



National GPR Service, Inc.
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ARTICLE FOR PUBLICATION

NATIONAL GPR SERVICE, INC.TM BRAND LICENSING PROGRAM DETAILS

Are you thinking of adding Ground Penetrating Radar (GPR) as an added service to your existing operations, or are you looking to boost your revenue stream from your already existing GPR provided service? National GPR Service, Inc.TM might be just what you are looking for.

National GPR Service, Inc.TM is specialized in the operation of Ground Penetrating Radar (GPR). They provide construction and environmental professionals with services including high resolution concrete imaging, underground utility locating and geological explorations.

National GPR Service, Inc.TM is a shallow geophysical GPR firm headquartered in Minneapolis, Minnesota. National GPR Service, Inc.TM was founded in 2001 by John Lampe, PE, and his son Jared Lampe. National GPR Service, Inc.TM currently has nine office locations in the US and one in Canada. The company will become the first and only GPR firm in the nation to launch a brand licensing program in February at the 2013 World of Concrete Expo in Las Vegas.

National GPR Service, Inc.TM Q&A:

What is National GPR Service, Inc.TM offering?

We are offering an opportunity for organizations thinking about purchasing their first GPR machine, and/or existing GPR operators, to establish brand licensing identity with a quality, nationwide GPR firm, as well as standardized/recurrent training and support from National GPR Service, Inc.TM

What lines of businesses will be offered a National GPR Service, Inc.TM license?

Concrete Contractors, General Contractors, Electrical Contractors, Mechanical Contractors, Plumbing Contractors, Environmental Contractors, Surveyors, and existing GPR service providers.

What type of ongoing support does National GPR Service, Inc.TM provide?

- **Project Management** - Each licensee is assigned a Business Development Manager and we provide project management assistance at our headquarters in Minneapolis. We know the right questions to ask when bidding a job, so we do it for you. We communicate with the business owner and the technician on all aspects of every project and through our online scheduling system, we will even dispatch jobs directly to you.



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- **Professional Support** – Our staff includes registered professional engineers, geologists and additional certified GPR operators and processors to assist you with any size project. We can also assist with any reporting required by your clients or supply you with sample reports. Depending on the project, nominal fees may apply.
- **Marketing Support** - Once the client list is established, we provide continual marketing to them through quarterly newsletters and email blasts.
- **Inter-company Equipment Rental Program** - We understand licensees might need an antenna or certain piece of equipment only a few times a year; we offer our licensees a discounted equipment rental program for daily, weekly or monthly rentals.
- **National GPR University (NGPRU)TM** - We understand it is hard to retain everything learned in the initial training. That is why we offer refresher courses and continuing education at NO CHARGE to the licensee.
- **24-Hour Access to our Intranet - Launch Date 2014** - Our intranet will provide an open Q&A forum where licensees can ask for solutions or advice on any aspect of Ground Penetrating Radar or business operations.
- **Annual Convention - Starting 2015** - Once a year, we will bring our licensees from around the nation together for four days of peer-to-peer networking, technical training, and meetings with business and industry experts. Following this event, licensees go back to their businesses with renewed passion and energy, as well as new tools to increase their success.

How would a National GPR Service, Inc.TM license be beneficial to companies that already offer GPR services?

If you are current GPR operator with one location and just one technician, we provide you with nationwide brand identity, internal support and a nationwide marketing campaign that can only be reached by larger organizations or by pooling resources.

Or, if you are a contactor offering GPR as an available service to your existing operations, we establish brand identity for you in your local market and on a nationwide scale. For example, an environmental firm in New York searching for a local GPR operator in Colorado to conduct a Underground Storage Tank-GPR exploration typically won't find the local "Bob's Construction" who might own a GPR system, but only uses it a few times a month. Also, a competitor of "Bob's Construction" in town might require GPR service for mapping out reinforcement prior to core drilling, but the last person they would call for service would be a competitor. The name "National GPR Service, Inc.TM" establishes brand identity and our website has been specifically designed using Search Engine Optimization when someone is searching specifically for a Ground Penetrating Radar operator.



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Existing GPR operators may only be performing a single service, like concrete imaging for their existing clients, which limits the available revenue. We provide our licensees proper, standardized training on multiple GPR applications so that the national contractors we currently work with will have the option for a local GPR operator to perform service with a brand they trust.

What does the license fee cost?

The license fee ranges from \$24,900 to \$49,900 and is broken down into two categories. It also varies on the number of office locations the licensee has nationwide.

	1 office location	2 office locations	3 office locations
Business currently does not offer GPR as a service	\$29,900.00	\$39,900.00	\$49,900.00
Business currently offers GPR as a service	\$24,900.00	\$34,900.00	\$44,900.00

Do you take a percentage of revenue?

Yes, the royalty fee is 6% for the first 3 months and 10% of gross sales for the remainder of the 10-year (renewable) license agreement. This supports the ongoing operations, support programs and also includes marketing support.

What equipment do you use and what does it cost?

We operate Geophysical Survey Systems, Inc. (GSSI) GPR equipment along with other locating tools to assist in meeting client needs. We require our licensees purchase all GSSI equipment through National GPR Service, Inc.TM as we can offer a 5% discount off the GSSI retail price. Our basic equipment package of GSSI equipment and other tools starts at \$25,000.00. We understand our licensees also might need a certain antenna or piece of equipment only a few times a year, which is why we offer an inter-company equipment rental program to our licensees for low daily/weekly/monthly rates.

What does the training consist of?

We recommend the operator start out by completing the available three-day training course provided by GSSI at their facility in New Hampshire. From there, our in-house training at NGPRUTM consists of a comprehensive three-week course that will provide the operator one-on-one training on multiple practice slabs and utility locating grounds, as well as training at current jobsites for our existing clients in Minneapolis. Following the three-week training in Minneapolis, we send a National GPR Service, Inc.TM representative to the licensee location for



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three additional weeks to assist in everything from marketing, day-to-day operations, and location specific training. If a licensee is already operating GPR, training times will be adjusted.

Do you provide financing?

At this time we offer financing to organizations with 3 or more office locations for up to 50% of the initial licensing fee.

What do you project the ROI to be?

Licensees can expect a ROI within the 12-15 months if our program is followed.

What are the projected monthly revenues?

A single GPR operator after the first year should be generating \$15,000-\$48,000 per month depending on location and other demographics.

Why National GPR Service, Inc.™?

Current GPR operator certification is limited to a short course provided by each manufacturer, which we have found over the last 10 years is nowhere near sufficient. For the successful growth of GPR in the marketplace, we are providing standardized education, continual support, and marketing made available to our licensees. The end result is for our existing and future clients throughout the nation, to receive the best possible results when calling for GPR on their projects.

For more information regarding the National GPR Service, Inc. brand license program visit <http://www.nationalgpr.com>, or contact National GPR Service, Inc. toll free at (877) 556-4777.