

# BE YOUR OWN BOSS & TAKE CONTROL OF YOUR LIFE

Enjoy the lifestyle, freedom, fun and financial success you deserve.



*"Control your own destiny or someone else will."*

*– Jack Welch*

# INVEST IN A BETTER FUTURE

Work for yourself and chart your own course.

An investment in a Fresh Coat Painters franchise is an investment in yourself, your family and a future that can be bigger, bolder, and brighter.

Fresh Coat can be the perfect vehicle for you to live the richer lifestyle you've dreamed of and to create the wealth and lasting legacy you've always desired. The pride, peace of mind and personal satisfaction that comes from owning a successful business in your community is something you can't put a price tag on. But to have more, do more and be more, you must have faith and bet on yourself.

## **YOUR CUSTOMERS FEEL GOOD AND SO DO YOU.**

Watch any home-makeover show on TV and pay close attention to the final reveal. That's the moment when the homeowners walk in and are so happy to see their renovated and beautiful space. They either smile ear-to-ear or shed tears of joy. The home-service professionals responsible for that transformation are usually standing in the back, beaming with pride. Painting has that same wow factor. As a Fresh Coat owner, those same delighted and grateful customers can be yours as well as those feelings of satisfaction and pride week after week, year after year...as you serve an endless flow of new and repeat customers. And besides, most people don't enjoy or know how to do quality painting projects. Instead, they will gladly and willingly pay you and your team to freshen up their homes and lives.

## **BE A LEADER, NOT A PAINTER.**

The Fresh Coat system is designed to build business leaders with the drive to succeed and an entrepreneurial spirit to build a thriving business. We don't want you holding a paint brush, ever! Instead, we'll teach you everything you need to know to successfully lead, market, operate, and grow your team and new business. Our proven systems will help you recruit, hire, and retain quality painters and maximize their productivity and your profits. Our proprietary Painter Advancement System allows you to invest in your employees by enhancing their skills. After all, their success is tied to your success. Plus, our state-of-the-art operations software, SmartQuote, makes measuring, estimating, instant-quoting and project management simple and easy while keeping your costs low and profits high.

## **PROVEN TRACK RECORD OF SUCCESS IN A GROWING INDUSTRY.**

Fresh Coat is the flagship in the Strategic Franchising System's portfolio of five national brands and benefits from that thirty-year track record of franchising expertise and success. Most relevant, we've mastered the art and science of marketing and staffing home-service brands. As one of the largest and fastest-growing painting companies in the world, Fresh Coat proudly continues this legacy of success, innovation, financial strength, and franchise owner satisfaction.

Painting is a big piece of the home services industry projected to grow into a trillion-dollar business by 2026. At better than 35% annual growth, you'll have the opportunity to make substantial income. Better yet, painting is always in demand, in both good times and bad. It's one of the most impactful and affordable home-improvement projects and investments a homeowner can make, no matter the economy or housing market. People always want to update and change their living and workplace environments.

The award-winning Fresh Coat business model provides three lucrative profit centers to maximize your earnings potential: **residential** (interior and exterior), **commercial** (retail stores, restaurants, offices, apartments and more), and **government** projects. Residential projects cover everything, not just walls and ceilings. From cabinets to decks and even fences... if it can be painted, you can do it. Our commercial support provides not only specialized training and certifications for you and your team, but FREE LEADS vetted by our dedicated National Accounts team. These profitable painting projects come to you signed, sealed and delivered. Your team simply does the painting and collects the money.

## **LARGE CORPORATE RESOURCES WITHOUT SPENDING MILLIONS.**

Join our winning franchise. Bring your passion, dreams and drive to succeed, and we'll set you on a path to financial freedom. Your entrepreneurial spirit coupled with following our proven systems will provide you with all the necessary training, coaching support, tools, and established programs to efficiently run your business and satisfy your customers. We've already spent millions of dollars on perfecting the marketing, operations, technology tools, and painter-recruitment systems so you don't have to. As soon as you complete training, you can start earning money. From the first day to the tenth year and beyond, we're with you every step of the way. You'll be in business for yourself, but never by yourself.

# AN INDUSTRY-RECOGNIZED LEADER

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## A TRUSTED & HIGHLY RATED BRAND

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# WHY CHOOSE FRESH COAT PAINTERS?

1

## TWO FRANCHISES FOR THE PRICE OF ONE

- Serve Both Residential & Commercial Markets, No Restrictions or Extra Fees
- Your Exclusive Territory Protects Both Markets, Unlike Some Competitors
- No Additional Fees Charged to Serve Commercial Accounts
- Free, Vetted National Accounts Leads Are Like "Instant Business in Your Inbox"

2

## AFFORDABILITY ENSURES QUICKER PATH TO PROFITS

- Among the Lowest Franchise Fee, Branding & Technology Fees in the Industry
- The Lowest Monthly Royalty Minimums, Critical as You Ramp Up Your Business
- Unlike Others, We Don't Charge You and Your Management Team for Training
- Unlike Others, We Don't Charge You Fees to Serve Commercial Projects
- All These Lower Costs Help Make Your Profit Potential Higher

3

## INDUSTRY-LEADING SOFTWARE TO SMOOTHLY & PROFITABLY RUN YOUR BUSINESS

- Customized, State-of-the-Art Estimating & Instant-Quoting Software
- Built-in Marketing Automation to Generate Repeat Customers & Referrals
- Integrated with Billing and Accounting
- Integrated with On-Line Review Generation and Management
- Stand Apart from Others That Are Less Professional, Automated, & Branded

4

## THE WINNER'S CIRCLE, A TRUE PARTNERSHIP

- Earn Back Your Entire Franchise Fee
- We're Committed to You and Invest in Your Success
- No One Else Offers Such a Powerful Incentive & Support Program
- Proof We Stand Behind You and Our Proven Business Model

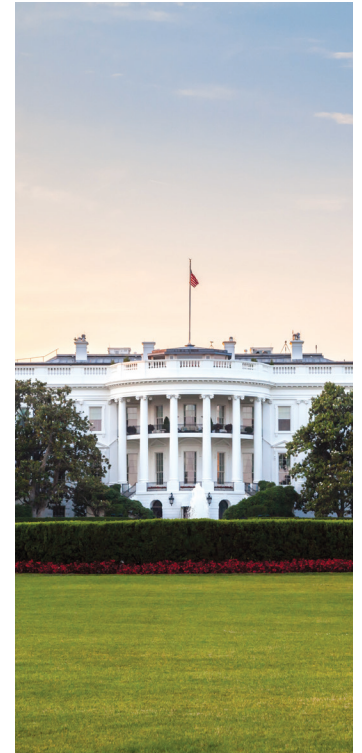
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## MARKETING-FIRST PHILOSOPHY

- We Think & Act Like a Marketing Company, not a Technical Painting Company
- This Helps Us Deliver an Abundance of Leads to You
- A Dedicated National Accounts Team to Send You Profitable Projects
- We Help You Assess & Profitably Bid on Commercial & Government Projects in Your Area
- We Invest Heavily in Marketing Tech, Automation, and Talent for Your Benefit
- Proven Marketing Systems to Help You Recruit Plenty of Quality Painters & Estimators
- We Invest in Market Research & Strategic Data Analysis to Continually Improve Our Results

## NO GUTS, NO GLORY!

It's OK to make yourself uncomfortable. In fact, it's necessary in order to create change in your life. Successful people always push themselves and step outside their comfort zone to achieve the kind of lifestyle they truly want." – Gary Green, Founder of Fresh Coat Franchise



**Fresh Coat was  
trusted choice  
to paint  
the most famous  
residence in  
America.**



# THREE GREAT REVENUE STREAMS



## RESIDENTIAL

- Painting is in high demand, in both good times and bad
- Interior and exterior projects, never-ending opportunities
- We help Realtors/homeowners on both sides of buy/sell transaction
- Customers love that we use full-time employees who are background checked & insured
- We used real-world market research to drive superior lead flow to you



## COMMERCIAL

- We are analyzing nearly 2,000 projects every week for our franchise owners
- Free leads provided to you by our dedicated National Accounts Team
- We help you assess and bid Commercial Projects in your area
- We provide blueprint takeoffs, bidding assistance, and help with special equipment
- We build regional/national alliances with Property Managers Facilities Management Companies that produce profitable projects for you
- They trust us because we have a National Account Team coordinating national service delivery, quality control, and risk management
- They trust us because we use full-time employees that have been properly background checked and insured



## GOVERNMENT

- We have expertise to help you navigate these opportunities
- Governmental buildings/infrastructure are everywhere
- Massive military properties/living quarters need painting
- Bids can be won regardless of location
- Work is often set aside for smaller, minority-owned, woman-owned businesses

# MULTIPLE SERVICES, ONE PROVIDER...FRESH COAT

## INTERIOR PAINTING

Walls, ceilings,  
doors, closets, trim,  
banisters, cabinets  
and more

## SURFACE MAINTENANCE

Pressure washing,  
staining, drywall  
repair

## EXTERIOR PAINTING

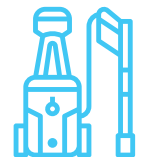
Brick/stucco walls,  
doors, shutters, siding,  
railings, decks,  
sheds, fences

## COMMERCIAL SERVICES

Offices, stores,  
restaurants, condo/  
apartment complexes,  
warehouses, factories  
and more

## WALLPAPER & POPCORN CEILING REMOVAL

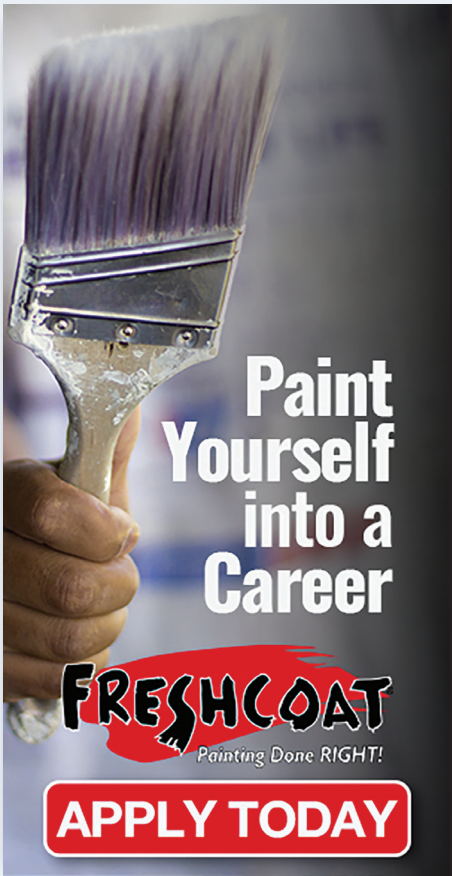
Update older homes  
and offices



**A comprehensive  
portfolio of services  
means more  
customers will  
find you  
on-line and hire you  
more often for more  
projects.**



# MARKETING EXPERTISE, SYSTEMS AND SUPPORT



**Paint Yourself into a Career**

**FRESHCOAT**  
Painting Done RIGHT!

**APPLY TODAY**



**Paint Yourself into a Career**

**FRESHCOAT**  
Painting Done RIGHT!

**APPLY TODAY**



**Painting you love, from painters you trust**

**FRESHCOAT**  
Painting Done RIGHT!

**FREE Color Consultation**  
(WITH EVERY PURCHASE)

- Interior Painting
- Exterior Painting
- Drywall Repair
- Walls & Trim
- Cabinet Painting
- Popcorn Ceiling
- Color Consultation

**Call Us Today!**  
(702) 534-3736

**FRESHCOAT**  
Painting Done RIGHT!

**15% OFF SUMMER SPECIAL**  
while openings are still available

[www.FreshCoatPainting.com/MapleGrove](http://www.FreshCoatPainting.com/MapleGrove)

- Interior Painting
- Exterior Painting
- Door Staining
- Pressure Washing

- Interior Painting
- Exterior Painting
- Carpentry Services
- Drywall Repair
- Color Consultation



SHERWIN-WILLIAMS.



# MARKETING EXPERTISE AND SUPPORT

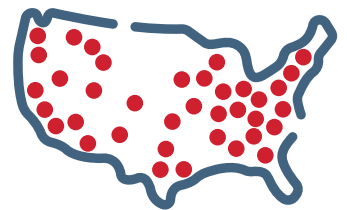
We provide you with proven marketing training and systems to help you generate revenue out of the gate.

As such, **no marketing experience is necessary.** Over the last fifteen+ years, Fresh Coat alone has spent millions of dollars on marketing, conducting marketing research, development, testing, and continual refinement...branding, consumer website, digital marketing, promotions, advertising, social media, collateral material, yard signage, vehicle wraps, trade show booths, PR, community service marketing, and on and on. With Fresh Coat, you will hit the ground running with effective marketing systems and tools. You don't have to waste your time and money on trying to develop effective marketing through guessing, trial and error, reinventing the wheel, or even honing in on your ideal customers, cost-effective media or winning messaging. We already did all of that for you. From Day One, you have a professional and trustworthy brand surrounding you and a proven marketing plan and strategies to quickly generate leads for your new business.

Again, over time we've invested millions of dollars to make sure your marketing is dialed in and stays that way. The National Branding Fund pays for on-going innovation and ensures you have the latest tools, techniques, education, technology, and market research to keep you on the cutting edge of marketing and advertising.

## HERE IS JUST A SMALL SAMPLING OF THE FULL SUITE OF MARKETING SUPPORT BUILT INTO A FRESH COAT FRANCHISE:

- On-going, deep analysis of marketing research and data to produce better marketing & better results
- A step-by-step 90-day marketing plan to ensure focus, discipline, and fast results
- Professionally designed business cards, flyers, door hangers, yard signs, apparel, ads and much more
- On-going National and local PR programs to highlight you as an owner and your grand opening, expansions, awards, recognition, and community service projects
- Trade show and event-marketing kits
- Weekly social posts sent automatically to your Facebook and Google My Business profiles
- Reputation management tool that generates reviews for your business and provides Local SEO
- National partnerships and vendor discounts, saving you lots of time, money and headaches
- As a marketing-driven company, our primary goal is to drive an abundance of leads to you



**EXTENSIVE  
NETWORK**



**DIGITAL  
MARKETING**



**CUSTOMIZABLE  
MARKETING**





# OPERATIONAL EXPERTISE AND SUPPORT

Just like our marketing, our operating model and systems are proven and effective.

We've had nearly 20 years to perfect everything. Again, we spent tons of money and time fine-tuning every facet of this business to develop a home-services, staffing business that functions like a repeatable customer-satisfying and cash-flowing machine. We've already made the thousands of decisions and adjustments necessary to have it all ready for you to follow and use...operating manuals, business structure, job descriptions with roles and goals, painter recruitment systems, hiring an estimator and project manager, technology tools to estimate and provide profitable bids, accounting systems, on-going support and coaching for you, and on and on. Again, you won't have to spend time or money trying to build all of this. No wasted money, guessing or trial and error on your part. With Fresh Coat, you get to start running a proven business model and making money as soon as you complete training.

## PAINTER ADVANCEMENT SYSTEM

Now more than ever, taking care of your employees is vital to operating a successful business. Our proprietary Painter Advancement System was created to provide real-world, on-the-job training for your staff to maximize productivity, reduce turnover and limit any liability.

This comprehensive curriculum follows Painting Contractors Association (PCA) standards and challenges new painters and veterans alike. They will learn painting the Fresh Coat way. That's Painting Done RIGHT! The complete course covers standard operating procedures, safety regulations, best practices, and much more.

A recognition framework was designed to standardize achievements and celebrate accomplishments as painters reach certain course benchmarks. An investment in your staff is an investment in your business. A roster full of well-trained, skilled artisans elevates the work product, builds your reputation in the market and fosters an empowering, supportive company culture.

The process to launch your business starts the day you purchase your franchise.

## WARM UP

The business launch team will prepare you for your hands-on training at the home office..

## PRE-FLIGHT CHECKLIST

A detailed, step-by-step guide to prepare your new business for launch with the help of a dedicated onboarding coach.

# CUSTOM DEVELOPED OPERATIONS SOFTWARE

## INTRODUCING SMARTQUOTE - SALES MANAGEMENT ANALYSIS REPORTING TOOL

SmartQuote represents the next evolution of the Fresh Coat system. This custom developed software is the product of over two years of work and was handcrafted to our exact specifications by a team of designers and developers. Take an intuitive, easy-to-use estimation tool, throw in a polished sales/proposal presentation solution and wrap it with a CRM (customer relationship management) dipped in marketing automation, and you have a total winning recipe for success. That's SmartQuote and it helps take the hassles, headaches, complexity, dropped-balls, and delays out of your business. Best of all, that's just the first course! Instead of relying on off-the-shelf software, with SmartQuote we control our own destiny and can refine or add functionality to suit our needs today and in the future. Bottom line, SmartQuote makes managing your business easier, simpler and more profitable.

## LOOK AT SOME SMARTQUOTE HIGHLIGHTS:

- The estimating feature takes accurate measurements and outputs an accurate and instant quote based on industry-standard (PCA) production rates
- Built-in product information calculates all materials costs, including paint upgrades and specialized equipment needs
- The sales presentation tool is designed to turn quotes into confirmed and booked projects
- Integration with SOCi, our Google My Business review generation tool, makes building your online reputation completely automatic for you
- CRM manages your book of business...automated follow-up to close more deals, get repeat business
- Marketing automation lets you create and manage email drip campaigns to generate repeat customers
- SMS text alerts create a customer experience that's second to none



“Take cutting-edge estimation software, add marketing automation, data analysis tools, and a CRM, and you’ve just scratched the surface of what Smart Quote can do. This thing is a game-changer.”

### ON-SITE TRAINING

You will spend a week at the home office in Cincinnati, Ohio learning the painting business, Fresh Coat Operations, marketing and our custom-built software SmartQuote.

### PRE-LAUNCH

Your Onboarding Coach will walk you through the launch plan, help you set goals and ensure you're ready for your Grand Opening.

### LAUNCH

Our support team will work with you one-on-one keeping you on pace to achieve your goals.

### ONGOING SUPPORT

Weekly coaching sessions with your dedicated business coach to answer questions, help identify new opportunities and use best practices from around the system.

# NATIONAL ACCOUNTS

While some franchises charge you additional fees to even participate in commercial business, or even exclude that from your exclusive territory, Fresh Coat does not play those games.

There are no additional fees or territory exclusions. We want you to scale your business as quickly and as large as possible. In fact, Fresh Coat sees commercial projects as critical to your long-term success. Not only are you able to engage in both residential and commercial work on day one, but we even provide you with **FREE COMMERCIAL LEADS** right in your inbox. As you scale your business,

our National Accounts team scales your commercial leads tailoring projects to match your capacity...as you get larger and more experienced...so do the projects we provide to you. We have a dedicated National Accounts team that is assessing thousands of commercial projects every week and working with designated National Accounts (regional/ national Property Managers or Franchise Systems) to send you projects in your inbox that are signed, sealed, and delivered...you just deliver quality painting and get paid.

We have developed trusting partnerships with some of the largest commercial property owners and managers in the world, and efforts to add to the roster are ongoing. These fine companies are enjoying the benefits of seamlessly working with Fresh Coat franchises across the country:



# YOUR SUPPORT NEVER ENDS

National/Regional Conferences and Virtual Meetings

A Dedicated Business Coach

Peer-to-Peer Educational Programs & Best Practices

Ongoing Training and Support

Strategic Vendor Partnerships and Discounts

Commercial Bid Management

Free Commercial Leads from the National Accounts Team

Communications and Public Relations

Business Data Intelligence







### THE WINNER'S CIRCLE

We're sold on the Fresh Coat business model, and we believe you will be too (if you're not already)! In fact, we are so confident that the systems, support, and competitive advantages we provide our owners will allow you to build and scale a profitable business, that we are willing to return your franchise fees! We want you to maximize your savings upfront, we know will make our return over the long-term with reasonable royalties.

The Winner's Circle is our way of putting our money where our mouth is and rewarding motivated, passionate entrepreneurs for following system guidelines, leveraging all the internal tools and support, and achieving certain business objectives. Our brand president loves writing these] checks because it means you've achieved the success you dreamed of when you first picked up this booklet or spoke with one of our franchise directors.

What better proof of our confidence in you and the Fresh Coat franchise system could there be?

### FRESH COAT CARES

Corporate responsibility has grown in importance over the last several years and is an important part of the Fresh Coat Painters brand image. Our target audience is choosing to do business with companies that operate ethically and contribute to society in a meaningful way, especially in their own communities.

Fresh Coat Cares is a program designed to support our branding efforts, increase visibility, provide support to communities and non-profit organizations in need, and allow our franchise owners to support causes they are passionate about.

**To support these efforts Fresh Coat provides an annual \$500 grant for labor, and Sherwin-Williams matches that with a \$500 grant for paint.**



# BUILDING A LEGACY

- **Helping People Fall in Love with Their Space Again**
- **Personally Fulfilling Lifestyle**
- **Financially Rewarding Business**
- **Making a Big Difference in Your Community**



"Since the beginning, I got all the support I needed to start my painting company. Everything impressed me – from the marketing to the great systems they have in place. The people are nice and prompt to attend to me, even after hours."

— Andrey A.,  
Pembroke Pines, FL

# FRANCHISE OWNER TESTIMONIALS

"I knew that I always wanted to be a business owner, and I knew at this juncture in my life I didn't want to go it alone. But I also wanted a certain degree of control. In understanding more about Fresh Coat, I learned that it was the right combination of support and ownership.

— *Bret M., Denton, TX*

**I think the painting business is a good one to get into because it's always something that's in demand. Whether it be residential or commercial, even in down economic turns, people are still wanting to freshen up their homes, and painting is the most economical way. In times when the economy is up, it's a great opportunity for us to go in and do higher-end finishes.**

—*Sarah R., Lakeway, TX*

The corporate team really wants you to do well, and all my hard work has paid off. We blew our first year proforma out of the water. At the end of November, we were 68% ahead of the projection for the first year. It's great to be part of the Fresh Coat family. With their long-term, first-hand experience, having them as resources gives me confidence that I can remain successful for years to come.

—*Eric S., Hartford, CT*

**I have one customer who hired us to paint the exterior of her home. My team did a great job, and she called me back to paint the interior. Then her father-in-law called me to paint the exterior of his house. A guy down the street saw that work and called me to do his house. Now the lady across the street from him wants to talk with me. All those jobs stemmed from one job!**

—*Paul and Linda T., Fort Worth, TX*



# FREQUENTLY ASKED QUESTIONS

## DO I NEED PAINTING EXPERIENCE?

*Not at all. Remember, you are a leader, an entrepreneur. We don't want you holding a paint brush. We specialize in developing business leaders, not technical doers. Leave the painting to your staff of professional painters with years of experience. We teach you everything you need to know to launch, market, staff, manage and scale your new business. That is where you'll spend your time and through the leverage of your painters, create real wealth for you and your family.*

## WHAT KIND OF TRAINING CAN I EXPECT?

*Our comprehensive training program arms you with the knowledge, tools and confidence to hit the ground running. From business set-up, to marketing, to staffing, to estimating and quoting, to project management, to technology, to accounting and more...your five-day intensive training covers it all. Before you leave the Corporate Headquarters, you'll have:*

- A detailed marketing and advertising strategy custom tailored to your target market
- Complete knowledge of our custom designed software SmartQuote
- Partnerships with multiple vendors including reduced pricing for products and services
- Understanding of the painting industry and home services with access to market research giving you a competitive edge
- An action plan outlining your first 90 days in business

## HOW WILL I GET LEADS?

*Our marketing systems are second to none. Your lead generation strategy is the product of a comprehensive, detailed analysis of our audience targets, the latest market trends, cutting-edge tactics and tools, and decades of experience from our coaches and marketing team. We know what works and what doesn't because we're constantly refining the system to squeeze out every drop of performance and return on investment. We are a marketing company first; we excel at providing leads to you and helping you to also generate leads in your community.*

## WHAT KIND OF ONGOING SUPPORT WILL I GET?

*It starts the moment you join the system and never stops. Even before you attend training at the Corporate Headquarters you are working toward your dream of building a successful business. You'll work with industry leaders who have not only worked in the painting industry but excelled as business owners. Their dedication to the trades is evident in their work and thought leadership. By no means a complete list, here are a few ways your business is supported after training:*

- Technical assistance
- National and regional conferences, virtual meetings
- Advanced marketing and advertising consultation
- Market research and data to help you make smart business decisions
- Event marketing support for home shows and more
- Polished, professionally designed assets like business cards, flyers, yard signs and much more

*Don't forget you are in business for yourself but never by yourself. You have the backing of a national brand and a team of professionals dedicated to supporting your success.*

## WILL I BE ABLE TO FIND EXPERIENCED PAINTERS?

*We commit to the same level of effort in our recruitment marketing tactics that we do for our lead generation strategy. The Fresh Coat model is set up to keep your painters busy year-round and invest in their professional development. That's exactly the kind of culture painters are looking for in an employer. Just like we have yard signs, business cards, and flyers at your disposal, you also get a full suite of assets for your hiring efforts. Our Painter Advancement System is designed to attract and refine raw talent as well as elevate experienced painters. The National Accounts Team drives commercial business that stays strong all year round and isn't affected by seasonality. Not only will you easily find painters, you'll keep them busy all year long!*