



**FRANK TORRE,  
VICE CHAIRMAN**



*PuroClean team in front of the Tamarac, FL Corporate Headquarters.*



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**EMPOWERING VETERANS THROUGH ENTREPRENEURSHIP:  
PUROVET'S COMMITMENT TO BUSINESS SUCCESS**

Recognizing the unique skills and potential of the veteran community, PuroClean, one of the nation's leading restoration franchise networks, launched its PuroVet program to support veterans in becoming successful entrepreneurs and business leaders by helping them become franchise owners. PuroVet supports veterans in establishing and expanding PuroClean franchises by offering tailored mentorship, business training, and a robust network of corporate partners committed to working with veteran-owned businesses.

This initiative is spearheaded by Frank Torre, a passionate advocate for veterans and a descendant of a proud military family. Torre's father was a U.S. Marine during World War II, serving with distinction in the elite Carlson's Raiders unit. His dedication to supporting veteran franchise ownership is deeply personal and driven by his family's legacy of service. "Veterans have already served their country, and now it's our mission to help them serve their communities through business," said Frank Torre. This guiding principle has shaped PuroVet's mission to provide veterans with the training, tools, and connections necessary to succeed in business.

At the heart of PuroVet is the belief that veterans' inherent leadership, discipline, and resilience make them ideal candidates for entrepreneurial success. Paul Edelstein, Director of the PuroVet program, was drawn to this mission because of his passion for veteran advocacy. He saw the opportunity to bridge the gap between veterans and the resources they need to thrive in business.

For the PuroVet team, the decision to collaborate with the MVO Task Force was natural. Both organizations are dedicated to empowering veteran entrepreneurs and building a

community where veterans can thrive. "Partnering with the MVO Task Force allows us to provide our veterans with access to corporations that support veteran-owned businesses, amplifying our impact and expanding the opportunities available to them," Paul Edelstein explained. This partnership is a key part of PuroVet's strategy to create lasting, meaningful relationships between veterans and the business world by ensuring access to critical resources such as contracts, financial guidance, and industry expertise.

PuroVet achieved a significant milestone by awarding a franchise to a deserving veteran, reinforcing its reputation as an organization dedicated to tangible outcomes. Veterans who choose to franchise with PuroClean will benefit from a substantial 25% discount on their franchising fee, offered under the PuroVet program. This discount is a gesture of gratitude and recognition of the skills, discipline, and leadership qualities that veterans bring to the table — qualities that are invaluable in the restoration industry.

Through initiatives like these, PuroVet ensures veterans have the support and opportunities they need to succeed, whether through business ownership or leadership roles within established companies. The program focuses on equipping veterans with the resources to navigate the complexities of the business world while fostering a strong sense of community among veteran entrepreneurs.

Looking ahead, PuroVet remains committed to expanding its outreach and building more opportunities for veterans. By supporting veteran entrepreneurs, PuroVet helps ensure that veterans continue to make a lasting impact on their communities and the economy. For those interested in supporting PuroVet or learning more about the program, visit [PuroVet.com](http://PuroVet.com).

