Become a Bristola Dealer

Turn one-and-done cleaning jobs into a compounding, recurring service business · Bristola Capacity Assurance (BCAIP) · Confidential

The opportunity in one paragraph. ***Traditional tank and asset cleaning is a one-and-done business — you win a job, clean the tank, and the client goes dormant for years until the next turnaround, at which point you have to re-compete on price. Bristola turns that model on its head. As a dealer, you install a patented 24" valve that converts a tank to online-cleanable, then service it on a recurring assurance program every 12–18 months — a client base that compounds instead of resetting to zero. You provide the local labor and relationships; Bristola provides the robotics, software, IP, engineering, existing client portfolio, and support — with the equipment rented, not bought, so there is no capital fleet to finance. You earn a 10% valve commission, keep the 20–35% rental discount as margin, and retain 100% of your labor and mobilization. It is a way to build a durable, recurring-revenue company on top of a technology platform you could never develop alone.***

1. The problem with the one-and-done service model

Most cleaning and industrial-service companies live job to job. The economics are structurally hard:

- ***Revenue resets to zero.*** ***After a cleanout, the client does not need you again for years. Every year you start from scratch, re-winning enough new jobs just to stay level.***
- ***You compete on price.*** ***With no switching cost and no differentiation, the next job goes to whoever bids lowest — margins compress over time.***
- ***No compounding asset.*** ***A book of past customers who will not need service again for years is not a recurring-revenue base. The business never becomes worth more than this year's backlog.***

The result is a treadmill: hard-won growth that has to be re-earned every year, with thin, falling margins and no enterprise value building underneath it.

2. The Bristola model: convert jobs into a recurring base

Bristola's in-service robotic cleaning changes the unit of sale. Instead of selling a one-time cleanout, you install a 24" valve that permanently converts a tank to online-cleanable — and that valve becomes the anchor of a recurring relationship. The tank is cleaned again every 12–18 months under an assurance program, with high switching cost because the valve, the data, and the relationship are already in place. Each install adds to a standing base that keeps generating work. Your revenue compounds year over year instead of resetting.

3. What you get as a Bristola dealer

10% valve commission	*On every valve sale and installation — the entry point that converts a tank to online-cleanable.*
20–35% rental discount	*You rent Bristola equipment at 20–35% off retail and charge your customer at retail — the spread is your margin. Consumables 10–20% off.*
100% of labor & mobilization	*Labor revenue and mobilization charges are entirely dealer-retained.*
Access to the client portfolio	*Existing and new Bristola clients in your territory — you inherit demand, not just a rulebook.*
Sales, marketing & ops support	*Full access to Bristola sales/marketing materials, a dedicated sales team, and remote + on-site operations support.*
No capital fleet	*Equipment is rented, not bought — Bristola carries the robotics, software, firmware, IP, R&D, engineering, and support.*

You bring the labor, field operations, local supervision, customer relationships, and site logistics. Bristola brings the technology platform. It is a genuine division of labor — you own the market, Bristola owns the machine.

4. The revenue potential

On a representative in-service cleaning job, the dealer keeps roughly $24,000 of gross margin — about 30% — from the equipment discount spread plus fully-retained labor and mobilization, on top of a $4,000 commission on each valve installed. Those are per-job economics; the real story is what happens when the installed base compounds.

As a regional dealer builds a territory — say a dozen new valve installs in year one, ramping from there — the standing base of online-cleanable tanks grows, and each one keeps generating recurring cleanings. Dealer gross margin scales from roughly $170K in year one to about $2.1M a year by year five, for a cumulative ~$5.1M over the five years — from a business that carries no equipment capital.

5. Recurring vs. one-and-done — the difference that compounds

Win the same number of new clients each year in the traditional model and your revenue grows only as fast as your sales team can acquire — a straight line. Do it the Bristola way and every client you have ever won is still generating recurring cleanings, so the line bends upward. By year five the recurring model produces roughly $2.1M a year against $0.86M for the same acquisition run one-and-done — about 2.4 times the annual margin, and a business with real enterprise value because the revenue recurs.

6. How you grow and expand

- ***Land and expand within accounts.*** ***One valve becomes many — additional tanks, additional sites, and the five-year Assurance Program that locks in recurring revenue with a predictable fee.***
- ***One platform, many markets.*** ***The same technology serves oil storage, municipal wastewater, manure and ag digesters, and cooling towers — you can grow across verticals without new equipment or a new playbook.***
- ***Earn exclusivity.*** ***Appointments are non-exclusive to start, with a right of first refusal on territory exclusivity once you demonstrate the staffing, logistics, and financial capacity to own the market.***
- ***Build a sellable business.*** ***Recurring revenue on a differentiated, hard-to-replicate service is worth a multiple of a one-and-done backlog — you are building equity, not just booking jobs.***

7. What is expected of you

This is a real operating partnership, and Bristola holds dealers to a standard that protects the brand, the technology, and the recurring model:

- ***Certified operators and Bristola SOPs.*** ***Maintain trained, certified operators and follow all standard operating procedures.***
- ***Facilities, insurance, and maintenance.*** ***Maintain approved local facilities, required insurance, proper maintenance schedules, and secure storage for the equipment.***
- ***Non-compete and annual minimum.*** ***A standard non-compete during the term and for two years after, and a ramped, territory-tiered annual minimum described below.***

A ramped, territory-tiered minimum

Rather than a flat figure from day one, the annual minimum ramps over the first three years — so you have time to install valves and build a recurring base before the full run-rate applies — and it scales to your territory's addressable market. Meeting the ramped minimum maintains your dealer discount and territory rights.

Emerging territory	*$250,000*	*$500,000*	*$750,000*
Regional territory	*$400,000*	*$800,000*	*$1.25M*
Major / metro territory	*$600,000*	*$1.2M*	*$2.0M*

- ***Technology protection.*** ***The software, firmware, and IP remain Bristola's; you receive a limited operational license — no reverse-engineering or competing derivatives.***

8. The bottom line

Becoming a Bristola dealer is a way for a service company to stop running on the one-and-done treadmill and start building a compounding, recurring-revenue business — on top of a robotics and software platform you could never develop on your own, with no equipment capital to finance. You own the labor, the relationships, and the market; Bristola owns the machine and carries the R&D. The valve is the entry point; the assurance program is the annuity; the installed base is the asset. It is the difference between selling jobs and building a business worth selling.

Sources & notes

• Dealer terms per the Bristola Master Dealer Agreement & Exhibit B: 10% valve sales/installation commission; 20–35% dealer discount on equipment rentals (10–20% on consumables); labor revenue and mobilization dealer-retained; software, technical support, training non-discountable; access to Bristola client portfolio, sales/marketing materials, dedicated sales team, and remote/on-site operations support; equipment rented, not sold; a ramped, territory-tiered annual minimum (build-year floors of $250K/$400K/$600K for Emerging/Regional/Major, stepping to $750K/$1.25M/$2.0M mature run-rates by Year 3); non-exclusive with right of first refusal on exclusivity; two-year post-term non-compete.

• Retail reference (Exhibit B): full deployment package $12,000–18,000/day, $45,000–70,000/week, $140,000–250,000/month; valve ~$40,000 one-time (Program Setup & Equipment Cost).

• Revenue figures are illustrative for a representative regional dealer and are built in the Dealer Revenue Model (every input editable); they are not a guarantee of results and vary by territory, pricing, and execution. See the Bristola savings models for the underlying client economics that drive demand.