

True Install

Franchise Summary

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Category: Business Services

Subcategory: Graphic Design & Printing, Signs

Corporate Office: MI 48170

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$45,000

Royalties: 7%

Cash Investment: \$75,000

Total Investment: \$112,544 - \$447,415

NetWorth: \$150,000

VetFran: Yes

Veterans/Minorities/First Responders Discount: Yes

Home-based: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2020

Franchised: 2023

Additional Details

True Install provides installation services for signs, graphics, displays and artwork for businesses and customers across all industries. We're passionate about bringing a client's message to the world and helping their visual solutions come to life.

Our professionalism, attention to detail and commitment to quality service underpin our goal to be the first choice for sign installation projects both large and small.

Business Model Highlights:

- Simple
- Low investment
- Fast ramp-up
- No customer-facing brick and mortar
- B2B Niche in a large industry
- Scalable – great multi-unit opportunity
- Protected territory
- Corporate supported lead sourcing
- Equipment leasing options

True Install's Corporate Leadership

Alliance Franchise Brands serves the multi-billion-dollar market for print, signage, marketing, direct mail and graphics communications services. We are considered a leader in franchise training, technology and implementation.

WHY True Install?

First and only installation concept in the sign & print industry
Low investment, fast ramp-up B2B
Part of the Alliance Franchise Brands family of brands consisting of Allegra Marketing Print Mail, Image360 and True Install

OUR IDEAL FRANCHISEE

Enjoys interacting in the community
Problem-solver with good communication skills
Some comfort-level with tools of the trade, however, no industry experience required

AVAILABLE MARKETS

US markets available: Approved: CT, FL, HI, IL, KY, MN, NE, RI, SD, TX, UT, VA and all non-registration states
HOT Regions/Desirable: Colorado, Georgia, Massachusetts, New Jersey, Ohio, Pennsylvania

FINANCIAL DETAILS

Franchise Fee: Single: \$45,000
Providing earnings guidance in Item 19 in FDD: No
Total investment range: \$112,544 - \$447,415
Net worth requirement: \$150,000
Royalty: 7%
Additional fees: N/A
Financial assistance available: No
VetFran program: Yes
Veterans/First Responders Discount? Yes, 50% discount for all veterans, DiversityFran members, and first responders on the initial franchise fee

SUPPORT & TRAINING PROVIDED

Training and support program details:
Training and Corporate Support:

NOT available: WA **PLEASE NOTE:** Additional licensing requirements in the following states: CA, FL, and NV. Please contact us for details

Canadian Referrals: No

International Referrals: No

BACKGROUND

Year founded: 2020

Year Franchised: 2023

Number of franchises currently operating: 5

Number of corporate owned franchises: 1

Home Based: Yes

Absentee ownership available: No

Semi-Absentee ownership available: No

Accepting Master Franchisor and Area Developer Referrals: No

Average number of employees required: 1-2

E2 Visa Friendly: Yes

Initial Training at Alliance University
Advertising, marketing and promotional strategies

Business management and daily operations

Customer service and sales processes

Advance sign installation techniques

Web-based tools and resources

Ongoing Support Programs:

Marketing Programs & Support

Business Development & Sales Support

Operational Support

Member Communications Programs

Networking Opportunities & Engagement

Employee Training Resources

Cost for Training: \$4,530 to \$18,510

Lodging and airfare included: Yes

Site Selection Assistance: No

Lease Negotiation Assistance: No

Mentor following training: No

Length of mentoring Franchisee: N/A

Last updated: 1/27/2026

Liaison: Lori Conte, CFPC