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Phone: (310) 901-5611		Featured In: <ul style="list-style-type: none"> • Entrepreneur: Franchise 500/Top New & Emerging/Top Low Cost/Top Home Based, • Franchise Business Review: Top Franchises/Top Culture/Most • Innovative/Franchise Rockstar Award, 2023 IFA Franchise Owner of the Year Award, Inc. 5000 List 	
Industry: Residential + Commercial Luxury Painting, Coatings, and Surface Restoration (40+ Services)		Industry Size	\$400 Billion
Year Business Started	2014	Started Franchising	2018
Number of Corporate Units Open	2	Number of Franchise Partners	35, 2.7 territories per owner
Franchise Territories Open	950+	Franchise Units Awarded	110+
Franchise Fee (Consultant Commission: \$30k 1 Unit, 40% of IFF 2+ units)	1 unit: \$60,000 2 units: \$110,000 3+ units: \$35,000 per additional unit	Investment Range	\$126,700-\$277,075
Required Liquid Capital	\$50,000	Required Net Worth	\$150,000
States with Open Locations	CO, ID, OH, MN, TX, MO, AZ, UT, OR, OK, IL, IN, NJ, MA, NC, SC, GA, FL, WI, TN,	State Registrations	Registered and/or pending: IN, WI, FL, CT, NE, TX, UT, IL, MI, MD, MN, NY, VA, KY
SBA Registry?	Yes	VetFran Discount?	\$5,000
In House Financing?	No	Tiered Royalty	7%-4%
Available in Canada/Internationally	No	AVG Project Size: AVG Owner Sales	\$19,414 \$1,006,246



Business Description:

We are a values-based, high-end, painting, coating, and surface restoration provider offering 40+ services that aims to set the standard high by consistently delivering highly vetted solutions, installed by artisans, and complimented with a world class customer experience. You can think of us like Uber Black in that we pair clients who want to pay for quality with artisans in their local market.

We understand the market is saturated with painting franchise opportunities, but luckily for us we DO NOT compete with these concepts! We are the only painting franchise that focuses solely on high-end homes valued within the top 30% of the market plus commercial. Typically, high-end properties need more than just a coat of paint, which is why we offer 40+ distinct services all while educating clients on options to maximize the value of their investment. Our luxury approach revolves around our meticulous prep, process and product selection which are unique to each project and client as we execute a tailor-made result that lasts the test of time.

Business Features:

1. Multiple Revenue Streams: Luxury estates and properties have many surfaces that need to be coated. Paint is one of many different coatings for a property. As a result, LIME applies many different coating systems. If needed, LIME restores the surfaces before coating them. Our 40 revenue streams consisting of painting, coatings, and surface restoration include everything a high-end homeowner or commercial property would need to maintain a perfect interior and exterior.

2. Our concept offers unlimited potential to generate strong returns. Our 2025 Item 19 shows our highest annual sales coming in at an impressive \$2,388,608, our highest average project amount for a franchise partner coming in at a \$57,246, and a our highest adjusted earnings for a location was 52% with the average across the system being 30%.

Our owner operators are capable of netting in the mid 30+%’s and semi absentee owners can net high teens plus to their bottom line.

3. Low Cost, Low Overhead, Quick Ramp-Up: Franchise Owners can start their business for \$126K-\$277K and initially owner operators do not need employees as all projects are completed by subcontracted crews. These crews supply all inventory including paint and equipment keeping overhead to a minimum. Also, we are a home-based business, allowing for a quick ramp-up time of 40-90 days after signing an agreement! Qualified and capable Semi-absentee owners hire for only three roles: Sales, production, and a GM, of course.

4. Subcontractor Partnership Model: No need for our Owners to wrestle with the hassles of employees. We teach them how to qualify, partner, onboard, and retain subcontractors through our proven and effective subcontractor partnership training. After opening 35+ franchise partners across 25+ states it is clear that LIME's process appeals to artisans as they have consistent high-end projects that are a rarity to have week after week. Plus, LIME manages the entire project for them.



5. Fragmented Market: The high-end, luxury painting and the contracting markets are extremely underserved. Our affluent clientele own custom, high-end homes, and businesses that are valued within the top 30% of the market. Meaning, we follow strict project minimums and only use high quality products while offering white glove best in class customer service.

6. 10-Step Production Model: Our production model is designed to create a consistent and reliable service with an easy, enjoyable, and refreshing customer experience. Not only does this simplify the business for the Franchise Owner, but it also allows them to build loyalty with their customers and generate strong profits from their referrals and repeat business. After all, there's no better sales tool than a good-looking and well-run job site!

7. State-Of-The-Art Sales & Project Management Software: Our technology platform, LIMESWare, creates a hub for all things related to owning and operating a LIME franchise. With LIMESWare, Franchise Owners can rely on a centralized mobile-based platform to gain insight and manage the ins and outs of their business. This encompassing CRM includes everything an Owner would need in terms of production and subcontractor management, estimating and pricing custom scopes of work, completing sales, and more!

Brand Differentiators and Competitive Advantages of our Product/Service:

- The nation's first and only luxury painting company
- Values of Love, Integrity, Mission, and Excellence *differentiate LIME to customers and artisan subcontractors.*
- The award-winning LIME brand.
- Multiple Facets of CRM/technology
- Avg. tickets are 4x higher than the industry average.
- Our market segment is the top 30% of home values.
- Estimating Services + Proposal building direct from Franchisor
- Leveraged partnerships with national suppliers i.e., Sherwin Williams, Benjamin Moore, and PPG *who also provide local hands-on support to franchise locations.*
- *Proprietary Sales Systems*
- Recruiting Support: *Fully vetted and screened applicants that have been educated on the opportunity along with the candidate's personality test and questionnaire results.*

30 Second Elevator Pitch:

LIME Painting is a values-based, luxury, painting, coatings, and surface restoration provider. We understand the market is saturated with painting franchise opportunities but luckily for us we DO NOT compete with these concepts! We are the only painting franchise that focuses solely on high- end homes (largest residential avg tickets) that are valued in the top 30% of the market PLUS commercial. Franchise Owners choose to partner with us not only because of our infectious culture but our model is turnkey, low cost, and home-based with the ability to generate high returns. While the industry average paint job costs around \$4,500, our average ticket is around \$19,414. With over 4x the ticket amount, repeat business and no employees, we make the operational aspect of running a LIME Painting franchise simple and scalable.



Our Story:

2009: Nick started his first painting LLC, Spartan College Painters while attending Michigan State University
2012: Capitalized on market differentiator with specific focus on high-end homes
2014: LIME Painting LLC launched in Denver, CO
2016: Franchise Infrastructure begins, Nick obtains his Certified Franchise Executive designation from the IFA
2017: 60% Year/Year Sales Growth
2018: LIME Franchise Kickoff, 3 licenses awarded in CO Market
2020: National Expansion begins outside of CO
2025: 35+ Franchisees, 25+ States, 95+ Locations, and built to support rapid growth

Hot Available Markets for 2025:

1. Entire state Florida (except Ft. Myers, Tampa, North Miami – Great validators though)
2. Entire East Coast (except Boston)
3. Michigan
3. Illinois
4. Columbus
5. Entire state of Virginia
6. Philadelphia
7. Nevada
8. Louisville

Sold Out Markets:

1. Colorado
2. Idaho
3. Phoenix
4. Oklahoma City
5. St. Louis
6. Austin
7. San Antonio
8. Cincinnati
9. Boston
10. Raleigh
11. Charleston
12. North Atlanta
13. North Houston
14. North Dallas



Our Services:

We specialize in custom properties meaning that we take a custom approach towards the many customer surfaces that make up a luxury custom home.

LIME provides painting, coatings, and surface restoration services for the interior and exterior of custom properties. In most cases, a high-end property needs more than just paint to look new again.

Premium Coatings:

- Interior Painting
- Exterior Painting
- Interior Staining
- Exterior Staining
- Elastomeric Stucco Coating
- Direct to Metal

Wall Coverings

- Installation
- Removal

High End Cabinet Coatings:

- Cabinet Painting
- Cabinet Staining
- Distressing
- Crackling
- Glazing

Metallic Restoration:

- Clean & Restore Copper

Custom Carpentry:

- Wood Replacement
- Siding

High Performance Epoxy Coatings:

- Metallic
- Poly
- Enamel

Premier Masonry:

- Stone & Brick Installation
- Tuck Pointing
- Stucco Installation
- Stucco Skim Coating
- Stucco Patching
- Eifs Installation
- LIME Wash
- White Washing
- German Schmear

Extensive Power Washing

Lead Abatement

Hedge with Gutters:

- Cleaning
- Sealing
- Installation
- Repair

Detailed Drywall:

- Patch
- Texture Removal
- Texture Installation

Artistic Faux:

- Glaze
- Sponge
- Trowel
- Rag
- Paper
- Metallic

Wall Coverings

- Installation
- Removal

Commercial

- All services

Portfolio Mix:

40% paint, 30% coatings, 30% surface restoration.

1/3 of LIME's portfolio is commercial, 2/3 is residential.

1/3 of LIME's portfolio is interior, 2/3 is exterior.



Current Industry Conditions, Advantages, and Projections:

The painting industry is an estimated \$80 billion, but we are more than just painting, offering 40+ distinct services, allowing us to take advantage of the massive home-improvement sector of \$450 Billion as well.

We are also COVID-19 compliant, and we have grown through that most challenging time. Painting is recession resistant, but LIME is even more resistant due to the luxury focus, which isn't as affected by economic downturns.

Our Target Customer:

Residential Customers: High-end and custom-built property owners.

Commercial Customers: Includes condominiums, resorts, hotels, apartments, restaurants, and country clubs.

Our Ideal Franchise Owner:

Franchise Owners do not need painting or contracting experience. Most owners will devote the majority of their time running and managing the business, which is why a strong management background is emphasized. They must love people and be able to provide above and beyond customer service.

We are also looking for the following characteristics:

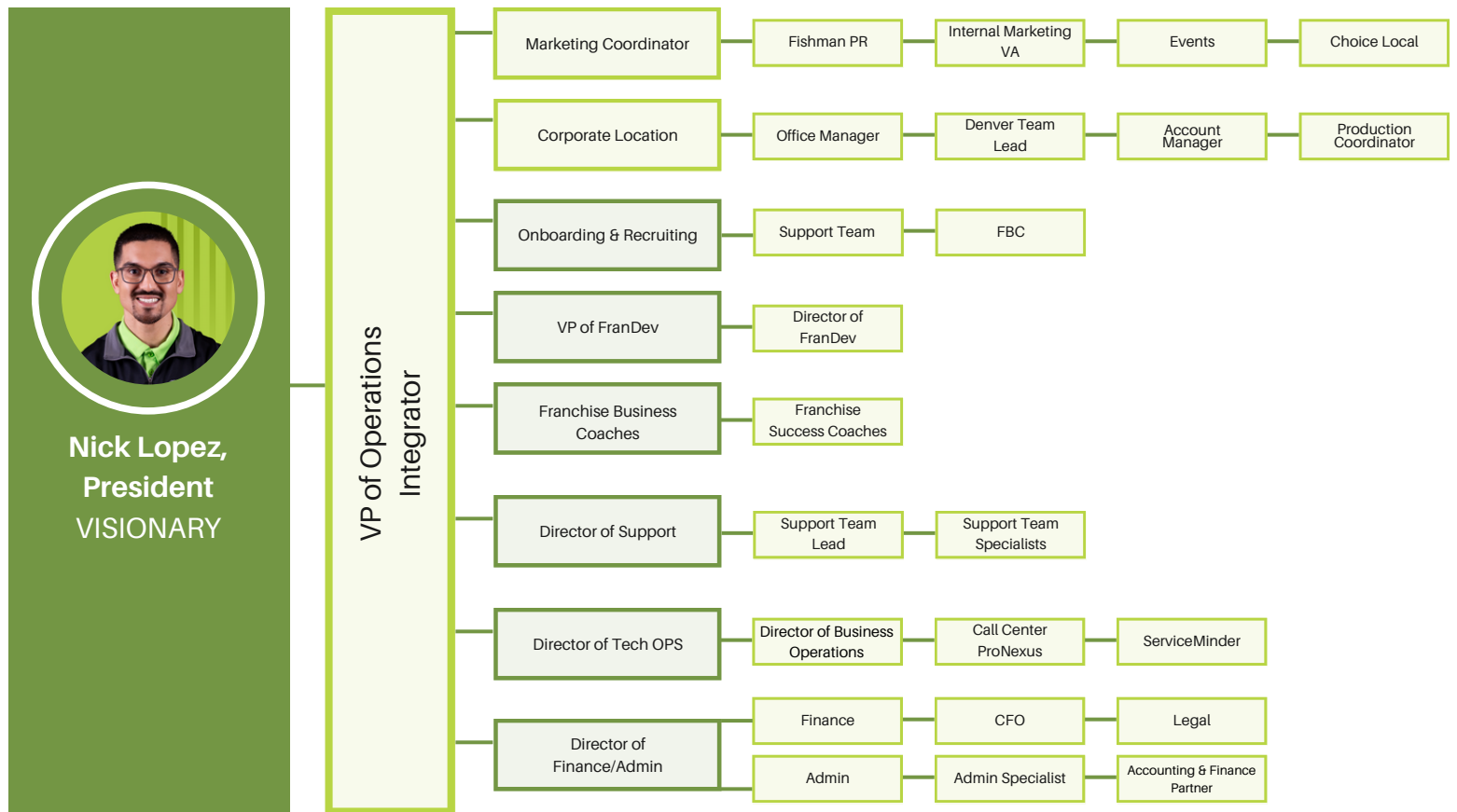
- Owner Operator & *Qualified Semi-Absentee
- Semi Absentee: Manage the Manager Model+
- Management and leadership experience
- Understands sales and logistics.
- Ability to recruit and hire subcontracted crews.
- Strong values and business acumen
- Motivated, driven, and process oriented.
- Passionate about providing excellent customer service.
- Outgoing, friendly and community focused
- Inspired to steward heart-led empires as they scale into multiple territories.
- Owners looking to scale their business by working in the business to learn how to work on the business.
- Willingness to follow the blueprint of a proven business model.

*Qualified is defined as 1) well capitalized, 2) not a first-time business owner, and 3) experienced and proven track record of building teams +20 hours per week in year one and two as the business ramps. Similar to an executive MBA in terms of flexible hours

Elite Support Team



Leadership Team Built to Support National Growth





Typical Day of a Franchise Owner:

Owner Operator

Owner/Operators are involved in the day-to-day operations of the business, but do not complete any of the painting or other services themselves. Tasks can include:

- Completing estimates and booking projects
- Generating leads, brand building, networking, and sales
- Hiring and managing subcontracted crews
- Overseeing daily projects
- Scheduling appointments and projects
- Interacting with and educating customers
- Administrative duties
- Brand Building
- Creating local marketing initiatives

*Qualified Semi-Absentee

Semi-Absentee owners play a leadership role in the business as they hire a GM, Salespeople, and a Production Coordinator to oversee daily operations. Tasks can include:

- Manage the Manager Model+
- Ensuring that the team is running LIME Business Growth Blueprint
- Reviewing data, PnLs, and proactively taking action
- Administrative responsibilities
- Recruiting, training, coaching, and team building

*Qualified is defined as 1) well capitalized, 2) not a first-time business owner, and 3) experienced and proven track record of building teams +20 hours per week in year one and two as the business ramps. Similar to an executive MBA in terms of flexible hours

Average Number and Type of Employees Needed:

Owners do not need to wrestle with the hassles of employees. We've created and implemented our Subcontractor Partnership Model where we teach our Owners how to qualify, partner, onboard, and retain subcontractors to complete our projects.

As the business scales, the different types of employees needed are a production coordinator, a sales team, and administrator. Of which, the Home Office has robust recruiting support.

Typical Hours of Operation:

Monday-Saturday 9:00 am-5:00 pm. Closed on Sundays!

Store Specs & Description:

We are a home-based business that does not require any build-out or office space.



Our Typical Location:

We thrive in affluent urban and suburban markets with most homes or businesses in the high-end range.

Territory Protection:

We offer a protected territory that encompasses at least 6,000 homes that are considered high-end in the specific market. Because of this, our territory sizes will range depending on the area.

Franchisor Support:

Training “It’s not only about a successful launch, the ongoing training and support has to be top notch and evolving”

LIME Elite Academy is our two-phase initial training program. Phase one is held at our headquarters in Denver, Colorado and consists of 4 business days when we review estimating, contracts, customer service, production, reporting, the sales process, subcontractors partnerships, marketing, and leadership. The second phase is done in the market and is made up of two separate field trainings. The first is roughly 60 to 90 days after opening and is focused on sales. The second is roughly 90 to 120 days after opening and is focused on production.

Ongoing Marketing Support “We are a sales, marketing, & Customer Experience Company”

Our cloud-based business management and communication platform enables our support team to communicate and provide resources in real time so our Franchise Owners can concentrate on building their business. Our support team assists with P&L’s, cash flow management, local marketing, operations, strategic initiatives, digital materials, subcontracted crew management, and legal matters. Also, the LIMEShare platform measures KPIs and organizes the entire systems unit economics, giving transparency to best practices across the organization. LIME is a data driven organization that coaches and trains based on KPIs and objective benchmarking against peers, regions, performance groups, etc.

Operations Support “The Right Culture Fosters the Right Execution”

We provide field support for issues or complex projects an Owner may come across. Our corporate team is here to take calls at any time when advice or additional instruction is needed. We host routine webinars ranging from weekly to annually covering topics across the business. Our FAC is also very active and made up of collaborative committees that help shape LIME's future. The backbone of our community is the many Slack forums that make up the communication at LIME that fosters collaboration amongst the franchise locations and home office. Internally, via newsletters, we consistently communicate the latest and greatest ranging from scoreboard benchmarking and high performers on the leader boards to new role outs or surveys requesting feedback for the system to level up. Every year, LIME has four summits; of which, three are virtual and one is in person where the LIME family comes together to debrief, collaborate, and cast vision.



Typical Objections and How to Overcome Them:

Subcontractors are hard to come by and finding good quality workers is difficult.

Yes, this is true if you do not pay well. However, since we are a premium brand that works only with high-end property owners, our customers view our price in terms of value and not necessarily the bottom line. Typically, the consumers we work with are looking at an extensive scope of work to achieve a quality outcome, and therefore they are willing to pay for it. In return, we can pay our subcontracted crews more than other painting companies in the market!

We also provide massive value to our subcontractors. Much like customers, subcontractors are attracted to work with us and remain with our Franchise Owners due to the value we provide. Retention, ethics, and customer service become staples for our crew due to our responsive pay upon completion of the project, fair and higher pay, and consistent work.

Do Franchise Owners need a painting or home improvement background?

A misconception we face is prospects thinking they need to be a painter to own and operate a LIME Painting franchise. With our model, Franchise Owners are not the ones performing the services. They oversee and manage subcontractors who are trained in all 15 various service types that we offer. Subcontractors also provide the equipment needed to perform the projects, further lowering overhead for the owner.

Does an emerging brand have the support I'll need to build and grow my business?

When beginning an entrepreneurial journey, we understand support means everything. Most emerging brands don't have a high level of expertise and experience. However, at LIME, we have a robust executive team available to assist in onboarding, training, and supporting Franchise Owners. Their experience is with some of the world's largest brands and is inclusive of decades of experience. The LIME franchise business model and infrastructure for supporting entrepreneurs within that business model is top notch. Every detail has not only been thought through but leveled up

Franchise Awarding Process (6-8 Week Process)

1. Introductory Webinar
2. Unit Economics Webinar
3. Marketing and Operations
4. Executive & Franchisee Validation Calls
5. Discovery Day
6. Franchise Awarded