

Fresh Coat Painters

Franchise Summary

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Category: Home Improvement/Maintenance Services

Subcategory: Painting

Corporate Office: Cincinnati, OH 45242

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Schedule a call with us today, just click here:

<https://calendly.com/morris-shamouni/30min>

Franchise Fee: \$49,900

Royalties: 6% - 4%

Cash Investment: \$80,000

Total Investment: \$81,150 - \$120,250

NetWorth: \$75,000

VetFran: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2004

Franchised: 2004

Additional Details

The painting industry has been consistently growing by 5.1% over the last five years and is projected to continue growing as the economy strengthens. If you have a strong work ethic, entrepreneurial spirit, and a commitment to customer service, you are an excellent candidate for small business ownership.

Fresh Coat Franchise Systems provides new franchise owners extensive on-board training, a business coach, a peer network, world-class marketing support and innovative technology to quickly scale and grow your own business. When you purchase a Fresh Coat Painting franchise, you are entering into a partnership with extensive on-going support.

Fresh Coat is a proud member of Strategic Franchising Systems, a family of five proven franchise brands with a strong track record of helping entrepreneurs succeed in service-based businesses. Backed by over 30 years of franchising experience, Strategic Franchising provides comprehensive support, industry insight, and shared resources that help Fresh Coat franchise owners start strong and scale with confidence. This partnership gives Fresh Coat franchisees the benefit of a larger network while maintaining a focus on local ownership and community impact.

Leadership, resourcefulness, passion, and an entrepreneurial spirit are why military veterans are our most successful franchisees. 20% of Fresh Coat Franchise owners are military veterans. To say "thank you" for your service, we have instituted a 15% veteran discount to help you get started.

WHY Fresh Coat Painters?

Fresh Coat Painters is a modern franchise built for serious growth—where you can **triple the business potential for one flat price**. We combine proven systems with powerful tools and partnerships that help you scale with confidence.

Here's what sets Fresh Coat apart:

Innovative Technology: Streamlined project management, quoting, and lead tracking with tools designed to save time and boost conversions.

Top-Tier Staffing Solutions: Access to skilled labor without the headache—our recruiting support connects you with vetted painters so you can focus on growing.

Marketing Collaboration: You'll never go it alone—our team works with you to create localized campaigns backed by national brand power.

Sherwin-Williams Partnership: Enjoy premium pricing, priority service, and brand credibility through our exclusive partnership with one of the most trusted names in paint.

Join the Winner's Circle: Surround yourself with high-performing franchise owners, ongoing coaching, and the full backing of a team that's invested in your success.

AVAILABLE MARKETS

US markets available: All markets in Continental US

HOT Regions/Desirable: Major Metro Markets

NOT available: Alaska

Canadian Referrals: No

International Referrals: No

BACKGROUND

Year founded: 2004

Year Franchised: 2004

Number of franchises currently operating: 187

Number of corporate owned franchises: 0

Home Based: Yes

Absentee ownership available: No

Accepting Master Franchisor and Area Developer Referrals: No

Average number of employees required: 3

E2 Visa Friendly: No

FINANCIAL DETAILS

Fresh Coat isn't just a painting business—it's a business engine designed for scale, profit, and long-term legacy.

OUR IDEAL FRANCHISEE

At Fresh Coat, our most successful owners share a unique combination of values, mindset, and leadership style. They're not just building businesses—they're creating something meaningful within their communities. These individuals recognize the power of purpose, discipline, and continual growth.

Fresh Coat franchisees:

are community-focused, energized to build something meaningful in their local area.
respect and follow proven systems, understanding that consistency fuels success.
lead with care and influence, earning trust from both team members and customers.
embrace a growth mindset, always looking to improve and push forward.
are strategic risk-takers — bold but intentional in their decisions.
lead by example, motivating and mentoring others along the way.
are committed to continuous learning and personal development.
are financially engaged, using data and KPIs to guide smart decisions.

They blend heart and hustle—leading with empathy while leveraging proven systems and data to drive results. At Fresh Coat, we don't look for just any entrepreneur. We seek mission-driven leaders ready to make a lasting impact—on their business, their team, and their community.

Last updated: 9/18/2025

Franchise Fee: Single: \$49,900
Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single**

Unit: \$81,150 - \$120,250**Multi-**

unit: \$103,550 - \$168,650

Net worth requirement: \$80,000

Royalty: 6% - 4%

Additional fees: NBF - 2% / \$350 min

Financial assistance available: No

VetFran program: Yes (15% veteran discount everywhere but CA)

SUPPORT & TRAINING PROVIDED

Training and support program details:

Dedicated Onboarding Coach starts day after deposit and last for 6 months

Week long onsite training in Cincinnati

Dedicated Business Coach assigned in month 7

Select Topics: Business Plan, Licenses, Marketing, Hiring & Retention, Achieving Profitability

Cost for Training: \$0

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Mentor following training: Yes

Length of mentoring Franchisee:

Business coach assigned for life of Master Agreement