

From a Fireman Who Wanted to Supplement his Income to a Full-Service Contracting Company Providing Professional Service for Commercial and Government Clients, Fireman's Contractors, Inc. has Seen Major Growth in a Short Period of Time

Services
Contractor Services
(FRCN-OTCBB)



Ms. Renee Gilmore
Chief Executive Officer



Mr. Aaron Gilmore
Chief Operating Officer



Executive Bios:
Renee Gilmore
Chief Executive Officer

Ms. Renee Gilmore is our President, Chief Executive Officer and Director. Ms. Gilmore has served as our Director, President and CEO since our inception in August 2009. From March 2003 until January 2007 Ms. Gilmore served as an independent top Sales Director and Trainer for Mary Kay Inc., with its headquarters located in Dallas, Texas. From January 2007 until August of 2009, she was a partner in a contractor company. Renee attended the University of Nebraska at Omaha and earned an associate's degree in Computer Science at Metropolitan Community College.

Aaron Gilmore
Chief Operations Officer

Mr. Aaron Gilmore is our Chief Operations Officer and Director. He has served as our Director and COO since our inception in August of 2009. Mr. Gilmore also currently serves as a firefighter for Hurst Fire Department, located in Hurst, Texas, a position he has held since April 2002. Aaron at-

tended University of Nebraska at Omaha. Aaron has a FireFighter Certification where he graduated first in his class. Aaron has also earned his EMT B, EMT I, and Paramedic Certifications. Aaron is HAZMAT certified and with his multitude of safety certifications, he is able to pass his experience on to those affiliated with Firemans Contractors.

Company Profile:

Fireman's Contractors, Inc. (OTC BB: FRCN) is a full-service contractor providing professional services for commercial and government clients. Services include Road Improvements, Pavement Maintenance, Seal Coating, Parking Lot Striping, Pavement Marking, Asphalt Maintenance and Repair, and ADA Compliance. Fireman's Contractors has completed its FDD requirements with the Federal Trade Commission and has developed franchise territories across the U.S. The Company's goal is to develop hundreds of new franchise locations in the next 24 to 48 months. Fireman's Contractors brings a professional value system delivering outstanding results through honorable customer relationships and repeat business. Local firefighters are supported by a portion of profits which are donated to local Firefighter Associations.

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Gilmore, why did you start Fireman's Contractors?

Mr. Gilmore: I was a fireman and, initially, we just wanted to get something going on the side, so that my

wife could stay home with our children. Therefore, I started helping another guy out at the fire station building sheds. Then people started asking if we could paint the sheds, because nobody else would do it. So, I started painting the sheds and then went into houses and the interiors of the houses. I grew into doing some small commercial buildings and offices. Then, it transformed into the parking lot side of it, because one of the guys asked if I could do their fire lanes. I knew nothing about that, so I looked into it and said sure we can do that. Little by little, our undertakings grew.

CEO CFO: Is parking lot maintenance the primary focus today for Fireman's Contractors?

Mr. Gilmore: Today, yes. It has transformed into the parking lot maintenance side of it. We do still have a crew for residential and a larger crew for the commercial side as well, but our core business is our parking lot maintenance.

CEO CFO: Are there particular challenges in that type of a project?

Mr. Gilmore: It depends on if we seal coat or asphalt or are just striping it. Our clients are all businesses and they want the process as streamlined as possible, so they are not losing customers or being inconvenienced. Therefore, we have to adhere to their needs and make the project go as smooth as possible.

CEO CFO: Why are people choosing Fireman's Contractors over the competition?

Mr. Gilmore: What we have found in the contractor world is not everybody does what they say they are going to do or they are not there when they say they are going to be there. Therefore, we have tried to be real customer oriented and be there when we say we are going to be there and do what we say we are going to do. If there is a problem, we keep the lines of communication open, so the customers are not surprised.

CEO CFO: Does the name Fireman's Contractors lend credibility when speaking to a potential customer?

Ms. Gilmore: It does because of our name, people always ask if we have fireman that do the work. That provides an opportunity to tell them that we have professionals that do the work that have expertise in the trade, but we were founded by a firefighter. So, it really does add an instant integrity and trust. We really have taken what Aaron has learned from the fire department and taken the code of ethics from the fire department into our business, into the crews, and the work ethic of the crews; even the cleanliness of the crews.

Mr. Gilmore: Our logo is, "Contractors You Can Trust."

CEO CFO: Are there newer materials, newer methods that you are able to use in paving and sealing today or is it pretty much the tried and true?

Mr. Gilmore: Pretty much everybody

Our long term vision is nationwide, I would like to stay local first and get our first 10 franchises locally around us, so that we can help them ensure their success. We want to try the systems and improve upon that and then expand. - Ms. Renee Gilmore

has access to the same materials. Every once in a while, there is some new items that comes out and we always try it. Usually, the newer stuff is more expensive, but it lasts longer. If the customer is willing to pay for it, we can put it down; if not we will stay with the standard.

Ms. Gilmore: We do use higher-end quality materials and that is what separates us from others.

CEO CFO: How does Fireman's Contractors reach new customers?

Ms. Gilmore: We do a lot of networking. We are members of The Apartment Association of Greater Dallas and Tarrant County, so we have networked a lot with property management groups. We are also members of International Facilities Management Association. I would say 40% to 50% of our business is repeat customers and general contractors. We reach and do a lot of work for other general contractors. We are just always out there networking.

CEO CFO: Is the plan for Fireman's Contractors to develop a franchise type business model and if so, where are you in the process?

Ms. Gilmore: What we found is that the industry is really fragmented, as there are so many moms and pops out there that do what we do. They are fly-by-nights. So we wanted to just help streamline the industry and help other people. I have learned that a lot of contractors are really good at maybe doing the work, but maybe not so good with the business, or the backend, the marketing or customer service. Therefore, our vision was to just start owner-operator franchises. That would be one or two, or a team. One crew really could handle things like the power washing and the seal coating, and really start in the different metropolitan areas here in Texas and surrounding states. Right now we have our franchise disclosure document, so I think we are franchisable in maybe 38 states. We are really launching that campaign this year and we hope to have our first franchise by June of this year.

CEO CFO: How will you know that you are getting the right people to be your franchisees and that they understand the quality concept?

Ms. Gilmore: We have engaged a company called Franchise Dynamics. They have been in the franchise business and have learned that once you are in franchising, that is a business in and of itself. Therefore, we have engaged a company that has the experience and they are able to filter through that process, so by the time that the people get in front of us they already have been qualified.

CEO CFO: Do you anticipate acquisitions, buying up existing companies and getting them in the fold as well?

Ms. Gilmore: Yes I do.

CEO CFO: What is the financial picture for Fireman's Contractors today?

Ms. Gilmore: Right now, we are small. We are about a \$1 million annual company. However, this year we plan to double, just in our core business operations in and of itself. This

year we are planning on expanding into paving and we are looking at possible merger acquisitions.

CEO CFO: Are Fireman's Contractors customers willing to pay more for the quality?

Ms. Gilmore: Obviously, we are in a downturn market, but yes, our customers are willing to pay more for quality if they feel like it is going to last. We are not the lowest bid, and we are often times not the highest bid; we are somewhere in the middle. Our whole bidding process is much more professional than our competitors, so I would say yes.

CEO CFO: What about the Best and Brightest Award that Firemans recently received?

Ms. Gilmore: At the Dallas Business Expo in December of 2011, we were part of the trade show and they honored companies that added value to the city by adding jobs and value into the community. It was exciting that we were honored with that award.

CEO CFO: Will you take Fireman's Contractors beyond the borders of Texas with your franchises?

Ms. Gilmore: Absolutely! Our long term vision is nationwide, I would like to stay local first and get our first 10 franchises locally around us, so that we can help them ensure their success. We want to try the systems and improve upon that and then expand.

CEO CFO: What surprised you most since you started the company?

Ms. Gilmore: What has surprised me the most is this is something we had dreamt of maybe five or six years ago, and the fact that we are actually doing it. In addition, people are ex-

cited and passionate about what we do. That always surprises me, because we are in a contractor industry, so it is not anything "sexy". It is really the people that have been put before us, whether it is our customers, our employees, our contractors.

Mr. Gilmore: What has surprised me the most was being able to find people that will do the work as good as I did. It was hard for me to let go of actually doing the work and trusting people to have that quality. I was pleasantly surprised when I was able to find those people.

Ms. Gilmore: In addition, Aaron is a very good teacher and communicator, so that helps in our model.

CEO CFO: Fireman's Contractors is a publicly traded company, when did you decide to do that and how is it working out?

Ms. Gilmore: When we had our vision years ago, being a public company was a path that we had chosen as a means to help raise capital for franchising. As a small company starting out in these economic times, banks were holding on closely to their money. In addition, we really wanted to have something to where our family members and employees and others could benefit from our success. So far, it is good, but it is slow. We just became public in August of 2011. We are an OTC BB because we are a small company. However, it is exciting to see that in just this week alone the market has been very active. One day we had over a million shares traded in a day. That was really exciting. It is like a whole other world to be honest.

CEO CFO: Why should potential investors pay attention to Fireman's Contractors today?

Ms. Gilmore: I do not think the contractor side of it is really exciting or attractive. However, what is exciting when I talk to investors and what they get excited about is the franchise opportunity. This is because nobody is doing what we are doing, especially in the public sector. People see that opportunity and the advantage.

Mr. Gilmore: In the contractor world more than any I would think, would benefit from a franchise, just because generally your contractor guy is more of a doer. It is very hard to have a contractor be the marketing guy, be your accountant, and do the work. So hopefully we find those people that want to do the work and have their own business, but have all that other support on the backend with all the marketing and accounting systems.

Ms. Gilmore: So, that they are in business for themselves, but not by themselves.

CEO CFO: Final thoughts, what should people remember most when they read the Fireman's Contractors story?

Mr. Gilmore: People should remember that Fireman's Contractors is an up and coming business. We are relatively young on the public and franchise side of it, so I would hope that they would see that it would be a great investment.



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