THE PAINTING INDUSTRY IS VALUED AT

$60 BILLION

CERTAPRO OWNS LESS THAN 2% OF THE PAINTING MARKET;

THERE'S PLENTY OF ROOM FOR GROWTH!

OWN A PAINTING BUSINESS WITHOUT EVER PICKING UP A PAINTBRUSH!

No experience needed in painting or home improvement, CertaPro ownership is about leading a team.

Contact: Morris Shamouni at (310) 901-5611

WHY CERTAPRO?

- CertaPro is the largest and most referred residential and commercial painting company in North America
- What truly sets CertaPro apart is our dedication to your client's personal success
- Last year our CertaPro Franchisees saw remarkable success, with an **average revenue of $2,134,130*.**
- With strategic partnerships, exclusive access to high-quality products, and a corporate culture centered around core values and diversity, CertaPro primes franchisees to build prosperous businesses

IDEAL CERTAPRO OWNER

- Full Time and Effort
- Leadership Skills
- Hire, Train, Motivate, Retain
- Sales & Marketing Skills a Plus
- Dedication to following a System
- Clean Background
- Financially Qualified
    - Net Worth $250K+
    - Liquid Funds $85K+

LET'S TALK NUMBERS**

- Start Up Investment (All in)
    - Subcontractor Model = $171,000 - $246,000*
    - Employee Model (CA, AZ, NV, NM) = $203,250 - $302,500*
- 10 Year Initial Term
- Initial Franchise Fee = $65,000
    - Protected Residential Territory
    - Veteran's discount (20% / $13,000) = $52,000
- On-Going Fees
    - Royalty = 6 - 5 - 4% tiered of gross sales
    - Brand General Advertising Fund = 3 - 2% tiered of gross sales
    - Technology Fee = 0.35% of gross sales

Marketing Support

*Only true North American branded painting c**ompany***

National

- General Advertising Fund ($15M/yr.)
- Digital, Social, Radio, TV

Regional

- DMA Marketing via Co-Ops
- Billboards, Fleet Wraps, Leveraged PPC, Radio, TV

Local

- Digital
- Signage
- Direct Mail
- Networking
- Previous Customers

Dedicated Development Marketing Manager (RMM)

Operations Support

- CertaPro University (Owner and Associates)
- Dedicated Onboarding GM to Launch
- Learning & Development Sessions
- Dedicated Development GM
    - Business Planning
    - Goal Setting & Review
    - Field Visits
- Forum/Flight Groups * Peer-to-Peer Groups
- Commercial Painting Training Support
- Strategic Accounts Program
- Annual Conference/Regional Events

CertaPro Painters®

*These are Average Gross Sales for US CertaPro Painters® franchisees who were in operation for at least 12 months in the years listed. All figures are based upon information provided to CertaPro® by US franchisees, who operated a CertaPro Painters® business for the full 12 months of the respective year, including those that are certified to perform commercial services. Some franchisees own more than one territory. Your individual results may differ. There is no assurance you will do the same. For more information, please refer to Item 19 of our Franchise Disclosure Document. **All numbers as reported in our FDD. Costs and results may vary. See FDD for additional information and disclaimers.