



**GARAGE FLOOR**

**coating.com**

***Don't miss out on the opportunity to  
be your own boss and own a  
GarageFloorCoating.com franchise***

## INNOVATORS ON THE LEADING EDGE

GarageFloorCoating.com is the most recognized concrete coating company for one reason: *visionary innovation*. When most people hadn't considered or even heard of coating garage floors, GarageFloorCoating.com understood that market trends would soon make the garage one of the most important rooms of the house. And when other companies were using the same old coating methods (and some still do!), GarageFloorCoating.com was busy developing cutting-edge coating systems that became the industry standard. Now, GarageFloorCoating.com is on the leading edge again: this time, by making profitable franchise opportunities available to anyone who has an unquenchable drive to succeed.

## FOLLOW IN THE FOOTSTEPS OF A LEADER

Every week, GarageFloorCoating.com completes over 100 customized garage floors throughout the US....but it wasn't always that way. The truth is, GarageFloorCoating.com started out just like so many other successful businesses. One man, one truck, one dream: to build a successful home improvement company that embraced real customer service, high quality results and enviable profit margins. The man, Robert Hanson, relied upon his own trusty pick-up truck and one employee to bring his dream to fruition.



It took hard work and dedication, but also a progressive mindset to anticipate the purchasing decisions of homeowners and carve out a prestigious niche market. It's true that when Robert launched his business in 1996, most homeowners weren't looking to coat their garages. Now, garage enhancement has become the fastest growing segment in the home improvement industry and the National Association of Homebuilders estimates that Americans spent 2.5 billion dollars to enhance and upgrade their garages last year.



Bottom line, garage floor enhancement is booming and it's a perfect time for success-driven entrepreneurs to embrace this opportunity. If you have the desire to build your own successful home improvement business, a franchise with GarageFloorCoating.com is the right decision. And luckily for you, Robert's already done the hard work. The research and development, proprietary coating products, cutting edge coating systems, brand reputation, centralized marketing and billing systems, proprietary in-office and in-field tools, ***detailed written installation procedures and extensive training programs are already in place. All you have to do is make the choice to succeed.***

***“Garage enhancement has become the fastest growing segment in the home improvement industry...”***

## WHY GARAGE FLOOR COATING?

In the past, a typical garage was just big enough for a single car, a lawnmower, and several boxes of Christmas decorations – and, until recently, the garage wasn't even attached to the home. Times have changed – and garages have changed along with them.

Garages are no longer the dirty, disorganized and forgotten rooms of the past, and now more than ever, new homes are built with garages that house at least two cars. Back in 2005, for example, 84% of all newly built homes included a garage that could fit *at least* two cars. Perhaps more importantly, 82% of home buyers agree that the garage is an important factor in making a decision about purchasing a home.

## AMERICA'S NEW FRONT DOOR

Homeowners came to the realization that their garage is an integral part of the home. It is after all, usually the largest room of the house and the very first room owners see each time they return home. Homeowners want garages they can really use, enjoy and take pride in – and they are spending a lot of money getting what they want.

And what's the most requested upgrade for garages nationwide? ...a garage floor coating of course. Versatile, durable, resistant to chemicals, abrasion, moisture and harsh climates, easy to maintain and affordable, a garage floor coating is one of the easiest ways to instantly upgrade any garage. Our customized garage floor coatings allow homeowners to choose from an almost limitless array of colors, patterns and textures. The result? The garage has become America's new front door!

***“The garage has become  
America's new front door..”***



## **A COMMITMENT TO EXCELLENCE**

With over 60,000,000 square feet of coating experience and a reputation for total customer satisfaction, superior workmanship and highly developed production techniques, GarageFloorCoating.com has become a national forerunner in the booming garage enhancement market. The company is actively expanding both regional and national market share through franchise development...and for success-minded entrepreneurs the opportunity is huge. GarageFloorCoating.com consistently generates multi-million dollar revenues for one simple reason:

***...Our wide recognition for pioneering and perfecting the art of coating concrete floors!***

## A HISTORY OF SUCCESS

In a little over two decades, GarageFloorCoating.com has grown from a local 2-man operation completing a handful of jobs every month to an industry leader with a presence in over 25 locales throughout the US performing over 100-plus jobs per week nationwide. Demand alone hasn't guaranteed this kind of growth...the reason behind GarageFloorCoating.com's success story comes down to hard work and a commitment to excellence.

One of GarageFloorCoating.com's satisfied customers says it best:

*"Your company recently re-did my floor and I wanted you to know that it turned out beautifully. Just as importantly, I wanted to thank you for the care you take in managing customer relations."*

*Every aspect was well handled, from the first phone call, the estimate, the skilled applications crew, to the follow-up calls. More businesses should follow your model."*

## A TURNKEY FRANCHISE OPPORTUNITY



You've thought about owning your own business for years. *You* have the entrepreneurial spirit and we've been in the business of installing floor coating systems for over 21 years. Team up with GarageFloorCoating.com and be part of a rapidly growing market in a growing economy.

Enjoy instant brand recognition along with an immediate consumer base. And because GarageFloorCoating.com has developed a franchise system that addresses every facet of profitable business ownership, your franchise will enter the market poised to succeed.



- Large & defined territory
- Business & floor coatings training
- Operational support in perpetuity
- Brand recognition & marketing support
- Turnkey – ready for success

Go to [www.GarageFloorCoatingFranchise.com](http://www.GarageFloorCoatingFranchise.com) to start your business

***...the right business,  
the right time!***

## BENEFITS OF FRANCHISING WITH US...

GarageFloorCoating.com provides each franchise the necessary tools to build a strong business from day one, including:

- Pre-launch, multi-day training called “Coatings College” at our in Phoenix, AZ, conveying the latest in coating systems, equipment and techniques
- Multi-day “On-Site Training” with our corporate trainers held at your Franchise location providing in-field, hands-on installation assistance
- Microsite and SEO development assistance
- Marketing, advertising and sales support including our corporate-based
- 24/7 leads call center and sitelet offering print and marketing collateral
- 200-plus page Franchise Operations Manual that guides the Franchisee step-by-step through the business start up process
- An initial supply of GarageFloorCoating.com branded work shirts, hats, marketing slicks and business cards





## BENEFITS OF FRANCHISING WITH US...

- Group buying power on all of our proprietary **coating products, equipment and sundries** available on our easy-to-use online **Franchise Store**
- **Leads management software** (CRM) used to capture and store customer information and leads, track leads status, and facilitate customer communication
- Over twenty (20) fully electronic and proprietary written **standard operating procedures** (SOPs) that provide detailed installation steps for each of our floor coating systems
- Tablet-based **Project Evaluation & Estimation Form** that walks you step-by-step through the jobsite evaluation and costing process
- A mobile **Electronic Coatings Calculator** for your in-field installers to determine exact quantities of coating product usage for each coating system.
- **Technical & business support & assistance** from a dedicated Franchise Support Representative, just a call away



*...and GFC is firm-certified by the EPA,  
ISO 9001:2015 compliant...and holds an  
A-plus rating with the Better Business Bureau*

## QUESTIONS & ANSWERS

Why should I choose a franchise over other business types?

*After 10 years, only 16% of existing start-ups are still in business. With franchises, it's 90%. A franchise is one of the least risky types of businesses available. Franchises have the highest success rates and the lowest failure rates of any business in North America today and are exponentially more likely to succeed than individual new start-ups. (US Department of Commerce)*

What makes GarageFloorCoating.com the right franchise investment for me?

*You'll hear the term "turnkey" frequently as you research the right franchise opportunity for you. While many franchisors make this claim, they fall short in offering a truly comprehensive franchise program. Read the "Benefits of Franchising with Us" section on the previous page to get a feel of just some of the training, proprietary products, in-field tools and dedicated technical and operational support we offer.*

*Add to this our unrivalled 20-plus years experience in coating systems installation and business support. Because we are in the business of developing and installing our own floor coating systems, who better to offer the support you need?*

What experience do I need to operate a successful GFC business?

*If you have the drive to succeed and a dedication to customer service, you have the experience necessary to operate a successful franchise. We'll provide you with all the training, all the technology, and all the technical and operational support you need to succeed. All you need to bring to the table is a sincere desire to excel.*



***"All you need to bring to the table is a sincere desire to excel..."***

***"Because we are in the business of developing and installing our own floor coating systems, who better to offer the support you need..."***

## QUESTIONS & ANSWERS (CONT'D)

What does my investment include?

*As a GarageFloorCoating.com franchisee, you will have access to our proprietary coating materials, equipment and sundries via our online Franchise Store, cutting-edge coating systems (and SOPs that detail the installation of each), and pre-launch training necessary to build and maintain your business.*

*In addition, you will be provided with sales lead support (24/7 call answering service), microsite development and SEO, access to marketing materials via your "Sitelet", in-field and in-office "tools" (including a leads management application called Zoho, Electronic Coatings Calculator, tablet-based Project Evaluation & Estimation form, customer calling protocols...and more), all backed by a dedicated Franchise Support Representative who will provide all the technical and operational support you need. In addition to this, Franchisee's are offered coating product discounts, monthly equipment and sundry specials, incentive programs and shipping discounts.*

Will my GarageFloorCoating.com franchise have a protected territory?

*Yes. Each GarageFloorCoating.com franchise will be given a territory (protected zip codes) in which they are allowed to operate. Although, the actual protected territory will depend upon the population size and demographics of the locale within which your franchise is located. This will be agreed upon between you and your Franchise Support Representative before the Franchise Agreement is signed. You will certainly not have to compete with other GarageFloorCoating.com franchise owners.*



## QUESTIONS & ANSWERS (CONT'D)

What is accounted for in the startup costs?

*Start up costs are primarily for equipment & materials needed to prepare for and apply coating systems, a vehicle and trailer (or box truck) to transport crew materials and equipment, a storage facility to house inventory, company signage, office supplies and furniture, etcetera. Therefore, start-up costs can vary widely from one franchisee to another based on: (i) the equipment and facilities already owned and (ii) whether or not the financing option is employed.*



How much does a GarageFloorCoating.com franchise make?

*The income generated by a GarageFloorCoating.com franchise owner varies based on a many factors including franchise location, size and desire. We have had franchisees that are content to maintain small family businesses while others build large operations. Needless to say, business owners that produce high quality service, high sales and low expenses can be extremely profitable. It is also important to note that revenues can be seasonal.*

***For more information about becoming a GarageFloorCoating.com franchise owner, contact us today.***

# GARAGE FLOOR

coating.com



CUSTOMIZE



PROTECT



BEAUTIFY



STRENGTHEN

We support our  
veterans and are a  
proud sponsor of  
warfighter scuba



Warfighter Scuba is a nonprofit organization dedicated to providing combat wounded veteran service members from NATO countries a new life experience. Our goal with our training curriculum is to teach and certify wounded veterans Scuba. By offering custom tailored training and worldwide recognized certifications we are giving our war heroes an alternative outlet for their burdens of war. No one forgotten, no one left behind.

[WWW.WARFIGHTERSCUBA.ORG](http://WWW.WARFIGHTERSCUBA.ORG)

EIN #81-5098164

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