American Residential Services L.L.C.

# ARS®/RESCUE ROOTER® BRANDING GUIDELINES

While the services provided by American Residential Services LLC differ, they both focus on providing exceptional service experiences for customers. It is this common bond that unites ARS and Rescue Rooter to form ARS/Rescue Rooter, the ultimate home services provider, combining the heating and air conditioning strengths of ARS with the plumbing and drain cleaning strengths of Rescue Rooter. At ARS/Rescue Rooter, exceptional service is the foundation for all that we do. From the moment a customer calls to long after our representative has left their property, we are committed to providing our customers with exceptional service experiences every step of the way. Whether it is our 24/7 availability, our friendly, knowledgeable technicians or our honest, upfront estimates, our customers know to expect nothing but the best from ARS/Rescue Rooter, because that is what we consistently deliver.

**TAGLINE:** Making it work. Making it right.

**BRAND TERMINOLOGY:**

*National:* At first mention of company name, use “American Residential Services.” Latter mentions can be shortened to “ARS.”

*Brand / Location Specific:* Use the local brand and the phrase “part of the ARS Network.” For example, “Conway Services, part of the ARS Network,…”

**DIGITAL LINKS & HANDLES:** Website (www.ARS.com); Blog (www.ARS.com/blog); {F Icon} www.facebook.com/arsrescuerooter; {Bird Icon} www.twitter.com/arsrescuerooter; {IG Icon} @arsrescuerooter

**BOILERPLATE:**

**ABOUT AMERICAN RESIDENTIAL SERVICES:** Based in Memphis, Tenn., privately-owned ARS operates a network of more than 70 locally-managed service centers in 23 states, with approximately 6,500 employees. The ARS Network features industry-leading brands including, A.J. Perri, Aksarben ARS, Allgood, Andy’s Statewide, ARS, Aspen Air Conditioning, Atlas Trillo, Beutler, Blue Dot, Brothers, Columbus Worthington Air, Comfort Heating & Air, Conway Services, Efficient Attic Systems (EAS), Florida Home Air Conditioning, Green Star Home Services, McCarthy Services, Rescue Rooter/ Proserv, Rescue Rooter, RighTime Home Services, RS Andrews, The Irish Plumber, Unique Services, "Will" Fix It, and Yes! Air Conditioning and Plumbing. As an Exceptional Service Provider, the ARS Network serves both residential and light commercial customers by providing heating, cooling, indoor air quality, plumbing, drain cleaning, sewer line, radiant barrier, insulation and ventilation services. Each location has a knowledgeable team of trained specialists. ARS requires background checks and drug tests on all employees. We hire professionals with the highest level of integrity. Providing exceptional service and ensuring the highest standards of quality, ARS has the experience to do any job right – the first time, with all work fully guaranteed.