

FRESH COAT DISCOVERY PROCESS

The Power of Process

Below is a shortened version of our Discovery Day. This condensed version is meant to help you get an idea of process your client will go through.



Step 1: Education

Help clients discover their why. We discuss Fresh Coat's impact on communities and lives, and explore our proven franchise systems and services.



Step 2: FDD & Territory

We review the FDD, explore client's protected territory and its potential, and show them how our marketing support helps them succeed in their territory.



Step 3: Validation

Clients will meet Fresh Coat owners, discuss goals with VP Chris Lucas, and connect with President Lisa Hudson.



Step 4: Meet Company Leaders

Your client will meet the Fresh Coat leadership team, the people who are there to help them from day one.



Step 5: Franchise Agreement

At this stage, clients are awarded the franchise, enter into the Fresh Coat system, sign the franchise agreement, and secure their investment (and your commission).

Want to know more?

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