

HOW TO HANDLE OBJECTIONS

CertaPro Painters®
★★★★★



How Do I Find Painters?

We've forged partnerships with Sherwin-Williams and Benjamin Moore on both local and national levels, offering subcontractor referrals, field recommendations, and educational resources to enhance your understanding of painting needs in your market and the professionals providing these services. Finding these skilled individuals is remarkably straightforward!

Painting Isn't Sexy

We take things that are dull and lifeless and make them beautiful again with a coat of paint, and we take people to a spot where they're happy with their contracting services experience. Americans renovate their homes about every three to five years. This is especially true if you consider painting a room a home renovation. It's common for Americans to do minor changes like this every few years, whether it's for upkeep or aesthetic purposes. Our franchisees take pride in rejuvenating their customers' love for their homes!

How Do I Get Leads?

Our lead generation marketing strategy is comprehensive, spanning three levels: **Systemwide Programs**, fueled by the General Advertising Fund (GAF); **Regional Programs** (Co-operative Marketing) where costs are shared with other franchises in regional markets (Designated Marketing Area - DMA); and **Local Programs**, which utilize specialized vendors and tools funded by local franchises. We offer residential, commercial, and workforce integrated marketing programs, all geared towards generating leads at the franchise level. Additionally, our commercial team has cultivated strategic partnerships with esteemed brands like Quest Diagnostics, Rite Aid, Five Guys, Marriott, Peloton, Sky Zone, and more.

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!

**IN A WORLD OF
INCREASINGLY
LITTLE OR NO
CERTAINTY,
CERTAPRO PAINTERS®
DELIVERS CERTAINTY
ONE JOB AND ONE
EXTRAORDINARY
CUSTOMER
EXPERIENCE
AT A TIME.**



*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. April 2025

HOW TO SHOW CERTAPRO PAINTERS®

CertaPro Painters®
★★★★★



**The Painting Industry is
valued at \$60 Billion a year!**



**Last year our CertaPro
Franchisees saw remarkable
success, with an Average
Revenue of \$2,134,130. ***

"In a world of little to no certainty, CertaPro Painters delivers certainty one paint job, one customer interaction at a time. We take things that are dull and lifeless, and make them beautiful again with a coat of paint, and we take people to a spot where they're happy with their contracting services experience." Mike Stone, President & CEO CertaPro Painters

• PLENTY OF ROOM FOR GROWTH

CertaPro Painters®, the largest painting company in North America, owns less than 2% of the painting market; there's plenty of room for growth.

• LOW INVENTORY / HIGH MARGIN

Last year our CertaPro Franchisees saw remarkable success, with an average revenue of \$2,134,130. * Our franchises require minimal overhead costs compared to traditional brick-and-mortar businesses. With efficient resource allocation and scalability, franchisees can maximize profitability while minimizing financial risks.

• REPUTABLE / FUTURE FORWARD

Incorporated in the United States in 1991 in the category of residential and commercial property painting, CertaPro has become the largest nationwide painting company with over 500+ franchised units in the US and Canada.

The company's market potential is built upon the aging of the housing stock of North America and the need to paint it every three to seven years. CertaPro is a subsidiary of FirstService Brands, which also owns other home/commercial service brands such as California Closets, Paul Davis Restoration, Pillar to Post, and Floor Coverings International.

• RECESSION RESISTENT

The mix of commercial and residential business allows our franchise owners to build two different revenue streams. This not only enables the business owners to scale quickly, but also provides a buffer when the economy is sluggish. Additionally, since there is little overhead in the business (no store fronts, no inventory, few employees), our franchisees are able to control their expenses and be "nimble" as to assure their bottom-line is healthy.

www.americasgreatestfranchises.com/certapro-painters-franchise
Please refer territory checks to Morris Shamouni at (310) 901-5611