Veteran Entrepreneurship and PuroVet Featured on WJR's The Veteran Blueprint

TROY, MI, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- What does a new mission look like after military service? For some veterans, it means owning a business, leading a team, and continuing to serve their community.

Paul Edelstein and retired U.S. Air Force Brigadier General Doug "Odie" Slocum joined 760 WJR's The Veteran Blueprint to discuss veteran entrepreneurship and PuroClean's PuroVet program. Their conversation explored how business ownership can create opportunities for veterans, including those who continue to serve in the National Guard and Reserves.



Frank Torre, Vice Chairman, PuroClean

An Opportunity That Reaches Beyond Business Ownership

Slocum sees two benefits in PuroVet. The first is the opportunity for veterans to become entrepreneurs. The second is the stability a community-based business can offer service members who balance military and civilian responsibilities.

"Michigan is also a Guard and Reserve state," Slocum explained during the interview. "We have people who serve in the military who are also full-time in the community."

For Guardsmen and Reservists, the chance to build a business where they live can support both their civilian careers and continued service. “It helps the people. It helps the organizations,” Slocum said. “I think it’s just a great program, and that’s why I’d like to be on board and advocate.”



Paul Edelstein, Director of Purovet, PuroClean



Brigadier General (Ret.) Doug “Odie” Slocum

A Business Model Veterans Can Evaluate

PuroVet helps qualified veterans explore franchise ownership within PuroClean’s property restoration network. Restoration owners lead teams that help families and businesses recover after water, fire and other property damage.

During the WJR interview, Edelstein emphasized the value of having an established system behind that work. “You’re not reinventing the wheel,” he said. “You’re following a system. You’re following an SOP.”

He also described the marketing support available to franchise owners and PuroClean’s open-territory system, which allows an owner to pursue a lead outside their local area. Those details matter to veterans assessing what day-to-day ownership involves and how they could grow a business over time.

The program offers qualified veterans 25% off the initial franchise fee, along with training and ongoing support. Edelstein told listeners that, since PuroClean Vice Chairman Frank Torre revamped the program, PuroClean has brought 70 veterans into its system, including multi-location owners.

Taking the First Step Toward Veteran Entrepreneurship

As the hosts observed, entrepreneurship may receive little attention when service members prepare to leave the military. The interview gave veterans a chance to consider how their experience leading people, solving problems, and carrying out a mission might translate into business ownership.

Slocum put the purpose plainly: he welcomes opportunities to talk about “anything that takes care of our veterans.” Through PuroVet, that means helping veterans explore a potential business while serving customers at some of their most difficult moments.

Veterans interested in learning more can visit PuroVet.com or call 855-PUROVET.

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.

Paul Edelstein
PuroClean
+1 248-747-2392
email us here

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