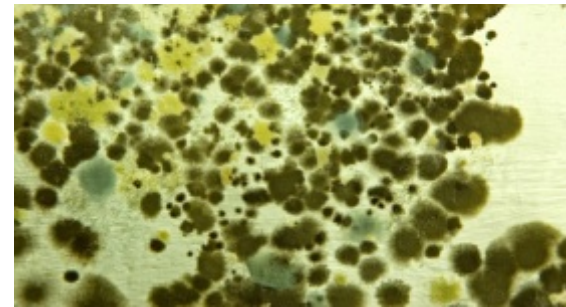
Molds reproduce by releasing microscopic spores into the air we breathe. These spores are so tiny that they are invisible to the naked eye. Mold can also hide behind walls, underneath carpets, in fabrics, and so on. This explains why mold problems frequently remain undetected for long periods of time. Often, people aren't even aware that they have a mold problem before it's too late.

#### **In order for mold to grow, three conditions must be met:**

**Food source:** Materials with a high cellulose content such as paper, wood, drywall, carpet, and ceiling tiles make the best feeding grounds for mold.

**Ideal temperature:** The ideal temperature can vary for different mold species, but for the majority, this temperature is between 5°C and 38°C.

**Moisture:** Water is the essential factor that allows mold to grow. Common sources of moisture are leaking pipes, roofs and ceilings, flooding and condensation. When the relative humidity in a room is 60% or higher, the chances for mold growth increase significantly. With that said, mold can start reproducing within 12 hours of excess humidity and can multiply out of control within 5 to 10 days.



Mold poses two types of problems. First, mold destroys the material on which it grows, leading to permanent and costly structural damage to homes and buildings. Second, exposure to high concentrations or certain types of mold can cause health problems.

### Health Problems

The health effects of mold exposure vary depending on the type of mold that a person is exposed to, its concentration and the amount of exposure the person has gone through. As such, effects range from mild allergic reactions such as hay fever, nasal congestion, cough, and worsening of asthma to eye and throat irritation, headache, and cough. Mold exposure may also lead to fungal infections of the respiratory tract and other organ infections in people with weakened immunity.

Some molds are known to produce mycotoxins, chemicals that are harmful to animals and people. These molds are known as toxigenic and include *Stachybotrys chartarum*, commonly referred to as black mold. *Stachybotrys chartarum* is widely known for causing serious breathing difficulties, neurological impairments, memory and hearing loss, dizziness, and bleeding in the lungs. It is also associated with Sick Building Syndrome (SBS).

The reason why Health Canada is so hesitant to label mold a cause of mold-associated illness is that the reactions to mold differ widely among people. For example, a low exposure that many people can tolerate without health effects could pose a serious health risk for others.

### Cost of Mold Remediation

The market for mold remediation and testing services in Canada and abroad is huge. It includes residential, commercial, institutional and industrial properties. Depending on the size and scope of the project, the exact cost of mold remediation can vary. However, reports suggest that a single project can run into the millions.

Nonetheless, professional mold remediation requires great care and thorough work if the remediation is to have long-lasting results. For this reason, property owners are highly unlikely to tackle mold remediation projects on their own, especially not large-scale ones. In these cases, the government strongly advises property owners to seek professional mold removal services from trained mold technicians who have years of experience in the industry and follow specific guidelines.

#### **The following paragraphs provide a brief description of the steps involved in a professional mold remediation job:**

Any environment in which a mold remediation is being performed needs to be contained in order to prevent mold spores from spreading. All mold-contaminated materials need to be completely removed and/or replaced. The source of the moisture problem needs to be identified and repaired in order to prevent future water damage. Otherwise, the chances of mold re-growth are very high.

A thorough remediation and disinfection of the premises should be performed to kill and eliminate all mold, including dead mold. Finally, an air quality test should be taken from the remediated room to confirm that the mold has been completely eliminated.

Considering the time, labour and material expenses associated with a complete mold remediation, the total cost can run quite high. As mentioned above, please note that each case is different and often the total cost depends on the size and scope of the project.



## About Mold Busters

### Background

Mold Busters is a Canadian-owned mold remediation company that has realized the growing demand for mold-related services and has met this need with comprehensive remediation and testing services.

An important part of our business ethic is to constantly seek opportunities to expand our business in order to meet our clients' needs. Currently, we offer a wide range of mold-related services that include air quality testing, asbestos testing, thermal imaging inspections, visual inspections, mold remediation and disinfection services.

### Our Goal

Our goal is to deliver high-quality and comprehensive mold remediation and testing services to clients. At the same time, we want to educate people about the dangers of mold and emphasize the importance of indoor air quality. Ultimately, we want to become the public's lifelong go-to partner for residential, commercial, institutional and industrial mold remediation and testing.

We are also aware that in this day and age, customer service plays an essential role in the success of any business. Mold Busters takes pride in our loyalty to clients and we understand their need for safety, reliability and quality service. That's why we work directly with property owners to ensure that the remediation process is done safely and quickly. We conduct business with integrity and we profit through excellence and customer satisfaction.

Our people are dependable, skilled and committed. Our priority is to find like-minded employees, owners, and craftsmen to join us in expanding our business across Canada and the United States

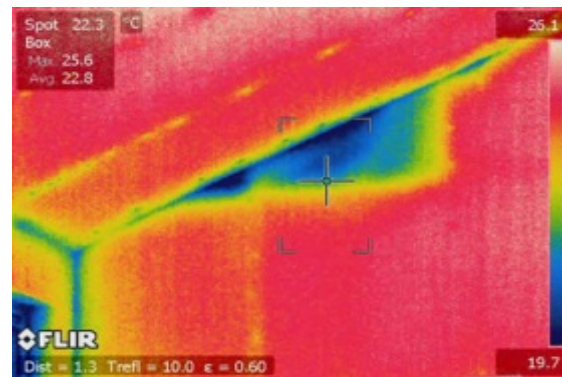
### Our Services

#### Visual Inspections



The visual inspection allows the inspector to visit the property and see the problem in person. It allows him to identify possible sources of moisture and to evaluate the extent of the damage. A visual inspection is necessary before any kind of quote or recommendation can be made. During the visual inspection, the inspector may also take an air quality test if requested to do so by the client.

#### Thermal Imaging Inspections



During the visual inspection, the inspector uses an infrared camera to examine the outside structure of buildings as well as to check behind walls and hard-to-reach spaces. The infrared images allow the inspector to detect any faulty construction, problems with ventilation, leaks, water intrusion and so on. Thermal imaging inspections are very useful as they are a cost-effective, non-intrusive way of finding mold and water damage.

#### Asbestos Testing



A common material used in older buildings, asbestos was popular for its heat resistant properties. However, it was later discovered to be very hazardous to human health. Now, many property owners are requesting asbestos testing to make sure that their buildings do not contain any asbestos. There are two types of asbestos tests possible: an air test and a bulk sample. In both cases, the sample is analyzed by a government-accredited lab for presence of asbestos. If the results confirm the presence of asbestos, the property needs to be remediated immediately.

#### Air Quality Testing



During the visual inspection, the client may ask the inspector to take an air quality test. The inspector will gather a compressed air sample from the room in question and send it off to a government-accredited laboratory for testing. Once he receives

the results, he will analyze them and write a report detailing the type(s) of fungi identified in the sample (if any), the concentrations in which each type is present, and recommendations as to how to proceed. In the report, the inspector will advise the client as to whether or not a mold remediation is necessary.

#### Mold Remediation

The mold remediation itself consists of removing all mold from the property and disposing of mold-contaminated materials properly. Details about each mold remediation project should be discussed with the client prior to the actual commencement of the project.



## The Business

By owning your own Mold Busters business, you get professional credibility with a proven, systematic approach to success.

You become part of our dynamic and entrepreneurial community that works together to advance mold awareness and promote the Mold Busters brand. We provide you with professional training and on-going support that enables you to excel.

**The following is a complete list of what's included in every Mold Busters business package:**

- An already established and lucrative business model;
- Complete marketing services including search engine optimized website, online advertising, social media marketing;
- Exclusivity rights to operate your business in a protected territory/region;
- Use of the Mold Busters trademark, a powerful marketing tool;
- Complete training and continuing professional development;
- Toll-free or local phone number for the franchisee territory. Any customer calling the Mold Busters toll-free number will automatically be routed to the local office's phone;
- Customized business cards.

To ensure consistency and quality in Mold Busters services, business owners are obligated to use specified thermal imaging equipment and laboratories for analyzing air test results.



## Why Mold Busters?

- Huge market with relatively low competition;
- Increasing demand for mold, asbestos and air quality testing services;
- Emergent industry with a promising future that holds great potential for expansion and growth;
- Quick start-up with immediate results;
- The best online advertising, SEO, and social media marketing;
- The latest equipment and mold remediation techniques;
- Simple and straightforward business model. You are your own boss and the amount you earn is proportionate to the amount of work you put in;
- Reputation for excellence and a simple, straightforward and lucrative business model that works.
- We encourage open communication with all our branches and support independence in business operations.

## Contact information

For more information about the Mold Busters business, please contact us. We would love to discuss with you all the benefits of being a Mold Busters owner.

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<http://www.ralconsulting.ca/documents/OntarioIndustryFullReport.pdf>. June 2003.



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