



## 2 Minute Drill

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<b>Started</b>	2004	<b>Year Started Franchising</b>	2005
<b>Number of Company Units Open</b>	0	<b>Number of Franchise Owners</b>	
<b>Franchise Units Open</b>	189	<b>Additional Franchise Units In Development</b>	5
<b>Franchise Fee</b>	\$49,990	<b>Investment Range</b>	\$81,150 - \$120,250
<b>Franchise Fee Discount</b>	Veterans Discount 15% Off	<b>Item 19</b>	YES
<b>Required Liquid Capital</b>	\$80,000	<b>Required Net Worth</b>	\$75,000
<b>States with Operating Locations</b>	38	<b>State Registration Intentions</b>	Approved
<b>On the SBA Registry?</b>	YES	<b>Royalty</b>	6% Royalty 2% MBF

## **“OUR STORY”**

Fresh Coat Painters was established in 2004 as part of Strategic Franchising Systems, a company with decades of experience building successful franchise brands. From the beginning, the goal was to professionalize the painting industry with a model that gave homeowners a trusted service and franchise owners a scalable, home-based business. Over the years, Fresh Coat has expanded across the U.S., earning a reputation for consistent quality, customer satisfaction, and strong franchise growth.

## **Brand Description:**

Fresh Coat Painters is a modern franchise built for serious growth.

We offer a comprehensive range of professional painting and home improvement services tailored to meet your needs. From interior and exterior painting to detailed touch-ups, we ensure your space looks its best. Our Fresh Coat Owners also specialize in wallpaper removal and installation, popcorn ceiling removal, and cabinet painting and refinishing. We help protect and enhance your home with hardwood floor sealing, fence and deck painting/sealing, and deck, concrete, and paver sealing. Additional services include epoxy floors, power washing, and light drywall repair, providing you with a one-stop solution for a refreshed, beautiful home.

## **BUSINESS FEATURES:**

1. **TWO FRANCHISES FOR THE PRICE OF ONE!** Both Residential AND Commercial markets ...unlike others, no extra fees to serve the commercial market and your exclusive territory covers all services!
2. **UNIQUE WINNER’S CIRCLE PROGRAM** Earn your franchise fee back in full! Nobody else supports your success or fully stands behind their proven business model like we do... We offer you a true, win-win partnership.
3. **PROTECTED TERRITORY** Ensures exclusive market access, reducing competition and boosting growth potential

4. **ROBUST MARKETING SYSTEMS AND TOP BRAND PARTNERSHIPS** Learn how to confidently run our proven marketing systems to generate leads, income, and repeat business. Leverage support from our Top Brand Partnerships
  
5. **PROPRIETARY STAFFING SYSTEMS** Proven painter-recruitment system to attract quality painters & a painter-advancement system to improve their skillsets & value to your business... we excel at staffing solutions.

### **ELEVATOR PITCH:**

Fresh Coat Painters is a nationally recognized painting franchise that's redefining the home services industry with a professional, customer-first approach. Unlike traditional mom-and-pop painters, Fresh Coat runs on a proven business model with recurring revenue streams from both residential and commercial clients. Our franchisees benefit from low overhead, a home-based model, and strong margins without the need for heavy equipment or large staff.

With comprehensive training, marketing support, and technology driven customer experience, Fresh Coat empowers owners to scale quickly, whether they start with one territory or build into multiple markets. For brokers, it's a highly attractive opportunity: affordable entry cost, fast ramp-up, and strong validation from existing franchisees. It's the kind of franchise that sells itself once candidates see how simple, scalable, and in demand the business is.

### **Brand Differentiators and Competitive Advantages for our Customers:**

1. **Innovative Technology:** Streamlined project management, quoting, and lead tracking with tools designed to save time and boost conversions.
  
2. **Top-Tier Staffing Solutions:** Access to skilled labor without the headache—our recruiting support connects you with vetted painters so you can focus on growing.
  
3. **Marketing Collaboration:** You'll never go it alone—our team works with you to create localized campaigns backed by national brand power.

4. **Sherwin-Williams Partnership:** Enjoy premium pricing, priority service, and brand credibility through our exclusive partnership with one of the most trusted names in paint.

5. **Winner's Circle:** Surround yourself with high-performing franchise owners, ongoing coaching, and the full backing of a team that's invested in your success.

## **Current Industry Conditions, Advantages, and Projections:**

- **Market Size & Growth:** The global paints and coatings market was valued at approximately \$236.23 billion in 2024 and is expected to reach \$248.06 billion in 2025.
- The painting industry in 2025 is experiencing steady growth driven by sustainability trends, technological advancements, and urbanization. While challenges such as demand fluctuations and raw material costs persist, the long-term outlook remains positive with significant growth projections globally and in the U.S.

## **NOTABLE AWARDS:**

### **Entrepreneur's Franchise 500®**

Featured in the Franchise 500® rankings in multiple years including 2017 (#469), and recognized again in 2018, 2020, and 2021.

### **Franchise Times Top 400**

Included in Franchise Times' Top 400 franchises

## **TARGET CUSTOMER:**

- Homeowners
- HOA
- Building Developments
- Home
- Condos

- Apartments
- General Contractors
- Rental Properties
- Schools
- And Many More

## **Item 19:**

### **Financial Performance Data**

- **Average Gross Revenue:** \$614,294
- **Median Gross Revenue:** \$484,642
- **Highest Gross Revenue:** \$2,502,197
- **Lowest Gross Revenue:** \$65,542

### **TRAINING DETAILS:**

- Dedicated Onboarding Coach starts day after deposit and lasts for 6 months.
- A weeklong onsite training in Cincinnati.
- Dedicated Business Coach assigned in month 7.
- Select Topics: Business Plan, Licenses, Marketing, Hiring & Retention, Achieving Profitability

Cost for Training: \$0

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Mentor following training: Yes

Length of mentoring Franchisee: Business coach assigned for life of Master Agreement.

## **Potential Objections and how to Overcome Them:**

1. I don't have painting experience

Overcome it:

- Emphasize that Fresh Coat is designed for business owners, not painters.
- Franchisees focus on sales, marketing, and management, while trained crews do the painting.
- Highlight the training, hiring resources, and ongoing support that make this transition seamless.

## **2. The painting industry is too competitive**

### **Overcome it:**

- Point out that painting is a \$50+ billion recurring industry with steady demand.
- Fresh Coat stands out with professionalism, branding, technology, and customer-first processes that local “chuck-in-a-truck” painters can’t match.
- Show validation from existing franchisees who’ve grown despite crowded markets.

## **3. What if the economy slows down?**

### **Overcome it:**

- Stress that painting is a needs-based service (homes, rentals, commercial refreshes, property management) that continues in all economic cycles.
- Commercial contracts and repeat business provide diversified, recurring revenue streams.
- Entry costs and overhead are low, so franchisees aren’t burdened with heavy fixed expenses.