



GARAGE FLOOR
coating.com

The time is right for you to launch GarageFloorCoating.com in your area.

INNOVATORS ON THE LEADING EDGE

GarageFloorCoating.com is the most recognized concrete coating company in the Southwest for one reason: visionary innovation. When most people hadn't even heard of – or considered – coating their 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, GarageFloorCoating.com was busy developing an epoxy sealing and molecular bonding process 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 the same visionary innovation and drive to succeed.

Follow the Footsteps of a Leader

Every week, GarageFloorCoating.com completes over 100 customized garage floors in central Arizona alone... But it wasn't always like that. 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 sole 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 1995, most homeowners weren't looking for epoxy garage floor coverings. 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 in 2005.

Possible Industry Trend Graphic

Bottom line, garage floor enhancement is booming and it's a perfect time for success-driven entrepreneurs to embrace this growing 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 all the hard work. The research and development, the brand reputation, the centralized marketing and billing system, even the customized technology and operating systems are already in place. All you have to do is make the choice to succeed.

WHY GARAGE FLOOR COATING?

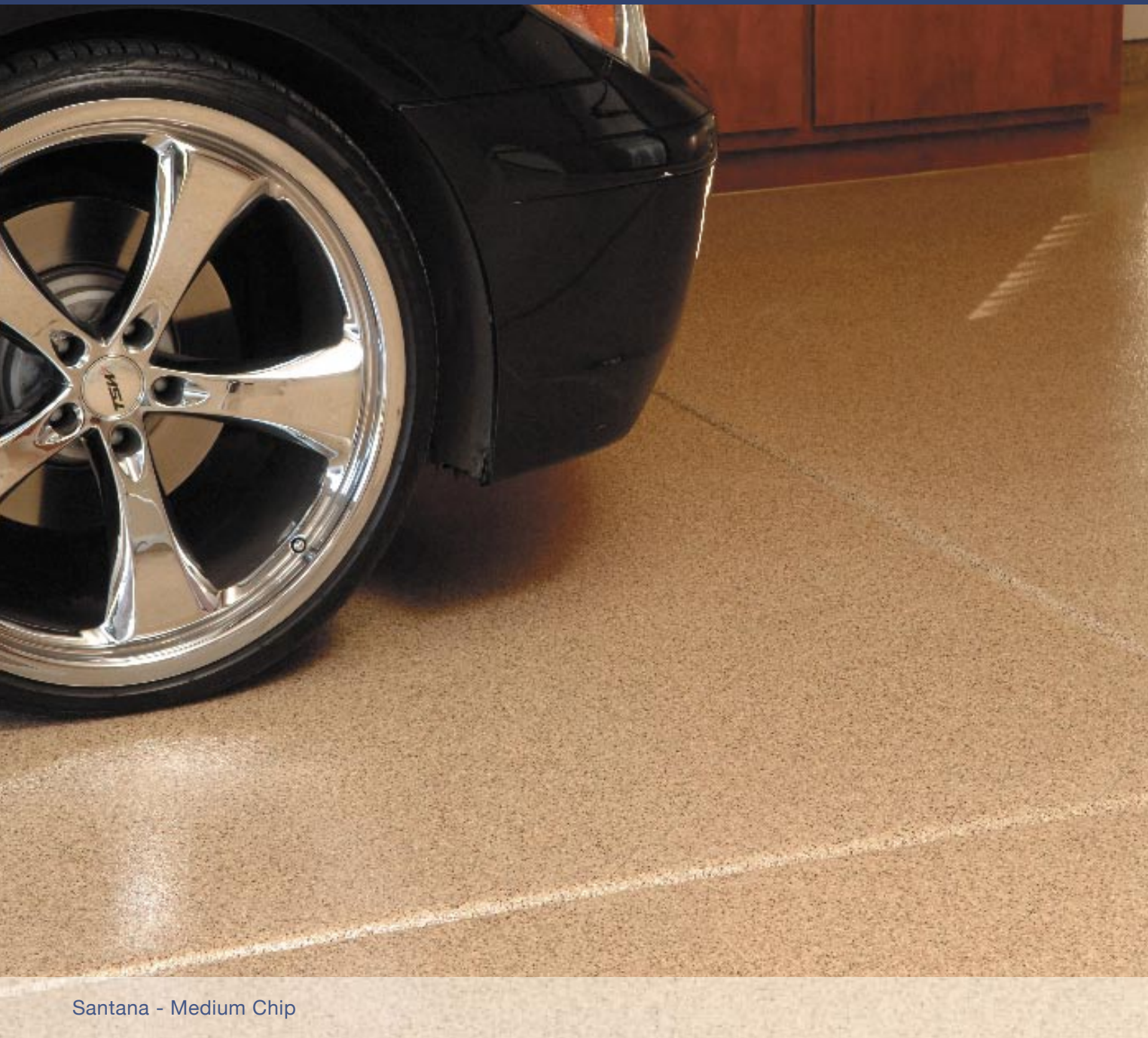
In the past, a typical garage was maybe big enough for a single car, a lawnmower and a few boxes of Christmas decorations — and, until recently, the garage wasn't even attached to the house. Times have changed, though, and garages have changed right along with them.

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. In 2005, for example, 84% of all newly built homes included a garage that could fit at least two cars. What's more, and perhaps even more importantly, 82% of homebuyers agree that the garage is an important factor in making a decision about purchasing a home.

Homeowners have realized that their garage is an integral part of their home. It is, after all, usually the largest room of the house and it's also the very first room homeowners generally see every time they come home. Homeowners want garages they can really use, enjoy and take pride in — and they're spending a lot of money to get what they want.

And what's one of the most requested upgrades for garages nationwide? Garage floor coating. Versatile, durable, resistant to harsh climates, easy to maintain and inexpensive, garage floor coating is one of the easiest ways to instantly upgrade any garage. Customized garage floor coating allows homeowners to choose from nearly limitless options in color, patterns and textures. The result? A room that's finally worthy of the rest of the house.





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A HISTORY OF SUCCESS

In a little over a decade, GarageFloorCoating.com has grown from a two-man operation completing a handful of jobs per month to an industry leader with multiple full-time crews and 100-plus jobs per week. Demand alone can't guarantee this kind of growth, and the reason behind the GarageFloorCoating.com success story comes down to hard work and a commitment to excellence.

One of GarageFloorCoating.com's satisfied customer's says it best: "Your company recently redid 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 daily follow-up calls. More businesses should follow your model."

A Commitment to Excellence

With over 20,000,000 square feet of coating experience and a reputation for total customer satisfaction, superior workmanship and highly developed production techniques, GarageFloorCoating.com is poised to 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 great. GarageFloorCoating.com consistently generates multi-million dollar revenues for one simple reason, after all: no other company can compete.

THE RIGHT BUSINESS, THE RIGHT TIME

Imagine the prestige of being an industry leader from your very first day in business. When you partner with GarageFloorCoating.com as a franchise owner, that's exactly what you'll get.

As the most recognized concrete coating company in the southwest USA, GarageFloorCoating.com can give you a franchise opportunity with virtually limitless potential. Garage enhancement has become the fastest growing segment in the home improvement industry and homeowners are rushing to transform their plain, stained and ugly concrete into attractive, easy-to-maintain flooring.

A Turn-Key Investment

When you become part of the GarageFloorCoating.com team, you'll 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, you'll enter the market poised to succeed.

GarageFloorCoating.com offers over a decade of unparalleled customer service, proven results and invaluable experience, including:

- The most durable and aesthetic garage floor coatings in the industry
- Wide recognition for pioneering and perfecting the art of coating garage floors
- An advanced referral systems to provide a high quantity of quality leads
- A solid reputation of surpassing customer's expectations

What's more, GarageFloorCoating.com gives each franchise the necessary tools to build a strong business from day one. As a GarageFloorCoating.com franchise owner, you will enjoy being part of a highly developed, highly dedicated network, where every aspect has been uniquely engineered to develop and maintain success:

- 100% advertising and marketing support
- Centralized call and lead management center
- Custom built technology and operating systems
- Centralized billing and bookkeeping support
- Proactive and ongoing support and coaching

Become a Leader

If you have the vision to succeed, a franchise opportunity with GarageFloorCoating.com is the right choice. Showcase your leadership, communication and commitment to quality with a GarageFloorCoating.com franchise — find out what it's like to be an industry leader from day one.

Possible Company Photo

QUESTIONS & ANSWERS

1. What experience do I need to run a successful GarageFloorCoating.com franchise?

If you have a drive to succeed and a dedication to customer service, you have the experience necessary to operate a successful GarageFloorCoating.com franchise. We provide you with all the training, all the technology and all the industry support you need to succeed. All you must bring to the table is a sincere desire to excel.

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

Not all franchise opportunities are created equal. When you partner with GarageFloorCoating.com as a franchise owner, you reap immediate rewards that other franchise systems just can't offer. Consider, for example, the following:

- GarageFloorCoating.com is recognized as the innovative leader in a growing niche market of the home improvement industry
- In 2005, 84% of all newly built homes included a garage that could fit at least 2 cars – and this trend is projected to expand
- Garage enhancement has become one of the most popular options homeowners choose to add aesthetic and financial value to their homes
- GarageFloorCoating.com has a solid reputation for unrivaled customer service

3. How much does a GarageFloorCoating.com franchise cost?

A franchise with GarageFloorCoating.com is one of the best values you'll find. Your GarageFloorCoating.com franchise will require an approximate investment of \$200,000, including \$150,000 in liquid capital.

4. What does my investment include?

As a GarageFloorCoating.com franchisee, you will be provided with all of the equipment, tools, materials and technologies necessary to build and maintain your business, including:

- Custom software for job estimates
- Custom order fulfillment software
- Intranet software
- Website development
- Corporate branding
- Advertising and marketing program
- Exceptional training

What's more, you will also receive ongoing technology updates, website maintenance, advertising management and continuous training.

5. How much commitment does a GarageFloorCoating.com franchise require?

The more commitment you can offer to your GarageFloorCoating.com franchise, the more success you will enjoy in business. However, a GarageFloorCoating.com franchise can be adapted to meet the managerial style you prefer.

6. Will my GarageFloorCoating.com franchise have a protected territory?

Yes, each GarageFloorCoating.com franchisee will be given a protected territory in which they are allowed to operate. You will not have to compete with other GarageFloorCoating.com franchise owners.

FRANCHISE FACT SHEET

Company Background

- Established: 1995; Phoenix, Arizona
- First Franchised: 2006
- Projected New Units (12 Months): 30

Support and Training Provided

- Initial and Ongoing Training
- Developed centralized customer service and lead management center
- Centralized billing and bookkeeping support
- 100% advertising and marketing support

Financial Requirements & Terms

- Liquid Capital Required: \$150,000
- Total Capital Investment: \$188,000 - \$235,000
- Financing assistance is available via a third party

For further information about your opportunity to become a GarageFloorCoating.com franchise owner, please contact us today:

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