PuroClean Invites Veterans to Explore Business Ownership at 2026 NVBDC National Conference

PuroVet to showcase franchise ownership opportunities during Mission: POSSIBLE in Detroit, October 4–6

TROY, MI, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- PuroVet, PuroClean's veteran-focused franchise initiative, will join veteran entrepreneurs, transitioning service members and corporate leaders at the 2026 NVBDC National Conference — Mission: POSSIBLE, taking place October 4–6 at MotorCity Casino Hotel in Detroit.

As a Presenting Sponsor of this year's conference, PuroVet will highlight how the leadership, discipline and decision-making skills developed through military service can translate into successful business ownership.

"Veterans already understand what it means to lead, build teams, solve problems and perform when the stakes are high," said Frank Torre, Vice Chairman of PuroClean and a driving force behind the PuroVet program. "PuroVet is about giving veterans an opportunity to apply those abilities to their next mission — building and leading a business of their own."



Frank Torre, Vice Chairman, PuroClean

A Proven Path to Entrepreneurship

Starting a business from the ground up is not the only path to entrepreneurship.

Through PuroVet, veterans can explore franchise ownership backed by PuroClean's established brand, proven operating systems, training, technology and national network of more than 550 locations across North America.

Veterans already represent a significant part of the PuroClean network. Approximately one in seven PuroClean franchise owners is a veteran, and in 2026, 50% of new PuroClean franchises have been awarded to veterans.

Qualified veterans also receive a 25% discount on the initial franchise fee through the PuroVet program.

PuroClean franchise owners provide water damage restoration, fire and smoke damage restoration, mold remediation, and other property restoration services to homeowners and businesses. The model gives entrepreneurs an opportunity to build a scalable service business while helping people and communities recover when property damage occurs.

Attendees will also have an opportunity to meet members of the PuroVet team, ask questions, and determine whether franchise ownership aligns with their professional experience, financial goals, and plans for the future.

For veterans who already own businesses, the session will also provide insight into franchising as a potential way to diversify their business interests and enter the property restoration industry.

Your Next Mission Could Be Business Ownership

PuroVet was created around a simple idea: the qualities that make strong military leaders can also make strong business owners.

For veterans considering what comes next after military service — or entrepreneurs looking for their next business opportunity — Mission: POSSIBLE provides an opportunity to explore that

path firsthand.

You didn’t serve to play it safe. Own a scalable business. Lead your next mission.

Veterans and transitioning service members are encouraged to visit the PuroVet booth throughout the conference and attend the PuroVet breakout session.

2026 NVBDC National Conference — Mission: POSSIBLE

October 4–6, 2026
MotorCity Casino Hotel | Detroit, Michigan

About PuroVet

PuroVet is PuroClean’s veteran-focused franchise initiative designed to help veterans transition their military leadership, discipline and operational experience into business ownership. Through training, resources, franchise incentives and the support of the PuroClean network, PuroVet provides veterans with a pathway to entrepreneurship in the property restoration industry.

About PuroClean

PuroClean is a property restoration franchise system with more than 550 locations across North America. PuroClean franchise owners provide restoration services for water, fire, mold and other property damage, serving homeowners, businesses and communities when they need assistance most.

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