

Floor Coverings International

Franchise Summary

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FLOOR COVERINGS
international

Category: Home Improvement/Maintenance Services

Subcategory: Flooring

Corporate Office: Norcross, Georgia 30092

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$93,000

Royalties: 5%

Cash Investment: \$50,000

Total Investment: \$210,000 - \$300,000

NetWorth: \$500,000

VetFran: Yes

Home-based: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 1988

Franchised: 1988

Additional Details

Floor Coverings International offers a dynamic franchise opportunity for results-driven entrepreneurs to experience the exponential growth and wealth within the home improvement industry. Combine the explosive market potential of the \$100 billion floor covering industry with the huge consumer convenience of shop-at-home, and you have the ingredients for a dynamic and successful franchise.

Floor Coverings International is well established in the floor covering industry (since 1988) and understands the unique advantages of the shop-at-home concept, and can provide the training, support and system to launch a successful business.

Why consider the flooring industry?

- The flooring industry is a 100 Billion Dollar market in North America.
- The industry is highly fragmented with over 50 companies making up the top 10%. Due to the fragmentation and the poor big box buying experience, market share is easily obtained.
- Purchasing flooring is highly inconvenient - we are an alternative to big boxes and makes purchasing flooring for your home easy.

WHY Floor Coverings International?

Floor Coverings International has a unique business model that brings the showroom directly to a customer's home, which appeals to customers with busy lifestyles. Our customers meet with a design representative in the safety and comfort of their own home. It's convenient and it's easier for them to envision their new flooring when they are able to experience our extensive array of design options, styles and colors in their home environment.

With over 150 locations in the U.S. and Canada, Floor Coverings International is the fastest-growing custom floor franchise in the industry. Low ownership costs, large, exclusive territories and a recession-resistant business model with unlimited profit-potential are just a few reasons why now is the perfect time to become a Floor Coverings International franchisee.

The demand for flooring in the U.S. residential construction sector is expected

BACKGROUND

Year founded: 1988

Year Franchised: 1988

Number of franchises currently operating: 260

Number of corporate owned franchises: 0

Home Based: No

Absentee ownership available: No (possible only with strong business driver/partner)

Semi-Absentee ownership available: No

Accepting Master Franchisor and Area Developer

Referrals: No

Average number of employees required: 1-2

(additional as business scales)

E2 Visa Friendly: Yes

FINANCIAL DETAILS

Franchise Fee: Single: \$93,000 **for our regular offering of 2 territories**

Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single Unit:** \$210,000 - \$300,000

Net worth requirement: \$500,000

Royalty: 5%

to grow due to increasing single-family constructions and renovation activities, according to the Flooring Market Size, Share & Trends Analysis Report.

OUR IDEAL FRANCHISEE

Our executive business model is perfect for people who:

Can lead, hire and inspire a team
Have strong soft skills and enjoy networking
Have business acumen

AVAILABLE MARKETS

US markets available: We are registered in all 50 states in the US and the provinces of Canada.

HOT Regions/Desirable:

Texas - San Antonio, Houston, and Dallas/Fort Worth
Oregon - Portland, Salem, and Eugene
Washington - Seattle, Bellevue, and Olympia
Colorado - Denver, Fort Collins, and Colorado Springs
Iowa - Des Moines
Nebraska - Omaha and Lincoln
New York - Buffalo, Rochester, Syracuse, and Albany
California - San Diego, San Jose, and Los Angeles
Florida - Miami, Jacksonville, and Orlando
Ohio - Columbus, Akron, and Cincinnati

Canadian Referrals: Yes

International Referrals: No

Floor Coverings International is the BEST BRAND in Home Improvement for MANY reasons, but here are 5...

1. We're the **#1 Rated** Flooring Company in North America.. For REAL! The **Highest** NPS Score (83) in the whole **\$100 Billion** flooring industry. Plus we use our **MOBILE SHOWROOM** to create a shop-at-home experience. Our competition is made up of boring retailers.
2. We've got **400** open territories!! Send over that territory check!

Additional fees: National Brand Fee 3%
Financial assistance available: Third-party lending assistance
VetFran program: Yes

SUPPORT & TRAINING PROVIDED

Training and support program details:

Floor Coverings International franchise owners benefit from one of the most comprehensive and robust training and ongoing support platforms in the entire industry. We're committed to helping you thrive, exceed your goals, and become your community's go-to-brand for custom flooring solutions.

Training and support program details: New franchisee training programs total 20 days over 1st year. Additional training (some mandatory) throughout the year. Support in all aspect of operating the business.

Cost for Training: \$0

Lodging and airfare included: No
Site Selection Assistance: Yes (Industrial flex space only)
Lease Negotiation Assistance: Yes

Mentor following training: Yes
Length of mentoring Franchisee: Ongoing

3. We pay **REALLY WELL..** \$50,000 placement fee for two territories.
4. Our franchisees validate **EXTREMELY** well.. Our top 50% of businesses average over **\$1.8m** in sales. PLUS a generous bottom line of 15-20% EBITDA (this isn't in our item 19).
5. Our FranDev team is accomplished and they're closers! **Over 100 years** of franchising experience and we close **1-9 referrals!**

Last updated: 12/20/2024

Liaison: Tanasia DeJesus, CFPC