

# ShelfGenie

## Franchise Summary

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**Category:** Home Improvement/Maintenance Services

**Subcategory:** Shelf Systems

**Corporate Office:** Atlanta, GA 30328

**Contact:** Morris Shamouni

**Phone:** 310-901-5611



**Website:** <https://americasgreatestfranchises.com>



**Franchise Fee:** \$69,500

**Royalties:** 5%

**Cash Investment:** \$50,000

**Total Investment:** \$95,050 - \$148,100

**NetWorth:** \$250,000

**VetFran:** Yes

**Home-based:** Yes

**SBA approved:** Yes

**Master Franchise / Area Developer Opportunity:** No

**Founded:** 2000

**Franchised:** 2008

## Additional Details



### WE ARE NEIGHBORLY.

Neighborly is the world's largest parent company of **more than 5,500 franchises** in 9 countries!

As the leading provider of custom home storage solutions, ShelfGenie has revolutionized the way people organize their homes for over 20 years. Our innovative glide-out shelving systems are designed to maximize space, enhance functionality and accessibility, and improve quality of life. As a ShelfGenie home organization and storage franchise owner, you'll join a trusted brand with a strong reputation for excellence, a low overhead opportunity with no office space or inventory required and a solution made in America. Enjoy the benefits of ongoing training and support, and the satisfaction of helping customers transform their living spaces.

This is a home based, very scalable, no/low overhead, executive model (full time involvement). A very simple business model. Looking for "big picture" owners who want to own a small business and be a CEO/CEO - not but themselves a job. They will perform two primary functions - hiring, training, leading, and managing a small team (6-8 max) of part time 1099 contractors who will be the sales designers and installers.

The owner will also be the 'face of the business" and will need to oversee the marketing and networking in the local business community as well as be the project manager of each of the jobs and be customer service (high quality service and product) oriented and passionate.

#### WHY ShelfGenie?

Home services are booming  
Very simple/scalable business - no real direct competition  
Part of the Neighborly family of franchise brands - excellent reputation and cross selling across brands

#### OUR IDEAL FRANCHISEE

Growth driven - "big picture" kind of person.  
Our average owner has 6 territories and new owners usually acquire 2-4 territories, so professionals who want to build a multi-territory enterprise are ideal.  
Good at building, training, and leading/managing small teams of contractors,

#### FINANCIAL DETAILS

Franchise Fee: Single: \$69,500 + \$240 per 1,000 additional households over 250,000 up to a total of 375,000 households  
Providing earnings guidance in Item 19 in FDD: YES  
Total investment range: \$95,050 to \$148,100  
Net worth requirement: \$250,000  
Royalty: 5%  
Additional fees: 2% marketing fund plus a minimum monthly marketing spend (\$2500) per territory  
Financial assistance available: NO  
VetFran program: YES

#### SUPPORT & TRAINING PROVIDED

and also good at relationships, both customer service and internally.

Someone who understands the value of and strives to work ON a business (be the CEO/COO) and not IN the business (but a job/hands on)

Passionate about "helping people" and interested in a purpose driven business

## **AVAILABLE MARKETS**

US markets available: Nationwide

HOT Regions/Desirable: Denver, Miami, St Louis, NJ, NY, Las Vegas, Baltimore, MI, New England, Pittsburgh, New Orleans, Fort Worth, Upstate SC, Birmingham, Tucson, Louisville

NOT available: Pending in HI, MD & WA

Canadian Referrals: YES

International Referrals: NO

## **BACKGROUND**

Year founded: 2000  
Year Franchised: 2008

Number of franchises currently operating: 45  
owners - 276 territories

Number of corporate owned franchises: 9

Home Based: YES

Absentee ownership available: NO

Accepting Master Franchisor and Area

Developer Referrals: NO

Average number of employees required: 0 -  
only a few 1099 contractors

E2 Visa Friendly: NO

*Last updated: 6/12/2025*

Training and support program details:

4 weeks pre-classroom training

8 days in house training

continuous ongoing support and training

Cost for Training: \$\$1000 to \$3500 - eight  
days in Atlanta

Lodging and airfare included: YES

Site Selection Assistance: NO

Lease Negotiation Assistance: NO

Mentor following training: NO

Length of mentoring Franchisee: N/A