



REDEFINING





THRASHER™ GROUP

THRASHER™
FOUNDATION REPAIR

MIDWEST™
FOUNDATION REPAIR

 **Hello Garage®**

Thrasher Group is a family of companies specializing
in commercial and residential foundations.



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 customers can live better lives, experiencing peace of mind; our employees can go home at night feeling fulfilled; and our example can cast a vision for how other contractors can create impact in their communities.

When people feel fulfilled, create impact, and experience peace of mind, these emotions and actions create ripples. We are believers, and we believe these ripples can change the world.



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

We have a passion for working with this type of youthful spirit. No one told us we can't change the world, so we will.

We are here to take our industry by storm. We are here to lock arms with and walk alongside employees, contractors, and customers to create an experience one would never expect in an industry of typical contractors.

We are here to create a vision of what could be possible and then prove that it actually can be.



OUR PURPOSE



TO **REDEFINE** OUR INDUSTRY

Why?

Because we know that when we redefine our industry, we are making an impact on the world that can change businesses, communities, and lives for the better. We are believers.

When we envision what it means to redefine our industry, we know our impact can be most significant with the **CUSTOMERS** we serve, the **EMPLOYEES** we have the privilege of walking alongside, and the other **CONTRACTORS** we work with.



TO REDEFINE OUR INDUSTRY



CUSTOMERS



CUSTOMERS WE SERVE

Many reading this have likely had work done on their own homes by a contractor or know someone who has. How often can we say that those experiences have been stellar? Few, we suspect, if any. 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. And do you know the saddest part of that? As homeowners, we've come to believe that mediocre service (at best), is actually ok – 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. We see a world where every employee who works for a contractor understands and believes at their very core that the customer is, in fact, the reason for being.

Many contractors view the customer experience as purely transactional in nature. The contractor will come in, do the work, perhaps use inferior products or an inferior solution, and quickly move on, all in an effort to finish the job and collect the check. Then, when a problem arises later and the homeowner attempts to contact the contractor to fix it, they are long gone.

We believe in a world where the contractor cares deeply for and builds a long-term relationship with the customer. We see a world where the contractor does it right the first time, uses the highest quality materials, trains their employees to deliver the best customer experience, and offers a permanent solution that they stand behind. 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."

TO REDEFINE OUR INDUSTRY



EMPLOYEES



EMPLOYEES WE WALK ALONGSIDE

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 or a cog in the machine. We believe that our employees are our most valuable asset, and when we say that, it is more than just words to us. It's what we believe in our hearts.

We strive to bring out the best in our employees and help them see a better version of themselves. We understand that there really is no such thing as work-life balance, but instead, work-life integration. We believe that if we can create an environment where employees feel a burning passion and fulfillment from their

work, they can go home to create a happier family. And those happy families create happy neighborhoods and communities.

We understand that when a company treats an employee as nothing but a number, that feeling is (and will be) reciprocated. It results in employees who do the work just to punch the clock and earn a paycheck. The work feels futile, unfulfilling, and meaningless. Employees can begin to feel like they can do less and be less. We believe the world of work can be better than that. We believe that every job in the 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 that they can accomplish what they didn't think they could before. And 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 fulfilling work
creates fulfilling lives."*

TO REDEFINE OUR INDUSTRY



CONTRACTORS



CONTRACTORS WHO WORK TOGETHER

Many people start smaller businesses or go to work for them because they believe they can make a difference. They 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 take hold, however, they can start to feel very alone. They are grinding, day in and day out, and doing the very best they can. But this dream they once had of making a difference? 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. And not only can it be realized, it can be made into a much bigger dream. In our vision, there is a fellowship of contractors who serve as friends, mentors, and treat each other

like family. We walk alongside these contractors to challenge, show what's possible, and help make possibilities real. In our world, the reach of this influence extends beyond a single market. One home at a time, we change families, neighborhoods, towns, states, and countries.

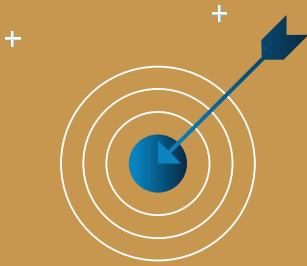
Typically, as small businesses try to grow, the responsibility of making the business a success can be a tremendous burden. Many business owners lie in bed at night worrying about how they're going to make it all work.

We believe more is possible. We believe that when ideas, lessons learned, and successes are shared, the immense burden of responsibility can be lifted. It is replaced by hope, vision, and dreams. And we see a world where these dreams are big, and these dreams are realized. We see a world where small businesses become pillars in their community, are shining examples of what's possible for other small businesses, and are paving the way for how homeowners experience contractors.

"We believe more is possible."



PURPOSE



MISSION



VALUES

Unlike many other companies, these are more than just words, phrases, and statements to us. They are our guiding light. They are statements we rally behind and are proud of. We believe in the power they have to make us the best we can be and create the most impact in the world.

OUR PURPOSE



**TO REDEFINE
OUR INDUSTRY.**

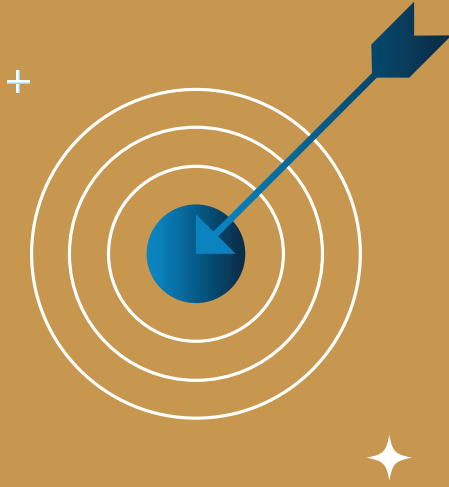
OUR PURPOSE



Our purpose is our heart and soul. It's the difference we are making in the world. It's why we do what we do.

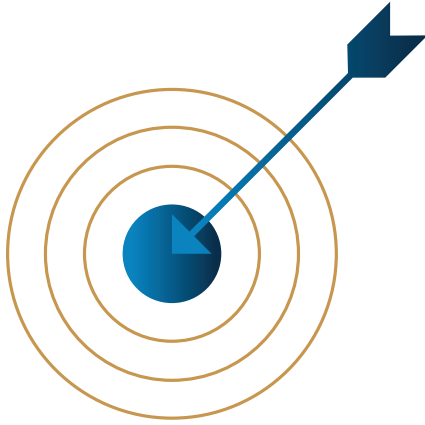
We are doing things differently than anyone else in our industry and will continue to do so. But here's the beauty in that statement - it's never-ending. Meaning, we'll never stop redefining. Once we create a "new way" and it becomes status quo, we'll redefine again and again.

OUR MISSION



TO DELIVER A **WOW
EXPERIENCE AND
CHALLENGE THE
STATUS QUO.**

OUR MISSION



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

At Thrasher Group, we challenge the status quo by never accepting that the way things are today is the way they should always remain. Just because something is currently working, doesn't mean it can't be made better. Every single interaction a customer has with Thrasher Group should leave that customer saying, "Wow!"

OUR VALUES



ONE TEAM

Individuals unified as a family and empowered to be extraordinary.

We work together as one company, supporting and helping each other to redefine our industry. We don't believe in individual departments operating in silos. It is together that we create extraordinary experiences.



ONE PASSION

Being relentless in the pursuit of constant improvement.

Never letting “good enough” alone, we push ourselves and each other to do better and be better. We have high expectations of ourselves and one another, and we believe those high expectations are a gift.



ONE EXPERIENCE

Providing WOW service to every customer, every time.

We believe in consistency. A “Wow” experience with some customers some of the time just won’t do. If we are redefining our industry, then that means every experience for every customer should exceed expectations.



ONE COMMUNITY

Being an advocate for our community, returning the blessings we’ve been given.

We are humbled and grateful for the opportunities put before us, and we believe reciprocity is important. We are honored to support all those who live and work around us and encourage others to consider ways they can create their own ripples of goodness in the community.



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 customers feel completely taken care of by their contractor? Can you imagine a world where employees go to work every day feeling valued, passionate about their jobs, and knowing they are making an impact on the world? Can you imagine a world where a fellowship of contractors feels supported, prepared, and confident to be a pillar in their communities?

We can. [We are believers.](#)





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