

Making the world a better place.

Perma-Seal Basement Systems



## We are believers.

We believe a single action can spread to something more, creating a ripple effect.

The full extent of each ripple, we'll likely never know. But we believe that by doing things differently, better, and with intention, our tribal members go home at night feeling fulfilled, our customers experience peace of mind and can live better lives, and our partners can create a bigger impact in our communities.

When people feel fulfilled, inspired, experience peace of mind and create impact, we know that these emotions and actions also create ripples. We are believers and we believe these ripples make the world a better place.

These are our guiding principles.

This is who we are, how we operate, and why we exist.

This is how we make a difference in the world.

Can you imagine a world where employees go to work every day feeling valued, excited about their jobs and knowing they are making an impact on people's lives?

Can you imagine a world where customers feel completely cared for?

Can you imagine a world where a conscious business replete with fulfilled and engaged people stands as a pillar in their community?

We can. We are believers.

**TO MAKE THE WORLD  
A BETTER PLACE.**

## Our Story

We've heard it said that when you don't know something is supposed to be impossible, everything is possible.

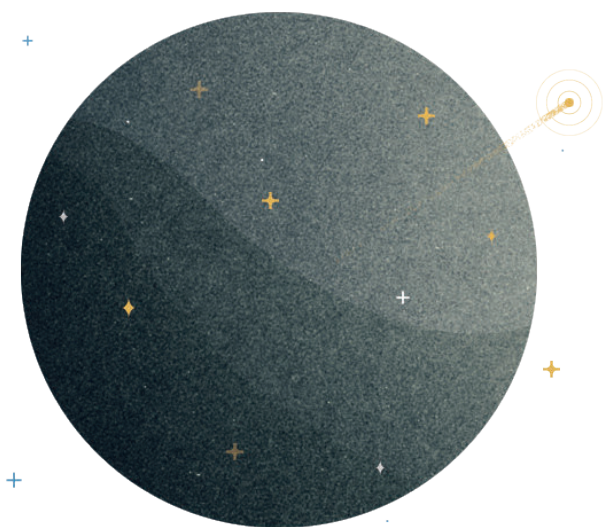
Back in 1979, Roy Spencer began with a simple and direct mission: to provide homeowners with permanent repairs at the greatest value and stand behind his work without equivocation. For him that meant doing business with integrity because integrity was his greatest commodity.

Today, Perma-Seal has grown to become Chicagoland and Northwest Indiana's leader in creating dry basements, crawl spaces, stable foundations, and healthy homes, compelling the entire industry to upgrade

their methods and practices.

Homeowners now have a much better chance than ever before of having a proper repair done at a fair price.

We have a passion for working with that mindset. We are here to lock arms with and walk alongside our tribal members, customers, and partners to create an experience one would never expect from a typical contractor. We are here to create a vision of what could be possible and then prove that it actually can be. No one told us we cannot change the world, so we will.



Our Story

That is our purpose.

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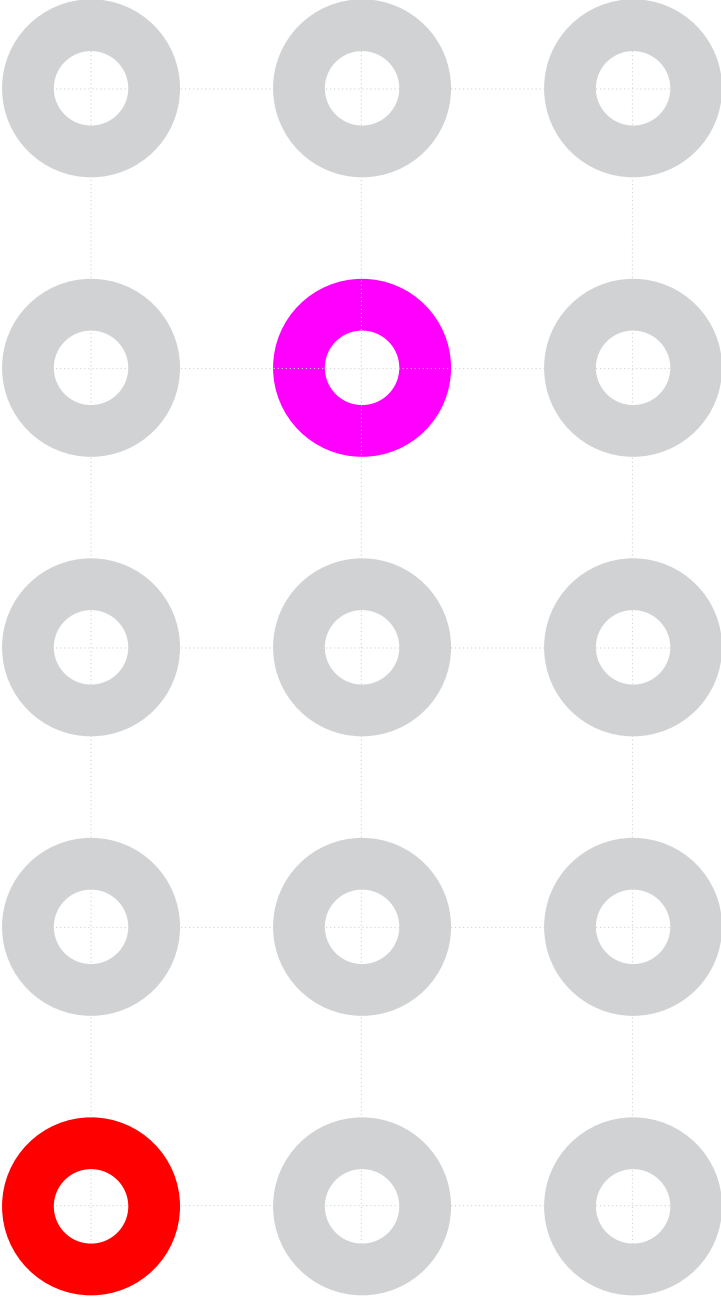
# the world better place.

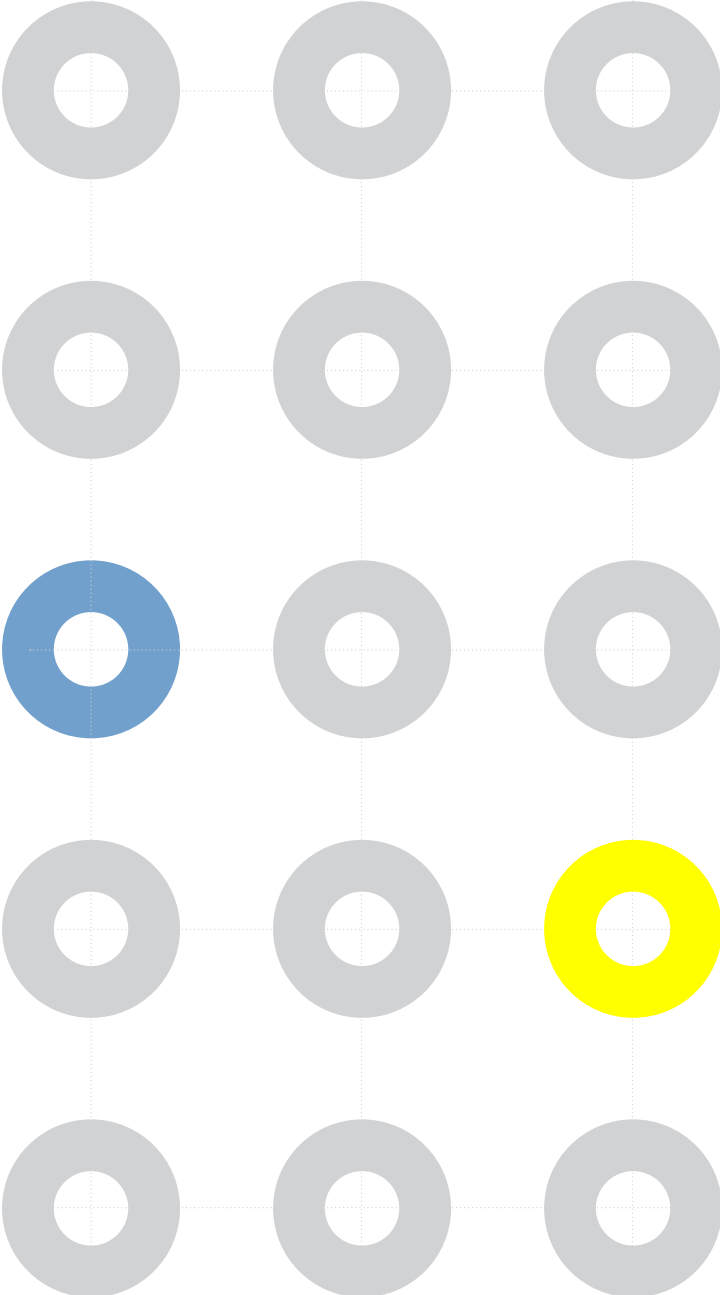
**WHY?** We know when we redefine our industry

we are making an impact on the world, which will change  
our communities and the lives of people we serve for the better.

We are believers.





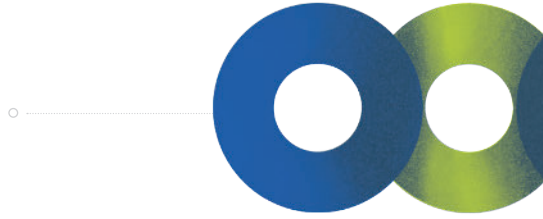


To make the world a better place.



**When we envision what it means to make the world a better place, we know our impact can be most significant with the tribal members we have, the customers we serve, our partners that provide the supplies and resources, and the communities in which we improve.**

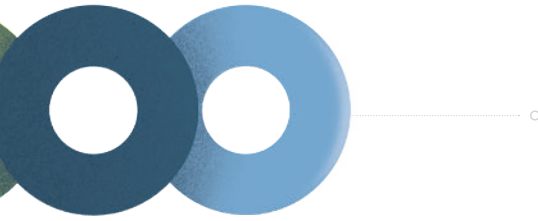
To make the world a better place.



## what is a tribe

Joining a tribe means that you have made a conscious decision to join a group to make your way through life. While maintaining your free will and independent thinking, you have agreed to make your immediate pursuit of individual goals and wants secondary to the needs and goals of your chosen tribe. You trust that you can achieve even greater success and happiness by working as part of a tribe than you could achieve by yourself. You become selfless and gain faith in others.

Joining a tribe brings great responsibility – you no longer are the sole recipient of the consequences of your action, or inaction. The whole tribe benefits or suffers as a result of your actions and decisions. People in your tribe are relying on you to perform your duties faithfully and to the best of your ability.



Joining a tribe requires you to have a mutual respect and trust in all tribal members. For example, if you see a positive member fostering good will and modeling tribal behavior, celebrate them. On the contrary, should you see someone undermining or damaging the tribe it is your duty to bring them into alignment. Trust, rely on, and give benefit of the doubt to all tribal members until, or unless, they prove untrustworthy.

Finally, when you fulfill your responsibilities to the tribe, you will earn the respect of others. They will help you when you need it, and they will do so for your benefit as well as that of the tribe.



# We serve

Bad jobs, bad bosses, and bad companies exist everywhere. For many companies, employees are simply seen as a means to an end. They exist as a way for the company to make money, essentially amounting to nothing more than a number.

We believe we have an awesome responsibility over the lives that are entrusted and influenced by us. Our tribal members are not objects of, or a means to our success. We strive to bring out the best in everyone and help them see a better version of themselves. We understand there really is no such thing as work-life balance, but rather work-life integration. We believe if we create an environment where our tribal members feel a burning passion and fulfillment from their work, they will go home to create a happier family. Those happy families will create happy neighborhoods and communities.

We are a human organization. We focus primarily on the growth and well-being of our people. A servant leadership focus puts the needs of those in our span of influence first. When we invite people to join us, we give them skills and abilities, and also an opportunity for a meaningful life. We create an environment where people can discover, develop and share their gifts, and be recognized and celebrated for doing so.



We believe every job in this company has purpose, meaning, and creates a tremendous impact. We bestow the gift of high expectations on people, but we do it with the love and belief they can accomplish what they didn't think they could before. When people experience success in a way they never imagined for themselves, there is nothing more rewarding and energizing. It makes the work meaningful. It makes the work significant.

We believe the way you treat people every day matters. We believe fulfilling work creates fulfilling lives.



To make the world a better place.

**CUSTOMERS**

# we deliver

Many reading this have likely had work done on their own homes by a contractor or know someone who has. How often can you say those experiences have been stellar? Few, if any, we suspect. In fact, when most homeowners work with contractors, they feel like they're an inconvenience, almost an afterthought. It's not uncommon to experience contractors who don't show up on time (if at all), don't leave an estimate, don't return calls, don't clean up after themselves, and the list could go on. What's the saddest part? As homeowners, we've come to believe mediocre service (at best) is actually okay – that it's acceptable.

We think that's ridiculous! We believe the homeowner experience should and can be more. We envision a world where every single "touch" from the contractor not only exceeds expectations, but creates new expectations for how a homeowner should be treated.

Many contractors view the customer experience as purely transactional in nature. They come in, do the work, perhaps use inferior products or an inferior solution, take shortcuts and quickly move on, all in an effort to finish the job and collect the check. Then, when a problem exists later and the homeowner attempts to contact the contractor to stand behind their work, they are long gone.

## **To make the world a better place.**

We believe in a world where the contractor cares deeply for and builds a life-long relationship with the customer. We see a world where the contractor uses the most high quality materials, trains their employees to deliver a superior customer experience, and offers a permanent solution that they stand behind with solid warranties. We believe the bar for an exceptional customer experience can be set so high that mediocrity in the contracting world is simply no longer accepted or tolerated.

We believe experiences can be remarkable.

CUSTOMERS

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**We believe  
experiences can  
be remarkable.**

To make the world a better place.

**PARTNERS**

# who work together

Many people start businesses or go to work for them because they believe they can make a difference. These people have ambition and spirit. They head into every day with all the energy and enthusiasm in the world. As time goes on and the pressures start to take hold, they can start to feel very alone. They are grinding it, day in and day out, and doing the very best they can. It starts to feel daunting, exhausting, and lonely.

We believe it doesn't have to be that way. We believe in a world where that dream can not only be kept alive, but it can be realized. In our vision, there is a brotherhood of partners who serve as friends and mentors, and treat each other like family. Business associates, dealer networks, suppliers, friends, and family. We believe a true win/win relationship is possible.

We believe in open and honest communication about our needs. We give our partners as much information as possible so they can provide quality service to us and others. We treat our partners with integrity and as an extension of our tribe.



## To make the world a better place.

We believe our relationship with our partners is a key to staying on the cutting edge of new techniques and materials. We seek to work with vendors who are known for their socially and ecologically conscious practices.

We believe when ideas, lessons learned, and successes are shared, the immense burden of responsibility can be lifted. It is replaced by hope and dreams. We see a world where these dreams are big and these dreams are realized. We see a world where businesses can become a pillar in their communities.

We believe more is possible.

PARTNERS



**We believe  
more is  
possible.**

To make the world a better place.

# COMMUNITY

# we believe

We believe business is good because it creates value, it is ethical because it's based on voluntary exchange, it is noble because it can elevate our existence, and it is heroic because it lifts people out of poverty and creates prosperity.

We believe in doing business with a higher purpose than profit. While making money is essential for the vitality and sustainability of our business, it is not the only, or even the most important, reason we exist. We are a conscious business that will help evolve our world so people can flourish, and lead fulfilling lives infused with passion, purpose, love, and creativity.

We believe in being an advocate for our community, returning the blessings that we have been given. We are inspired by, and continue to inspire and engage others.

## To make the world a better place.

We provide employment while fueling innovation and prosperity. Our tribal members support local businesses thus adding to the economic growth in those communities.

We support the communities we serve by donating our time, treasures, and/or talent.

We recognize that without our community of tribal members, customers and partners, there will be no business. We believe businesses make a profound impact on the communities they serve.

COMMUNITY

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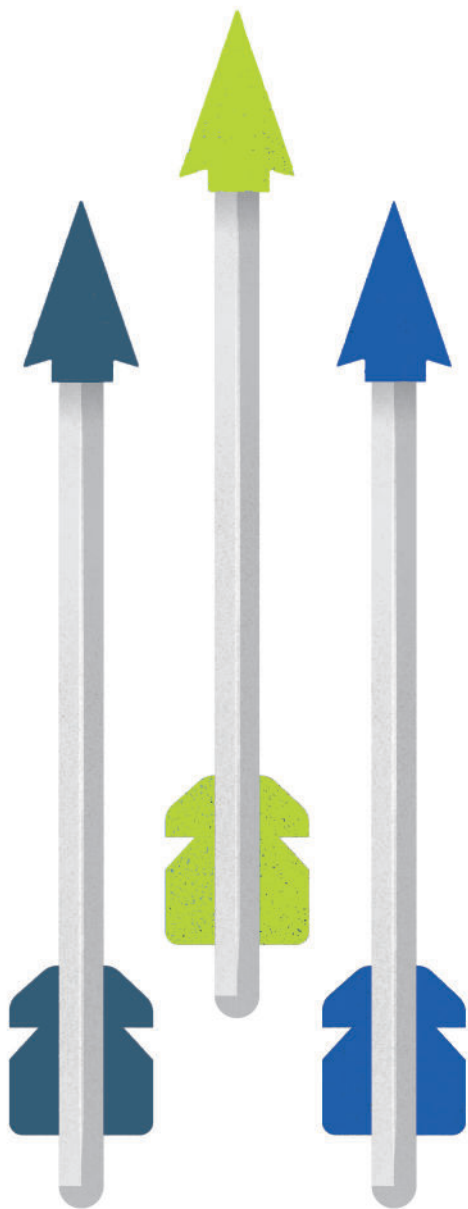
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To make the world a better place.

## **Purpose, mission, and values.**

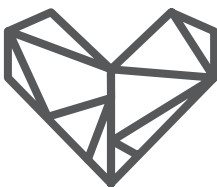
Unlike many other companies, these are more than just words “on the wall”. They are our guide. They are statements we rally behind. We hire, coach, and terminate based on them; we select vendors, advisors, and partners based on them; and we use them to deliver WOW service to our tribal members and our customers.

They are the heart of our organization. We are proud of them and believe in the power they have to make us the best we can be, and make a huge impact on the world.





To make the world a better place.



**Our purpose is our heart and soul. It's why we do what we do.**

## **Our Purpose: To make the world a better place.**

We are making the world a better place for our tribal members, customers, community, business associates, dealer networks, suppliers, friends, and family.

With every touch we have the opportunity to improve someone's life. With that focus, the ripple effect is never-ending.

To make the world a better place.

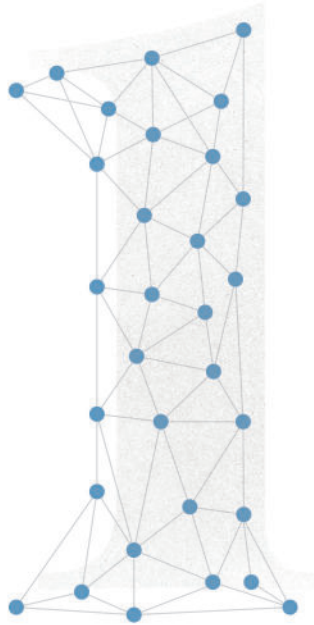
**Our mission  
statement tells us  
**what** we do and  
**how** we go about  
our daily work in  
order to fulfill our  
purpose.**

Our mission: To build a sustainable organization.

At Perma-Seal, we strive to provide a superior customer experience and the greatest value. We do the right thing for our tribe, customers, partners, and community. We strive to be humble and are continuously seeking improvement through innovation and self-evaluation.

We believe with that focus, Perma-Seal will be a great place to work and serve our community for many years to come.

To make the world a better place.



**Our values are what support  
our purpose and mission, and  
shape the culture of our tribe.**



### **We work hard...seriously.**

We find a way to get things done instead of excuses not to. We are individuals united as a Tribe and empowered to be extraordinary.

We have a responsibility to each other and take pride in doing more than our share. We understand not everyone will provide the same amount of work, but everyone strives to give 100% of their ability.

### **We find a way.**

We work smart, prioritize and respond quickly. We stay until the job is finished and our calls are returned. Our day is not done until we have honored our commitments to others. We get it done and then seek the next opportunity.

### **We strive to be better.**

Everyone is given the "gift of opportunity" to learn and to take on more responsibilities. Everyone is treated with respect. Everyone is expected to pull their own weight and contribute to the best of their abilities. Every one strives to improve and remain constructively discontent. Everyone will be compensated fairly, and according to their individual productivity and value that they contribute to the Tribe.

### **We act with integrity.**

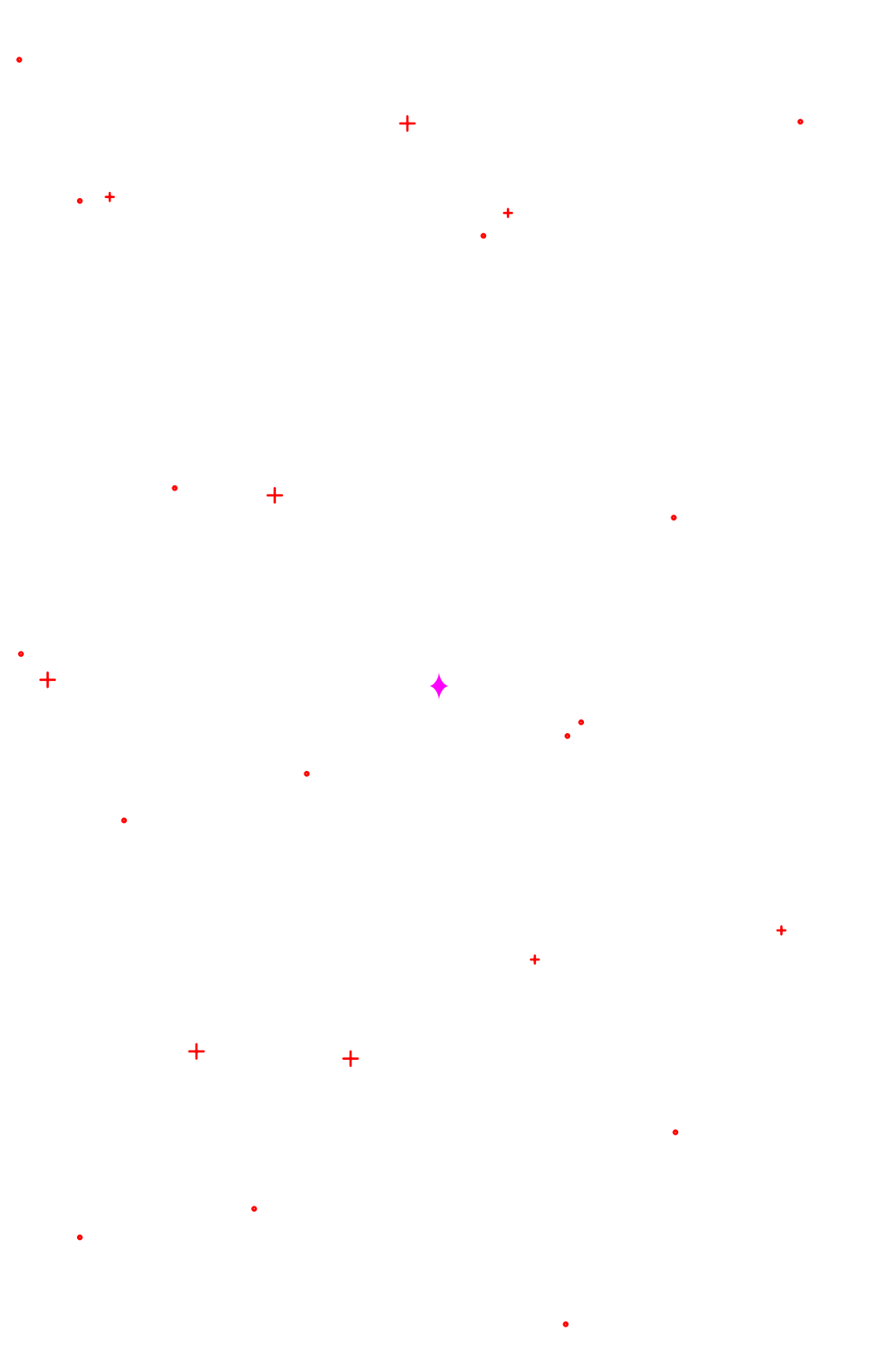
We do what we say we will do, and are thoughtful about what we say. We show up every day, on time, ready to work. We are truthful and do not tolerate abuse or dishonesty from anyone. If we see something, we say something.

### **We are compassionate.**

We care for our fellow tribal members, our partners, our customers and the community we serve. We actively listen to the perspective of others. We experience good times and difficult times together, as a Tribe.

### **We inspire creativity, optimism and fun.**

We look for ways to improve, improvise and innovate. We operate with a long term, big picture outlook and have the expectation of success. We look for joy in our work and personal life.





*"Known Best for Being Better"*