

# Superior Fence & Rail

## Franchise Summary

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**Category:** Home Improvement/Maintenance Services

**Subcategory:** Fence & Rail Installation

**Corporate Office:** Glen Allen, VA 23060

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



**Franchise Fee:** \$59,500

**Royalties:** 6% - 4%

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

**Total Investment:** \$133,500 - \$275,300

**NetWorth:** \$250,000

**VetFran:** Yes

**Home-based:** No

**SBA approved:** Yes

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

**Founded:** 2001

**Franchised:** 2017

## Additional Details

Superior Fence & Rail is the first and largest fence installation franchise in the United States. With over 120 physical locations, hundreds of employees, and millions of feet of fence installed each year, Superior Fence & Rail is already one of the most recognizable fence brands in the industry. With proprietary technology that tracks potential clients from their initial contact with Superior, to estimates and installations, the Superior Fence & Rail opportunity can get franchisees off the ground running quickly. The Superior Fence & Rail business model includes:

- **Aggressive buying power with national vendors** We buy millions of pounds of fencing material each year for 20-30% cheaper than competitors.
- **Increased margins through vinyl fence fabrication capability** Franchisees take control of their supply chain, buy generic and customize in-house, which simplifies inventory. They have the ability to turn 8 SKUs into 100s of product options.
- **Proprietary Technology** Superior uses an all-in-one technology solution that allows for easier business management.
- Fence mapping and design software, automated ordering system, and execution plan for the installation crew
- Proven franchise model resulting in unprecedented franchisee financials
- Superior Fence & Rail is a key member of the Empower Brands Family!

Having started franchising in July 2017, Superior Fence & Rail is now servicing close to 50 markets in over 15 states. Superior's system sales continued to grow rapidly throughout 2021 despite the COVID-19 pandemic. As Americans hunkered down at home, they increased investments in home improvement and Superior is well-positioned to take advantage of increased demand.

Superior Fence & Rail is backed by the resources and management depth of Outdoor Living Brands™, a successful exterior home services, multi-branded franchisor that has successfully scaled several home services franchise brands, including Mosquito Squad®, Outdoor Lighting Perspectives®, Archadeck® Outdoor Living, and Conserva Irrigation® to over 500 franchisees that have produced over \$1 billion in retail sales.

### WHY Superior Fence & Rail?

First mover advantage, the only fence franchise concept in the US – competition is mom & pop  
Strong AUVs – Franchisees averaging over \$2.9M in gross revenue

The First Fence Installation Franchise – Zero Major Competitors: Established franchise system in a fragmented industry, exceptional leadership team and Franchisee validation

Strongest Purchasing Power in the Industry + In-House Fence Fabrication: 20-30% savings on materials, supply chain control, higher margins and simplified inventory of proprietary products  
Sophisticated Operational Systems Designed to Make Franchisee's Job Easy: Proprietary technology solution, business model diversification proven to scale

### FINANCIAL DETAILS

Franchise Fee: Single: \$59,500  
Providing earnings guidance in Item 19 in FDD: Yes  
Total investment range: **Single Unit:** \$133,500 - \$275,300  
Net worth requirement: \$250,000  
Royalty: 6% to 4% - declining tiered royalty rate based upon gross sales targets  
Additional fees: 1% Brand Fund  
Financial assistance available: No  
VetFran program: Yes

### SUPPORT & TRAINING PROVIDED

Franchisor Marketing Efforts Drive Leads: Digital marketing management paid by Zor in year one, commitment to reputation management and on-going Franchisee support  
ROI Potential Unlike Any Other Service-Based Franchise Opportunity: Minimal investment, Franchisees averaging over \$2.9M gross revenue

### **OUR IDEAL FRANCHISEE**

Highly client service-oriented with sales and marketing backgrounds  
Outgoing individuals who enjoy building relationships and networking in their local communities  
Self-starters, motivated, ambitious individuals, wanting to build a scalable business  
Has the ability to build, train, and motivate a team  
Competitive and results-driven

### **AVAILABLE MARKETS**

US markets available: Please submit a territory check  
Registered States: CA, IL, IN, MD, MI, MN, NY, RI, SD, VA, WA, WI  
Non Registered States: HI & ND  
HOT Regions/Desirable: Pittsburgh, PA; Denton, TX; Colorado Springs, CO; South Bend, IN; Ogden, UT; Prince George's, MD; Northeast MD; McAllen, TX; Wilmington, DE; Peoria, IL  
NOT available: Please submit a territory check  
Canadian Referrals: No  
International Referrals: No

### **BACKGROUND**

Year founded: 2001  
Year Franchised: 2017  
Number of franchises currently operating: 115  
Number of corporate owned franchises: 2  
  
Home Based: No  
Absentee ownership available: Yes  
Accepting Master Franchisor and Area Developer Referrals: No

Franchisee training and support is delivered by an enthusiastic, engaged team.

Our new franchisee training approach includes:

#### **Quick Start Program**

Superior Fence & Rail has developed a Quick Start Program to assist new franchisees to prepare to launch their business and get off to a fast start. There are approximately 200 specific tasks that are part of the Quick Start Program that are initiated immediately after signing a Franchise Agreement and before the franchisee attends classroom and field training.

Two-week Classroom and In-the-field Training in Jacksonville, FL

Blend of online and up to four weeks of onsite training in Jacksonville that covers all aspects of the business - sales, installation, administration, and production. Post-launch, a dedicated Business Coach spends a week with the Franchisee in their market to continue training and support.

Cost for Training: No cost for training (Estimated \$2k - \$3k for travel and living expenses while training)

Lodging and airfare included: No  
Site Selection Assistance: Yes  
Lease Negotiation Assistance: Yes  
Recruiting Assistance: Yes  
Cooperative Advertising: No

Mentor following training: Yes  
Length of mentoring Franchisee: Weekly meetings, Quarterly P&L review, Annual field visits

Average number of employees required: 4

E2 Visa Friendly: Yes

*Last updated: 11/6/2025*