

Exploring Water and Ice Machine Rentals

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Who are Pure Water Partners and what makes us different?

- Industry experience
- You own the equipment
- Competitive rates
- Flexible backend billing
- We'll “get in your business” ...
if you want us to :)

My Background

- 9 years as an Operator in the bottleless water industry
- Built a business based on “funded growth”
- Sold a business based on “funded growth”
- The value of a planted cooler in a balanced portfolio
- Acquisition Experience

Why this business can be profitable “day one” and a recent example

Term	60
Mo Pmt	\$49.99
Funding Amount	\$2,176.13
Funding Factor	0.02297
Cooler Cost	\$500
Commission	\$300
# Units per Month	25

Why this business can be profitable “day one” and a recent example

	Month 1	Month 24	Totals
Held in-house			
Equipment	\$12,500	\$12,500	\$300,000
Commissions	\$7,500	\$7,500	\$180,000
Rental Income	\$0	\$28,744	\$344,931
Costs	\$20,000	\$20,000	\$480,000
Gross Profit	(\$20,000)	\$8,744	(\$135,069)
Cumulative GP	(\$20,000)	(\$135,069)	

Funded through Pure Water Partners™			
Equipment	\$12,500	\$12,500	\$300,000
Commissions	\$7,500	\$7,500	\$180,000
Finance Income	\$54,403	\$54,403	\$1,305,678
Costs	\$20,000	\$20,000	\$480,000
Gross Profit	\$34,403	\$34,403	\$825,678
Cumulative GP	\$34,403	\$825,678	

Why this business can be profitable “day one” and a recent example

- Margins/Time Value of Money
- Defaults vs Recourse
- Who does the billing and collections?

Building a Balanced Portfolio

- Make \$\$ today by driving 90% funded and 10% in house if needed
- Provide timely service for 95% stick rate
- Take the renewals in house and keep “funding” the new approvable deals
- Big Deals are your only liability

Thank You!

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