

## Value Dry Brand Narrative

**At ValueDry, we know that homeowners like you want to be in control of the safety and value of their home.** In order to do that, you need a way to restore it from the damaging effects of moisture.

**The problem is, moisture is a big problem for houses in the Mid-Atlantic, and most homes in our region aren't built [prepared] to withstand it,** which makes you feel vulnerable. We believe you deserve the benefits of a home that defends itself from moisture.

**We know what a relentless enemy moisture is to the home, and we built a massive fleet of experts and equipment to fight it.** We bring more than 20 years of basement waterproofing experience to the defense of your home. We've inspected more than 100,000 homes, and as members of the Basement Health Association, we provide your home with a fully licensed and insured service that's backed by a Lifetime Transferable Warranty.

**Here's how we do it.**

- 1. We'll find the problem.**
- 2. You'll get a plan to fix it.**
- 3. You'll enjoy a safe, dry home.**

You'll have affordable rates and financing options for protecting your home, and we promise you fast, friendly service and a 100% Satisfaction Guarantee.

**So, Schedule a Free Inspection.** And in the meantime, take our *Healthy Home Quiz* to get a clear sense of how moisture is affecting your home. So you can avoid risking health issues and instead have a dry, healthy environment, protect your investment, and fully enjoy living in your home!

### One-Liner

One of the biggest problems homeowners in the Mid-Atlantic face is moisture, and most homes in our region aren't built [prepared] to withstand it. We figure out where your house is vulnerable and fix the problem so you can restore the value and safety of your home.