

THE INDEPENDENT THAT OUTLAUNCHED THE FRANCHISES

How **Patriot Water Damage & Restoration** built an A-player brand, rose to **#1 in its Local AI Category Index**, and grew past 100 water-damage jobs per year.

BANNER FIRST YEAR • #1 LOCAL AI CATEGORY INDEX • 18% SHARE OF VOICE • 100+ WATER JOBS / YEAR



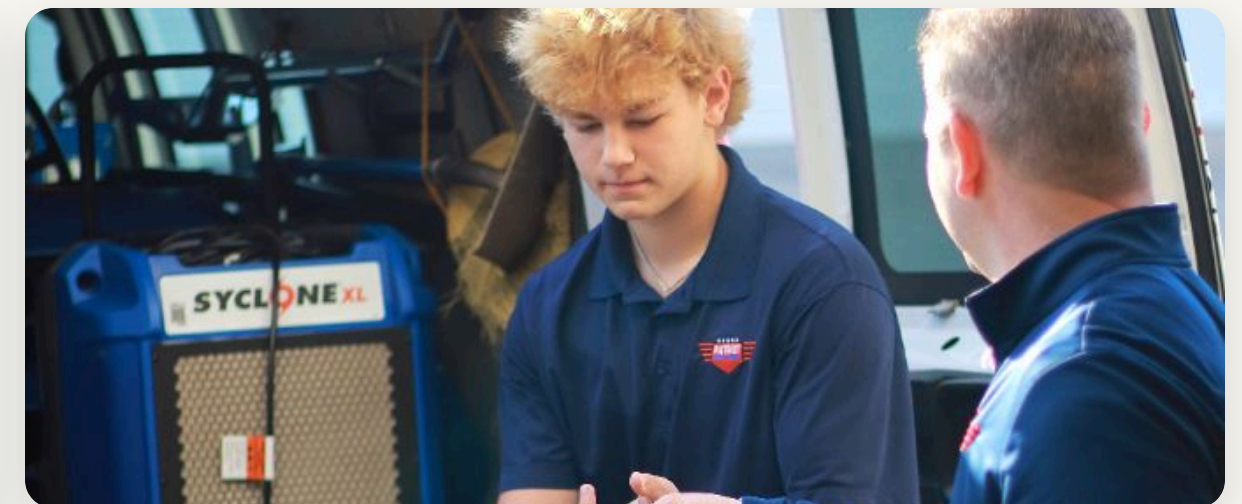
NO FRANCHISE NAME. NO DECADES OF HISTORY. NO TIME TO **LOOK SMALL.**

The market judges you before it knows your story.

- Customers don't know you yet.
- Referral partners don't know you yet.
- Google doesn't know you yet.
- AI doesn't know you yet.
- Competitors already exist.

SO WE BUILT PATRIOT TO LOOK LIKE **THE A-PLAYER.**

Before the market could treat Patriot like a leader, Patriot had to present like one.



PROFESSIONAL BRAND

BRANDED FLEET

PROFESSIONAL FIELD TEAM

STRONG LOCAL POSITIONING

FAST RESPONSE IDENTITY

REFERRAL CREDIBILITY

DIGITAL AUTHORITY

LOOK ESTABLISHED. • OPERATE PROFESSIONALLY. • **BUILD THE PROOF BEHIND IT.**

THE LAUNCH WAS **NEVER** ONE CHANNEL.



The objective wasn't "more marketing." · It was a company-wide market-entry system.

THE BRAND PROMISE SHOWED UP **IN THE FIELD.**

Professionalism is a growth signal too.



PROFESSIONAL EQUIPMENT

BRANDED RESPONSE VEHICLES

UNIFORMED TEAM

REPEATABLE FIELD EXECUTION

THIS DOES NOT LOOK LIKE A **FIRST-YEAR STARTUP.**

THEN PATRIOT WENT TO #1 IN THE LOCAL AI CATEGORY INDEX.

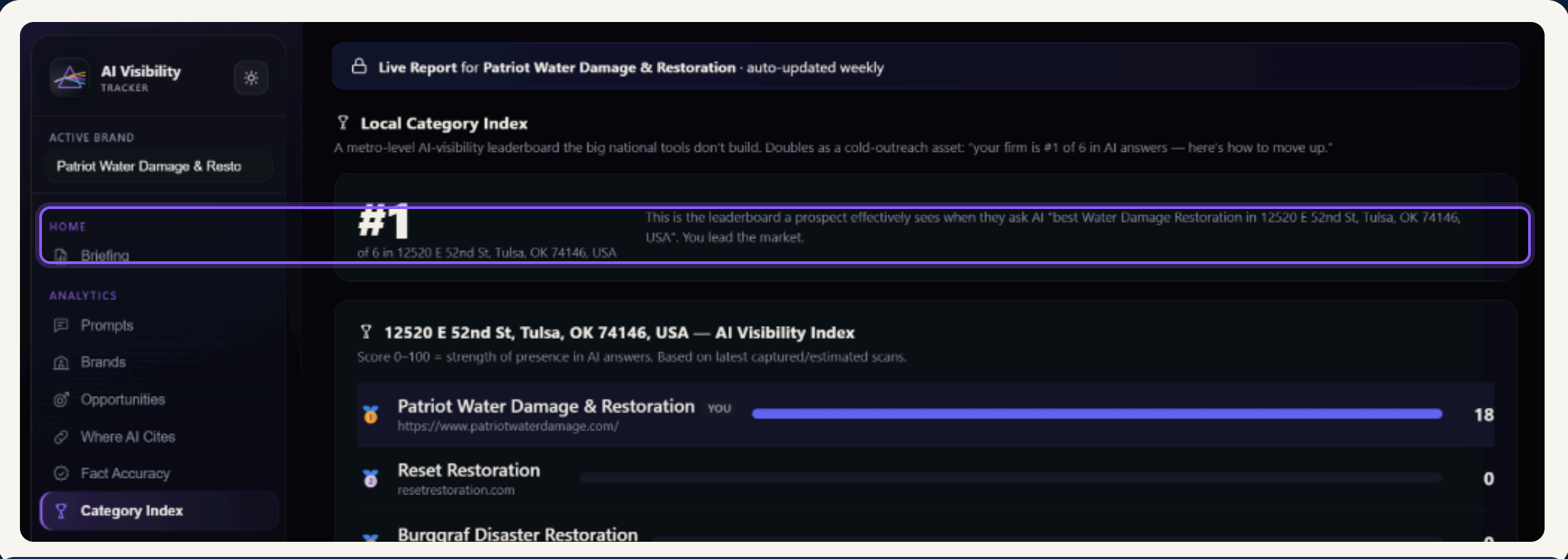
TRACKED AI VISIBILITY RANK

#1

OF 6 TRACKED

AI Visibility Index: 18

Every competitor in this tracked local category currently indexes at 0.



1. Patriot Water Damage & Restoration	18
2. Reset Restoration	0
3. Burggraf Disaster Restoration	0
4. Paul Davis of Tulsa	0
5. SERVPRO of South Tulsa County	0
6. SERVPRO of North Tulsa County	0

Tracked Local Category AI Visibility Index shown in supplied report. · Based on internal regional benchmarks and client performance records.

THE NEW COMPANY WAS ALREADY SHOWING UP IN AI.

393

AI ANSWERS ANALYZED

990

TOTAL CITATIONS

100

UNIQUE PROMPT TRIGGERS

STRENGTHS



Google AI Mode
STRONGEST



ChatGPT
STRONG



Perplexity
STRONG

NEXT GROWTH GAPS



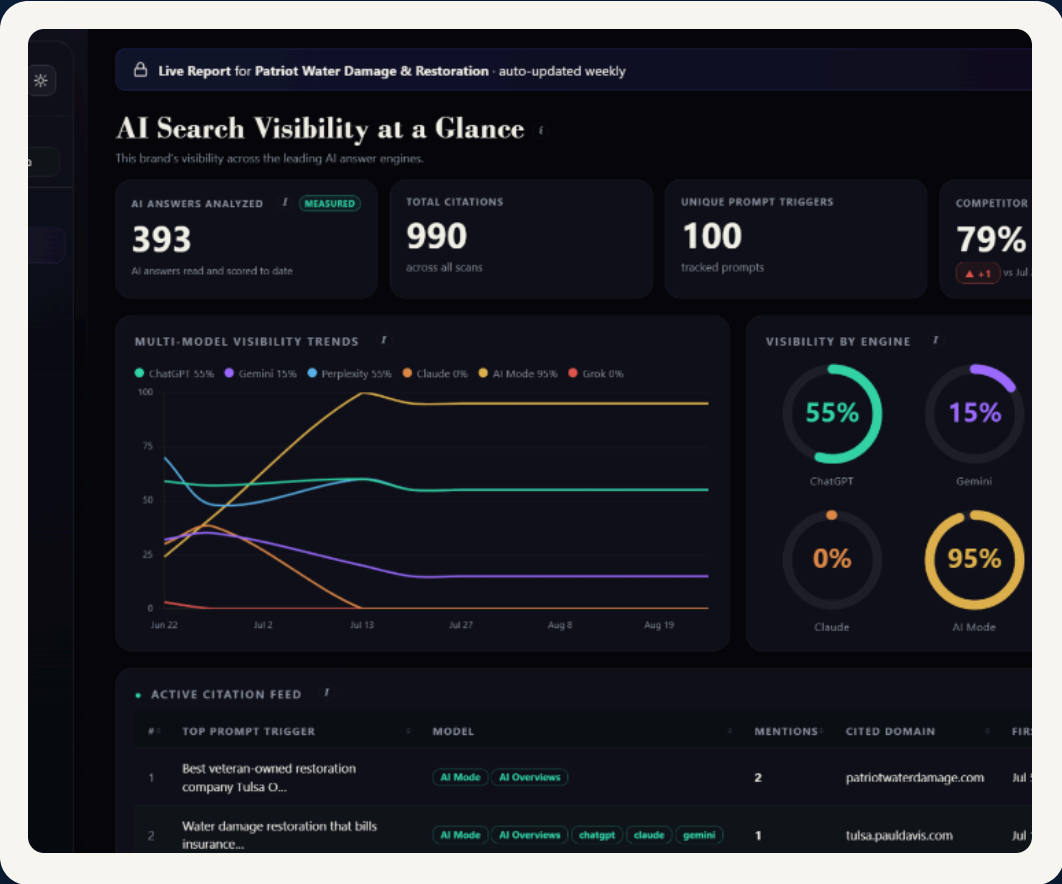
Gemini
EMERGING



Claude
UNTAPPED



Grok
UNTAPPED



Strong enough to lead locally. · Still plenty of room to compound.

FROM UNKNOWN TO TOP-TIER SHARE OF VOICE.

TRACKED SHARE OF VOICE

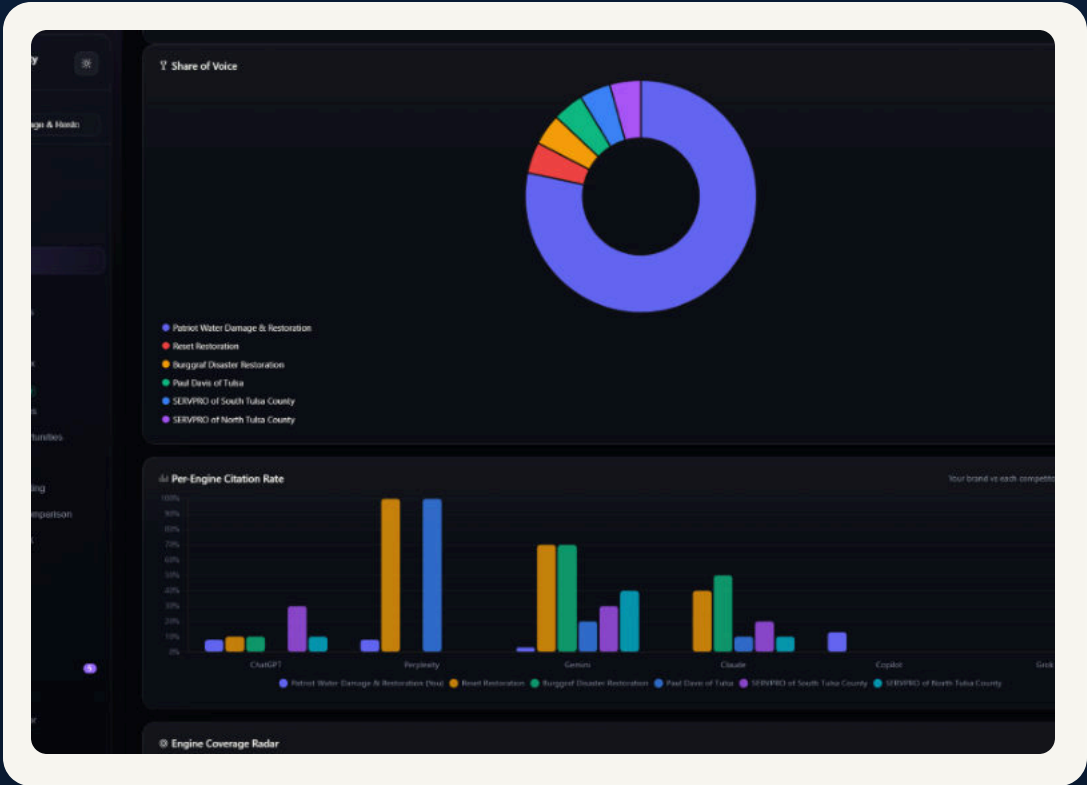
18%

Second place — behind only Reset Restoration —
in the broader brand-visibility report.

AVG POSITION #2

100 / 100 PROMPTS

16 BRANDS CITED



3× the tracked visibility shown for
SERVPRO of South Tulsa County · 18% vs. 6%

BRAND	SoV
1. Reset Restoration	23%
2. Patriot Water Damage & Rest.	18%
3. Burggraf Disaster Restoration	13%
4. Oklahoma Disaster Restoration	11%
5. Paul Davis of Tulsa	9%
6. Restopros of Tulsa	7%
7. SERVPRO of South Tulsa Co.	6%

Comparison within the supplied broader brand-visibility report. Patriot ranks #2 in this specific view; the #1 ranking on the previous slide refers to the separate Local Category Index.

THE NEW GUY STOPPED LOOKING LIKE THE NEW GUY.

Brand + authority + visibility + field execution changed the perception.

LOCAL AI CATEGORY INDEX

#1

OF 6 TRACKED

TRACKED SHARE OF VOICE

18%

AVG POSITION #2

IN THE FIELD

Professional Field Presence

BRANDED • UNIFORMED • READY

ANNUAL WATER JOBS

100+

ALL SOURCES COMBINED

The data and the company now tell the same story.



AND THE LAUNCH TURNED
INTO **REAL WATER-DAMAGE JOBS.**

100+

WATER-DAMAGE JOBS
PER YEAR

AND GROWING ↗

Referral partners + Local visibility + All other sources combined

NOT LEADS. NOT CLICKS. **JOBS.**

Company-wide annual job volume across referral partners and all sources combined.

A BANNER FIRST YEAR.

THE INDEPENDENT OUTLAUNCHED
THE FRANCHISE BENCHMARKS.

- ✓ Professional A-player brand
- ✓ #1 Local AI Category Index
- ✓ Top-tier tracked share of voice
- ✓ 100+ annual water-loss job pace
- ✓ Growing referral-partner network

THE MARKET DIDN'T TREAT PATRIOT
LIKE A STARTUP **FOR LONG.**

IF YOU LAUNCHED TODAY, WOULD YOUR MARKET SEE A STARTUP — OR AN A-PLAYER?

The Market Gap Report shows what your market sees now — and what is missing.



Google + Local
Visibility



AI
Recommendations



Reviews +
Reputation



Share of Voice +
Authority



Competitive
Market Gaps

- ✓ See where you already look strong.
- ✓ See where competitors still own the advantage.
- ✓ See what I would attack first.

Build the market position before someone else does.

THE OFFER

GET YOUR
MARKET GAP
REPORT

START THE DIAGNOSTIC →

PLACEHOLDER — REPLACE WITH URL / QR / CALENDAR LINK

URL: [your report link] QR: [QR code] CALENDAR: [booking link]