



2025 ServiceMaster Restore Co-Op Guidelines

Introduction

The 2025 ServiceMaster Restore Co-Op program is designed to encourage franchisees to 1) foster collaboration among franchisees within the local market, enhancing the collective impact and strengthening the Restore brand, and 2) build and expand their local presence and to better track their ROI in that local marketing space. \$1,500,000 of National Advertising Fund monies have been dedicated to ServiceMaster Restore Co-Op funding in 2025. These funds have been allocated to promote ServiceMaster Restore in franchisees' local markets to align strategically with national initiatives.

Monies from the NAF can be applied to Local Marketing Collaboration, Digital Media, General Media, Event Marketing (trade shows & sponsorships), Cause Marketing, and Agent Sales campaigns in accordance with the reimbursement tiers outlined in this document. **No individual franchisee can receive Co-Op funds in excess of 75% of what their 2024 annual contribution to the National Advertising Fund.**

As part of our ongoing efforts to refine and align the Co-Op Program with strategic priorities, **Blueprint is now the preferred vendor for digital marketing. Scorpion and third-party providers will no longer be accepted as a part of the 2025 Co-Op program.** While you are still welcome to utilize Scorpion for your digital marketing needs, applications for reimbursement of Scorpion services will no longer be accepted. To assist with this transition, we are extending a grace period for this rule for the first 6 months of 2025, allowing additional time to adjust accordingly.

For questions regarding the NAF Co-Op funds, please contact your Business Development Consultant (BDC) or send an email to marketingrequests@servicemaster.com.

If you would like to create a campaign not mentioned in this document, please email marketingrequests@servicemaster.com to be considered on a case-by-case basis.

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I. Eligibility

To be eligible to apply for the Co-Op Program, the following requirements must be met:

1. **Submission and Approval of the 3% Marketing Plan**

You must have submitted your 3% Marketing Plan for 2025 and received approval from the Marketing Team. Please note that the 3% Marketing Plan outlines your intended marketing spend for the year and is a prerequisite for Co-op participation. However, you must submit a separate Co-Op application to access funds. For more details on the local 3% spend requirement, [click here](#).

2. **Use of the Scorpion Common Website Platform**

Your franchise must be utilizing the Scorpion Common Website Platform to qualify. The utilization of 3rd party sites automatically disqualifies you for Co-Op participation.

3. **Compliant to Brand Standards**

Franchisees must be in good standing with all brand standards in order to receive Co-Op funds. If your franchise falls out of good standing after Co-Op approval, you will not receive any reimbursement – unless the issues are resolved, and the business is returned to good standing within a grace period of 30 days.

II. Application Overview

- **Submission:** All applications must be submitted online through <https://www.servicemasterrestore.com/co-op-application/>. Marketing initiatives that fall under different categories must be submitted through separate forms. You



can submit multiple applications until you meet your cap (75% of your 2024 NAF contribution. For instance, if your 2024 NAF contribution was \$10,000, the maximum Co-Op reimbursement you can receive in 2025 is \$7,500). You will be required to fill out each field in order to submit your application for approval. *Applications submitted via email will not be accepted.*

- **Budget:** All applications must meet the minimum program budget amount of **\$2,000**. If your application does not detail a budget over \$2,000, it will be denied. This is to ensure franchisees are participating in valuable, competitive marketing initiatives using NAF monies. For year-round marketing initiatives, you may submit applications with an annual budget within the calendar year.
- **Timing:** Receipts and reimbursements for year-round programs can be submitted on a monthly, quarterly, or annual basis.
 - **Applications** will remain open until November 1st, 2025, or when funds are 100% earmarked; whichever comes first.
 - **Receipts and tracking** must be submitted by December 9th, 2025 on <https://www.servicemasterrestore.com/co-op-application-2> as PDF or Excel files.
- **Approval:** The Co-Op coordinator (i.e. the applicant) will receive an email communication within 10 business days of submission indicating whether an application has been approved, denied, or require additional detail. If approved, you will receive a confirmation email with a **reference number** and a copy of your submission. Please keep them on file; you will need them later.
- **Key dates:** Applications will be accepted from **January 31st, 2025 through November 1st, 2025 or when funds are 100% earmarked; whichever comes first.**
- **Reimbursement:** All Co-Op tracking and receipts must be submitted by December 9th, 2025 for reimbursement. After this date, the form will close, and submissions will no longer be accepted. You will receive reimbursement if and only if both of the following are approved: 1) your application and 2) your tracking & receipts submission.

***All receipt submissions must meet a minimum threshold of \$1,000. Submissions below this amount will be returned for consolidation.**

Milestone	Deadline
Application Submission Opens	January 31, 2025
Application Submission Closes	November 1, 2025, or when funds are 100% earmarked, whichever comes first
Receipts Submission Deadline	December 9, 2025

III. **Administration of Funds**

All approved applications will be paid within 35 business days of receiving **acceptable tracking requirements and receipts** (10 days for review and 25 days for payment processing). The reimbursement will not exceed the approved amount but could be less depending on the receipted received. ServiceMaster Restore will not make payments on behalf of its franchise owners.

*All Co-Op applications must be submitted and approved before the start of the campaign with the exception of CAT events. CAT campaigns will be considered acceptable as long as all creative assets meet brand guidelines.

**** For the Local Marketing Collaboration category, the lead franchise will be responsible for submitting the application and gathering and submitting tracking documentation and receipts. For more details, refer to the Local Marketing Collaboration Qualification Form (see Resources and Links section of this document).**

IV. **Approved Co-Op programs and initiatives**

In alignment with national strategy, we will be accepting applications for the following categories:

- Local Marketing Collaboration
 - In 2025, our strategic focus is to encourage franchisees to partner with one another within their local markets. By working together, all participating franchisees will be rewarded with 45% Co-Op reimbursement, helping to "lift all boats" and strengthen brand visibility and customer engagement on a larger scale.
 - To qualify for this category, **two or more franchises** within the same market must be involved.
 - To qualify for this category in digital marketing, franchises **MUST** work with Blueprint.
 - To start a Collaborative Local PPC Campaign, reach out to Blueprint for a custom strategy that fits your local market.
 - For other **Collaborative Campaign Thought Starters**, see Resources and Links section of this document.



- Digital Media:
 - o PPC, SEO, LSAs, social media, etc. through **Blueprint (In-house Digital Team)** – Please see the last page of this document for all service offerings from Blueprint.
 - o Preferred national vendors (such as Emma, Rallio, etc.)
 - o **Please note that Scorpion and third-party providers are NOT accepted as a part of the 2025 Co-Op Program, as Blueprint is Restore’s official digital marketing partner. To assist with this transition, we are extending a grace period for this rule for the first six months of 2025, allowing additional time to adjust accordingly.**
- General Media: Billboards, print advertising, TV, radio, etc.
 - o To promote brand consistency, all creative for these programs must be sent to marketingrequests@servicemaster.com for review, and all creative assets must be approved prior to use. All assets published on the [Marketing Hub](#) are considered pre-approved.
 - o Corporate tracking mechanisms are strongly encouraged, such as a call-tracking number provided by Scorpion, or through Blueprint.
- Event Marketing
 - o Tradeshows: All Co-Op tradeshows must be approved by the ServiceMaster Restore Marketing team on a case-by-case basis to ensure adequate return from tradeshow participation. All creative for these programs must be sent to marketingrequests@servicemaster.com for review and approval prior to use. Tracking requirements must be provided prior to reimbursement.
 - o Sponsorships: All Co-Op sponsorships must be approved by the ServiceMaster Restore Marketing team on a case-by-case basis. Sponsorship signage, giveaways and other forms of branding must comply with ServiceMaster Restore identity standards and be approved. All materials obtained from [ShowImage](#) or [Signet](#) are considered pre-approved. **All sponsorships must have an identified business goal and align with national initiatives. It is required that you provide tracking prior to reimbursement.**
- Cause Marketing
 - o We are continuing to encourage franchisees to get out into their community and participate in good causes that uplifts the community. This type of marketing improves relationships with local businesses and helps to further establish the Restore brand in your local market.
 - o The Restore Marketing team supports the WE CARE: FIRE PREVENTION campaign and will approve other cause marketing events at its discretion.
 - o WE SERVE: VETERANS is a program focused on raising funds to help make a meaningful impact on the lives of veterans and their families. You can find out more about this initiative on the [Marketing Hub](#).
- Agent Marketing
 - o We encourage franchisees to build long lasting relationships with insurance agents. One way to engage in agent marketing is through participating in the Preferred Partners Program. To access the webinar, flighting schedule, and ready-to-use creative assets for this program, click [here](#).

V. 2025 NAF Contribution reimbursement tiers

The below reimbursement tiers have been established to show how much the NAF will contribute to each program based on the program type.

Local Marketing Collaboration	45% of your program budget
Digital Media campaign	35% of your program budget
General Media campaign	35% of your program budget
Event Marketing*	35% of your program budget
Cause Marketing	35% of your program budget
Agent Marketing	35% of your program budget

*Restore marketing will be attending key tradeshows this year including BOMA, RIMS, IFMA, PLRB and more. If your business were to participate in a local event that marketing is involved in, you can be reimbursed up to 35% of your budget. If you have questions about whether your event will be considered, please contact marketingrequests@servicemaster.com



Excluded Items:

The following items are excluded from the 2025 Co-Op:

- 1. Membership dues (chambers, networking groups, golf courses, etc.)
- 2. Printing costs (branded pens, totes, etc.)
- 3. Yellow Pages (print or online listings)
- 4. Personal events. Personal events include parties held by a Franchisee for the sole purpose of supporting their organization.
- 5. Salaries and benefits
- 6. All Scorpion-related expenses (taking effect on July 1, 2025)
- 7. Digital Media expenses from third-party providers (taking effect on July 1, 2025)

If you are unsure whether your marketing initiative is accepted under the 2025 Co-Op guidelines, please reach out to marketingrequests@servicemaster.com

VI. Tracking Requirements

For Local Marketing Collaboration:

- A lead franchise is responsible for collecting and submitting all receipts and tracking. All participating franchises must pre-agree on the distribution of funds and submit a signed qualification form as part of the application process.
- Tracking requirements follow the specific category of the campaign.

For Digital Media:

- **Blueprint**
 - Tracking submission is not necessary as the SMR marketing team will cross-reference applications with our tracking software.

For General Media:

- All general media must be tracked
- Your vendor can provide their media kit. These documents provide impressions, listenership, viewership, etc.
- These files must be submitted on the web form as a pdf or excel file. <https://www.servicemasterrestore.com/co-op-application-2/>.

For Event Marketing:

- All tradeshow and sponsorships must be tracked with the **Qualification Form** or as a marketing campaign in **Luxor** to be eligible for reimbursement. If you need to get set up in Luxor, please contact Amy Edwards (amy.edwards@smbrestore.com)

For Cause Marketing:

- To track your cause marketing campaign, you must fill out the **Cause Marketing Tracking Form** and submit it on <https://www.servicemasterrestore.com/co-op-application-2/>.

For Agent Marketing:

- To track your agent marketing campaign, you must provide: 1) the number of agent visits (documented on Luxor OR the **agent marketing tracking form**), and 2) receipts of your digital spend (preferably through Scorpion, but not required).

VII. Submission Checklist

Local Marketing Collaboration	<ul style="list-style-type: none">• Local Marketing Collaboration Qualification form (required at the application phase)• Required documentation based on the category of the campaign (see below)
Digital Media campaign	Blueprint: <ul style="list-style-type: none">• Receipts/Invoices (no tracking necessary)
General Media campaign	<ul style="list-style-type: none">• Receipts/invoices• KPI reporting from vendor



Event Marketing	<ul style="list-style-type: none">• Receipts/invoices• Tradeshow/Sponsorship Leads form• Events Qualification Form OR tracked in Luxor
Cause Marketing	<ul style="list-style-type: none">• Receipts/invoices• Cause Marketing Tracking Form
Agent Marketing	<ul style="list-style-type: none">• Receipts/invoices• Luxor OR Agent Marketing Tracking Form

- A separate application must be filled out and approved for **each category**.
- If you have multiple receipts/invoices, please merge all files into 1 PFD and submit one application. DO NOT fill out a separate submission for each receipt – you will be asked to resubmit.
- Receipt submissions must total a minimum of **\$1,000** per submission. Submissions that do not meet this requirement will be returned for resubmission. If your receipts for a campaign do not total \$1,000, please wait until you reach the threshold before submitting.
- Submissions containing more than three receipts or invoices must include a **cover page with an itemized breakdown of the expenses**. For Local Marketing Collaboration, the leading franchise is required to submit an itemized breakdown of contributions from each participating franchise AND a summary of how the reimbursement will be divided.

VIII. Resources and Links

- [2025 Co-Op Step-by-Step Quick Guide \(Coming soon\)](#)
- [Local Marketing Collaboration Qualification Form](#)
- [Collaborative Campaign Thought Starters](#)
- [Agent Marketing Tracking Form](#)
- [Cause Marketing Tracking Form](#)
- [Events Qualification Form](#)
- [Tradeshow/Sponsorship Leads Form](#)
- [3% Marketing Plan Submission](#)
- [Marketing Playbook](#)
- [Marketing Newsletter Sign-up](#)

IX. Digital Media Offerings

Blueprint (In-house Digital Team):

- Digital Strategy Development and Reporting: Development of a comprehensive digital marketing strategy tailored to the Franchisee’s business objectives and target audience. Regular monitoring and analysis of key performance metrics, with the provision of detailed reports to track the success of marketing efforts.
- Search Engine Optimization (SEO) - Website Optimization and Content Marketing: Analysis and optimization of the Franchisee’s website for improved user experience, search engine visibility, and lead generation. Creation and distribution of relevant, engaging, and valuable content to attract and retain the Franchisee’s target audience.
- Social Media and Email Marketing: Management and promotion of the Franchisee's social media channels to increase brand awareness and engage with the audience. Determined on the agreed upon package option. Email marketing coming in Q1 2024!
- Paid Media Advertising: Creation and management of paid advertising campaigns to drive targeted traffic and conversions. This includes but is not limited to:
 - Pay per Click (PPC)
 - Social Media Ads
 - YouTube Ads
 - Local Service Ads (LSA)
 - Display Ads
 - Geofencing