



THAT 1 PAINTER

A ResiBrands Company



2 MINUTE DRILL

INVESTMENT BREAKDOWN

Year Business Started	2011	Year Started Franchising	2021
# of Company Units	16	# of Franchise Owners	96 and Growing
Total Units	436	Franchise Units in Development	136
Franchise Fee	\$59,000	Investment Range	\$113,000 - \$142,000
Franchise Fee Discount	10% Veterans, Clergy, Realtors, First Responders, & Entrepreneurs 29 and under.	Item 19	YES
Required Liquid Capital	45K	Required Net Worth	75K
States w/ Operating Locations	25 States and Counting	State Registration Intentions	Lower 48 over next 12 months
On the SBA Registry?	YES	Royalty	6%

BRAND DESCRIPTION

Elevate your future with a legacy-building business! That 1 Painter is **the fastest-growing painting franchise in the nation**. That 1 Painter is a young and vibrant franchise that is focused on delivering happiness to our customers and unmatched value to our franchisees. That 1 Painter is designed for entrepreneurs looking to make an investment. That 1 Painter offers four unique options, including operator, manager, director, and CEO models.

That 1 Painter harnesses the power of our parent brand, ResiBrands, which includes ResiConnect, our in-house appointment center, and ResiCreative, our in-house marketing and creative team. This means we take care of all scheduling, marketing, social media, SEO, web design, and content creation for all of our franchisees. Our comprehensive system allows franchisees to concentrate on what matters most, the customer experience and networking in their area. At That 1 Painter, you're never alone! We believe in the power of community, which is why we offer top-notch coaching and support and connect you to our entrepreneurial network.

OUR STORY

STEVEN MONTGOMERY — CEO & FOUNDER OF THAT 1 PAINTER

discovered a passion for painting at a young age. The son of a professional painter, Steven would often help his dad with painting jobs after school and decided to continue learning long after his father retired from the business. While in college, Steven would borrow his father's old equipment and help paint homes for his realtor mother, her colleagues, and their clients. In 2011, Steven decided to leave college and his day job to pursue his calling as an entrepreneur. He created his company, That 1 Painter. In the early years, Steven simply hired friends to paint homes together. Today, That 1 Painter is the fastest-growing painting franchise in the nation.

In 2022, Steven founded ResiBrands and later partnered with his cousin and lifelong friend, Allan Alarcon, in building the nation's greatest home service brands. With the launch of ResiBrands as the parent company of That 1 Painter, 2023 marks a year of continued nationwide expansion with superior in-house support. Steven, Allan, and the Resibrands team refuse to take their foot off the gas on the road to becoming the fastest growing Home Service brand in the nation.



BUSINESS FEATURES

- Thriving Culture with Passionate Entrepreneurs
- The Fastest-Growing Painting Franchise in the Nation!
- In-House Appointment Center
- In-House Marketing
- No Storefront Required
- Manage From Home
- Unbeatable Support team with Over 70 on Staff



ELEVATOR PITCH

We are the very best franchise option! Low-investment with an opportunity for millions in revenue. Home Services are booming and the painting industry is a fun and colorful trade to be in. We are committed to helping you build a multi-million dollar business through our marketing systems and continued business coaching and support. Build a legacy business with That 1 Painter!

BRAND DIFFERENTIATORS

- We focus on being a Great House Guest and giving a great customer experience.
- Limewash & Natural Paint Experts.
- Sell-Ready Services (light handyman services).
- 3-Year Warranty.
- Technology and CRM.
- Knowledge-Based (informative) Content.



CURRENT INDUSTRY CONDITIONS, ADVANTAGES, PROJECTIONS

The painting industry is booming, homeowners are at home more than ever before and care deeply about their immediate surroundings. Painting is one of the simplest and most affordable ways to update the home and make your house a place of your own.

TARGET CUSTOMER

Homeowners who are looking to take a more mindful approach to their immediate surroundings and make their house a beautiful home.



2023 FDD HIGHLIGHTS

Average Revenue of All Locations (Open 24+ Months)	\$1,294,105.27
Average Revenue of All Locations (Open 12+ Months)	\$843,538.53
Average Revenue of Franchised Locations (Open 12+ Months)	\$719,665.67
Average Revenue of Affiliate-Owned Locations (Open 12+ Months)	\$1,308,061.79

All numbers are referenced from our 2023 FDD, please see our FDD, Item 19 for additional information

TRAINING DETAILS

Robust online training for the franchisee and their future employees. 3-day in-person training at HQ in Austin, TX. Ongoing Support- 24/7 group chat support, weekly group meetings, weekly and monthly individual coaching sessions.



POTENTIAL OBJECTION AND HOW TO OVERCOME THEM:

I do not have any painting experience With us, you do not need any painting experience. We will teach you everything you need to know in order to manage the business and the painters. We are looking for individuals with an entrepreneurial drive to own a successful business that doesn't just profit but also gives back to the community.

I do not want to be a painter We are not looking for painters, we are looking for business owners! With That 1 Painter, you will never pick up a paintbrush.

I have not considered home services as a business opportunity Home services, such as our brand, are booming! Our opportunity offers a low upfront investment with a fast rate of return compared to other franchise opportunities. With our brand, it is much more feasible to own a multimillion-dollar business with a small upfront investment.

Contact Morris Shamouni for More Info at

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