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Mission Statement

The Basement Guys™ provides customers with full-service, cost-effective solutions and top-quality craftsmanship unmatched in its industry. It proudly stands behind each job preformed with a steadfast guarantee that work is covered for the lifetime of the structure—period.

Overview

- Advanced Foundation Solutions, LLC “The Basement Guys™” is a central Ohio based company with offices located at 2853 Johnstown Road, Columbus, Ohio 43219.
- Proud to be the only full-service basement waterproofing and foundation repair company in central Ohio, The Basement Guys™ serves commercial and residential clients within a 100-mile radius of Columbus.
- The Basement Guys™ was founded in 2000 to challenge the competition by providing superior customer service and craftsmanship in the basement waterproofing and foundation remodeling industry for residential and commercial customers.
- The company was co-founded by Robert “Luke” Secret, a fourth-generation foundation specialist, at the age of 23. He bought out his original partner’s ownership rights in 2001.
- With the company’s initial focus on waterproofing and foundation repair, Secret recognized his customers’ desire for additional services. Knowing no quality contractors to refer his customers to, he chose to expand hid company into those services.

- Since its founding, the company has expanded its services to include concrete driveways and patios, downspout repair and replacement, piercing, sump pumps and battery backups, wall reinforcements, commercial drainage and site work.
- Secrest brought in his brother, Doug, who was experienced in the foundation repair and waterproofing industry, to take on the role of Installation Manager and partner in 2002.
- Ownership is split equally between partners Luke Secrest and Doug Secrest.
- In 2003, The Basement Guys™ acquired Secrest Excavating, which had belonged to the Secrest's father. The company began providing a full range of excavation and concrete services such as gas, water and sewer line excavation and installation; downspout connector line excavation and installation; foundation excavation and pouring; concrete and blacktop removal; and concrete replacement for driveways, porches and patios.
- The Basement Guys™ is a recipient of the 2004 Family Business Center of Central Ohio's Family Business of the Year Award.

Competitive Advantages

- The Basement Guys™ is the only full-service basement waterproofing, foundation repair and excavation company in central Ohio.
- Twenty-four hour on call emergency service.
- Performs free inspections and estimates.
- Remains on call in inclement weather.
- Serves customers up to a 100-mile radius of Columbus.
- Services both commercial and residential customers.
- Provides affordable, comprehensive solutions to all foundation problems.
- Free, transferable “lifetime of the structure—period” warranty.
- Provides a fast estimate at up to half the cost of competitors.
- Has obtained all local and state building department licenses necessary, which is often overlooked by other companies.
- Uses top-quality brands without charging the customer extra overhead.
- Provides a multitude of services to meet customer needs beyond waterproofing and foundation repair, such as excavation, concrete repair and wall reconstruction.
- Is a proud member of industry organizations such as National Association of Waterproofing and Structural Repair Contractors (NAWSRC), Columbus Apartment Association and National Association of the Remodeling Industry (NARI).
- Hires only quality employees who will uphold the company’s high ethical standards.

- All sales persons are thoroughly trained in company policies and procedures.
- All sales persons are trained to make certain the customer completely understands the job to be performed, the costs involved and the necessary paperwork to sign.
- Employees on job sites are required to wear a uniform with The Basement Guys™ logo to clearly identify themselves to customers.
- If there is any variance in the service to be performed or the cost, a change order is executed, requiring the customer's full understanding of the work to be completed, the reason for the additional service and the customer's signature.
- If a customer continues to have problems after work is performed, a company representative will come out to investigate within five days.
- The company will contact the Environmental Protection Agency (EPA) to neutralize any potential environmental hazard should the need arise, even at a cost to the company.

Growth History and Future Projections

- Gradually adding services to meet customers' needs has led the company to an almost 1,000 percent increase in revenue over the past few years.
- Three years ago, the company was focused primarily on foundation repair and basement waterproofing and had year-end sales of approximately \$395,000. Broadening the scope of The Basement Guys™ services has boosted sales to almost \$3 million dollars in 2004.
- The Basement Guys™ envisions a more conservative growth plan for the next few years in order to focus on expanding the company into other Ohio markets.
- Customer and employee satisfaction will continue to remain at the forefront of business growth.

Net Sales					
2000	2001	2002	2003	2004	*2005
\$100,000 *projected	\$395,000	\$935,000	\$1,500,000	\$3,000,000	\$4,000,000

Employees					
2000	2001	2002	2003	2004	*2005
2 *projected	5	9	21	41	50

Services

Basement Waterproofing

- As basement waterproofing specialists, The Basement Guys™ know the importance of the right product and approach.
- They have designed and use their own top-quality waterproofing system.
- The company is in the process of applying for a patent for their waterproofing system.
- Waterproofing is covered by a fully transferable "lifetime of the structure-period" warranty.

Piering

- The Basement Guys™ uses top-of-the-line brands to stop settlement for new or existing structures with steel piers without charging the customer extra overhead.
 - Steel piercing keeps the foundation from sinking.
 - Different piers are used depending on the severity of the structure needing repair. The choices are made in regards to what is the best for the homeowner.
 - The company uses brands that are easily installed in confined areas, are engineered and tested with proven performance capabilities and have superior performance.
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- To stabilize a structure in a uniform system to ensure maximum practical recovery of the structure, the company uses engineered steel piers driven through unstable soils to rock or load bearing strata. Sections are pinned

securely together in order to prevent separation of the pier, allowing for excellent performance of vertical and lateral stability.

- Single or multiple bearing plates welded to solid steel shafts may be utilized. The plates are rotary-installed into the ground to reach the load bearing depth.
- The systems are extremely versatile to meet the distinct needs of the customer. Attachments are available for underpinning existing structures, using tie-backs for foundation walls and new construction foundations.

Wall Reinforcements

- Each job is reviewed and pre-inspected to determine if carbon fiber or steel beams are appropriate.
- The Basement Guys™ engineered and uses its own beams, installed to FHA specifications.
- Wall reinforcements are necessary when the walls have shifted beyond normal settling.
- Wall tie-back systems.

Excavation

- Offers gas and water line replacement or installation.
- Provides excavation services to pour new foundations.
- Existing foundation repair or rebuilding services when excavation is necessary.

Foundation Stabilization

- The Basement Guys™ puts its steadfast trust into Fortress Stabilization Systems as it provides the most up-to-date and superior engineering specifications.
- Fortress's Carbon Fiber/Kevlar grid straps permanently repair cracked or moving foundations without steel beams or tie-backs, preventing unsightly obstructions.
- The grid straps will not rust, mildew, stretch or shift over time, ensuring the repair is permanent.
- The system halts further movement of a block or concrete wall easily, safely and without outside excavation.
- Fractured concrete or block foundation walls can crack horizontally, vertically or bow due to soil pressure, making it necessary to stabilize the foundation.
- The company utilizes Helical Torque Anchors™ to lift sinking foundations, and is able to access tight or small spaces.

Sump Pump Replacement/Repair

- Trained associates recommend and install quality sump pumps to meet the distinct needs of the homeowner.
- A failing sump pump can create extensive water damage to a basement, which is why the company installs *Battery Back-Up Systems* to ensure function even if the power goes out.
- Sump pumps require periodic inspection to ensure they are properly functioning—a service provided by The Basement Guys™.

Driveways & Patios

- Repairs and installs foundations or concrete driveways and patios.
- Repairs cracked concrete with crack injections, costing the customer much less.
- The company designed and uses its own quality crack injection solution.
- For commercial sites, The Basement Guys™ repairs or installs parking lots, foundations and driveways.

Downspout Replacement/Repair

- The company replaces or repairs underground downspout conductor lines to deter any blockage.
- Downspout blockage is a common cause of water damage to building foundations.

Site Work

- Offers site development services for new or existing developments.
- Services include installation of storm-water drainage systems, sanitary sewer, water and gas lines.

Robert L. Secrest

President

A fourth generation foundation specialist, Robert "Luke" Secrest co-founded Advanced Foundation Solutions, LLC "The Basement Guys™" in 2000 at the age of 23. With almost 15 years of construction experience and five years of management expertise, Luke has been the driving force in the company's growth. Prior to bringing on two additional key staff members as co-owners and placing them in major management roles, Luke was involved in every detailed aspect of the business.

As President and Commercial Sales Manager, Luke concentrates on the advertising, marketing, installation and new product development aspects of the company. Currently, under Luke's guidance, the company is in the process of receiving a patent for the waterproofing system they designed and use. Additionally, they developed their own crack injection product that they use on their jobs.

Luke holds City of Columbus General Contractor, General Home Improvement Contractor, Home Improvement Contractor-Limited-Basement Waterproofing and Demolition Contractor licenses. He also is certified in Analysis/Installation with leading manufacturers.

Luke serves on the membership board and is a company member of the National Association of Waterproofing and Structural Repair Contractors trade organization.

In supporting the efforts of Habitat for Humanity, Luke donates his trade skills to the charitable organization and also encourages work on behalf of his company.

A Columbus native, Luke is a graduate of Gahanna High School. He has attended Fairfield Career Center and Columbus State. He currently lives in Pataskala (zip code 43062).

Doug Secrest

Installation Manager

A veteran of the basement waterproofing and foundation repair industry for almost a decade, Doug Secrest transitioned smoothly into the role of Installation Manager and co-owner of The Basement Guys™ in 2001.

Doug's main functions with the company include scheduling jobs and assigning the appropriate crews, as well as overseeing the entire production of the company.

Prior to joining the company, the fourth-generation foundation specialist worked for other companies in the industry, and was a Military Police Officer with the United States Marine Corps Reserves.

A Columbus native, Doug is a graduate of Gahanna Lincoln High School and has been involved in the Fairfield Career Building Tracks program. He lives in Gahanna (zip code 43230).

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