



THAT 1 PAINTER

A ResiBrands Company

OUR STORY

That 1 Painter, founded in 2011 by CEO Steven Montgomery, is the fastest-growing painting Franchise in the nation. That 1 Painter is a young and vibrant Franchise focused on delivering happiness to our customers and unmatched value to our Franchisees.

We are a colorful brand with the potential to manage a multimillion-dollar operation from home without ever picking up a paintbrush. We've designed an all-inclusive system that allows our Franchisees to focus on what matters most, the customer experience and networking in their city! We are known for our people and our culture.



STEVEN MONTGOMERY
CEO & Founder

WHY FRANCHISE WITH THAT 1 PAINTER?



- ✓ Low up-front investment
- ✓ Owner investor options
- ✓ A fun and vibrant brand

- ✓ In house marketing & scheduling
- ✓ A mission minded business committed to giving back

- ✓ Potential for millions in revenue annually
- ✓ Ridiculous support



Contact
Morris Shamouni
(310) 901-5611



FASTEST GROWING PAINTING FRANCHISE! IN THE NATION

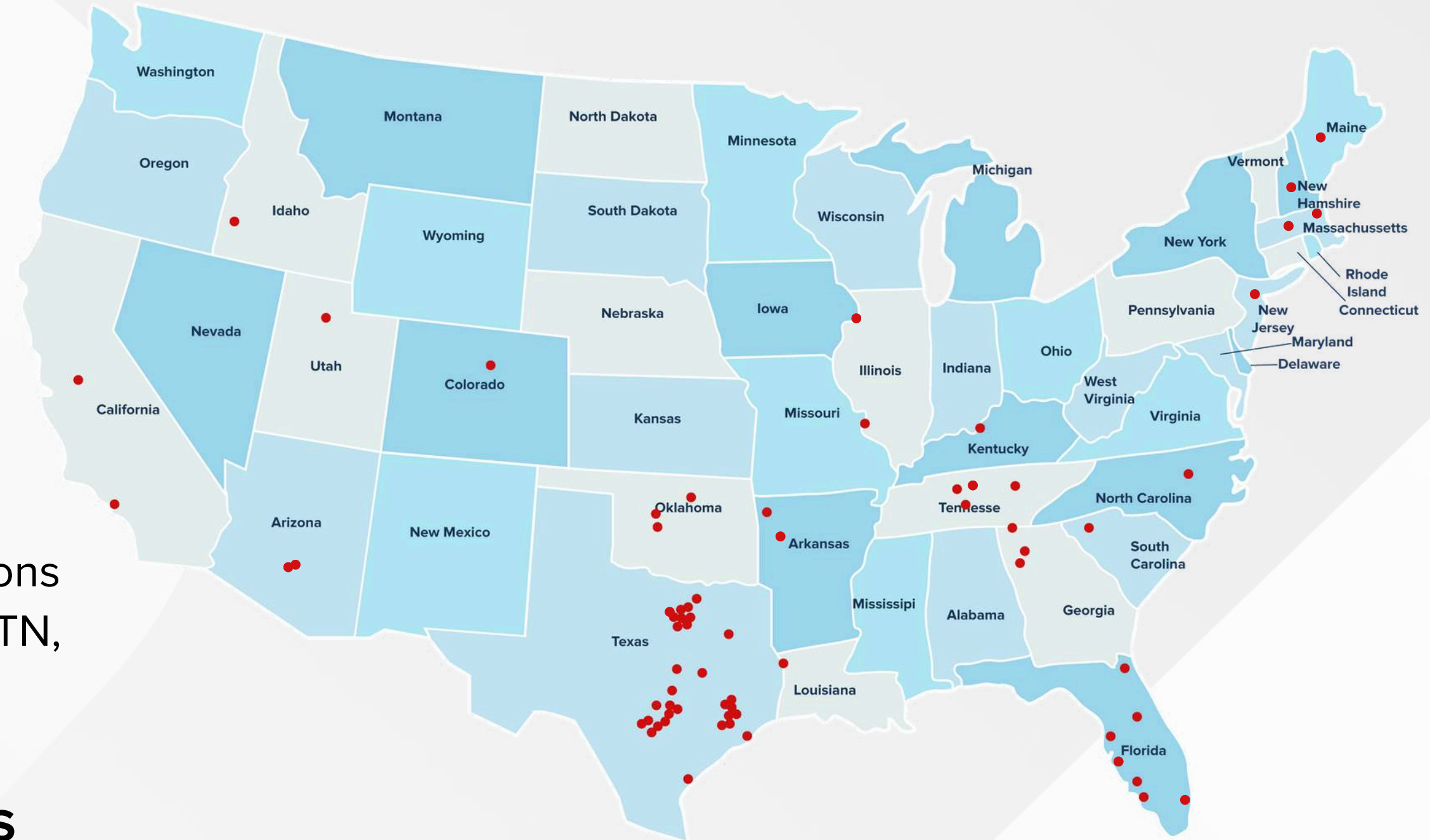
28

Territories 1st year of
franchising

243

Territories and counting locations
sold in TX, LA, CA, FL, OK, ID, TN,
GA, UT, IN, SC, NC, CO, ...

**CONTACT ANY OF OUR FRANCHISEES
TO HEAR THEIR EXPERIENCE.**



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OUR SERVICES

Multiple Streams of Revenue

PAINT & REPAIR

CABINET REFINISHING

POPCORN REMOVAL

DECK STAINING

FENCE STAINING

LIMEWASHING

MASONRY FLAT

ODOR REMOVAL

PRESSURE WASHING

COMMERCIAL

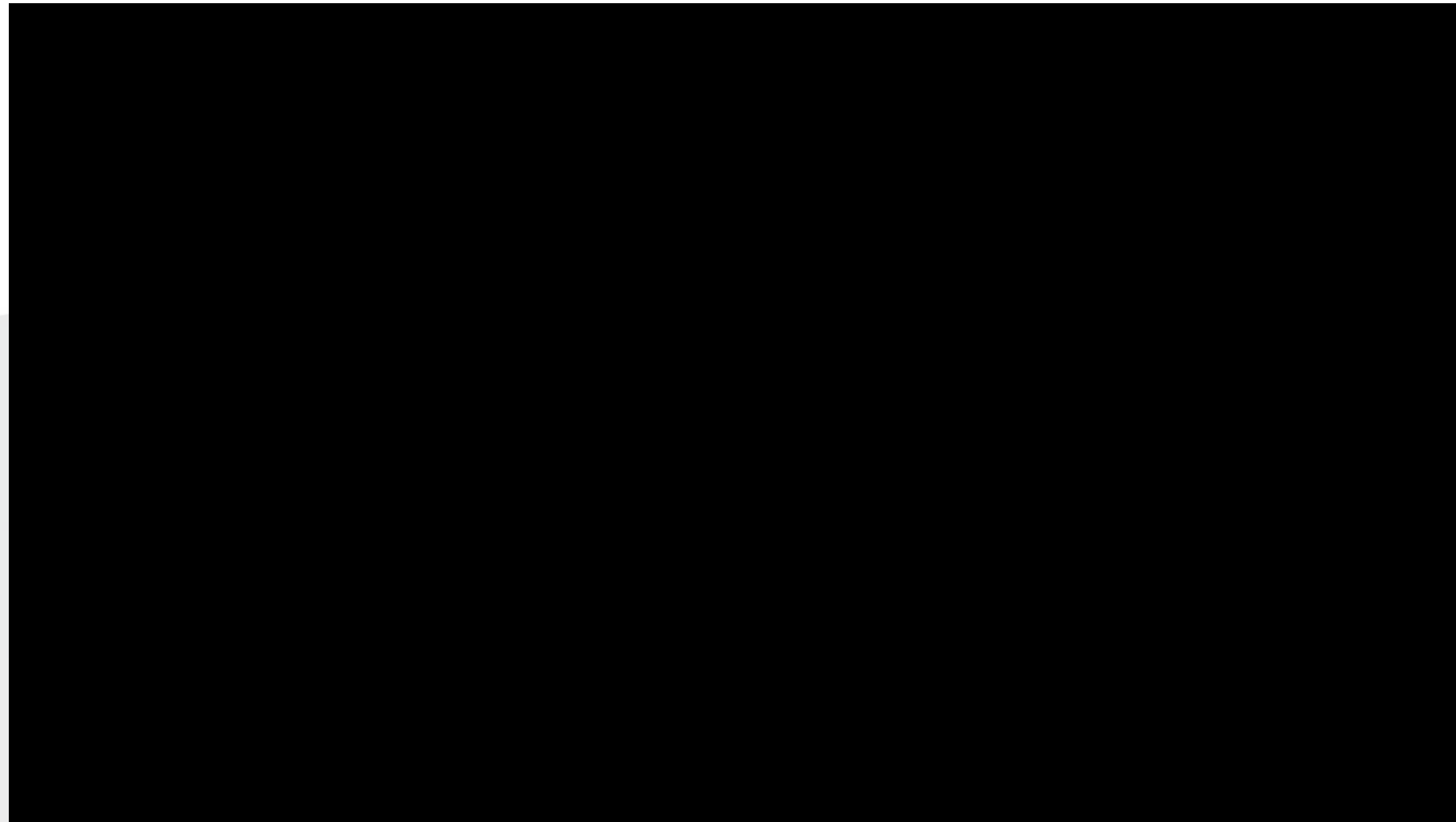


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FRANCHISE TESTIMONIALS



“It’s been great following a system that actually works with customer service to provide a good service in general for everyone”



CHRISTINA & JOE VALDEZ

Owner & Operator | San Antonio

THE NUMBERS

2023 FDD HIGHLIGHTS

AVERAGE REVENUE OF ALL LOCATIONS (open 24 + months)	\$1,294,105.27
AVERAGE REVENUE OF ALL LOCATIONS (open 12+ months)	\$843,538.53
AVERAGE REVENUE OF FRANCHISED LOCATIONS (open 12+ months)	\$719,665.67
AVERAGE REVENUE OF CORPORATE OWNED LOCATIONS (open 12+ months)	\$1,308,061.79

***All numbers are referenced from our 2023 FDD, please see our FDD, Item 19 for additional information.**



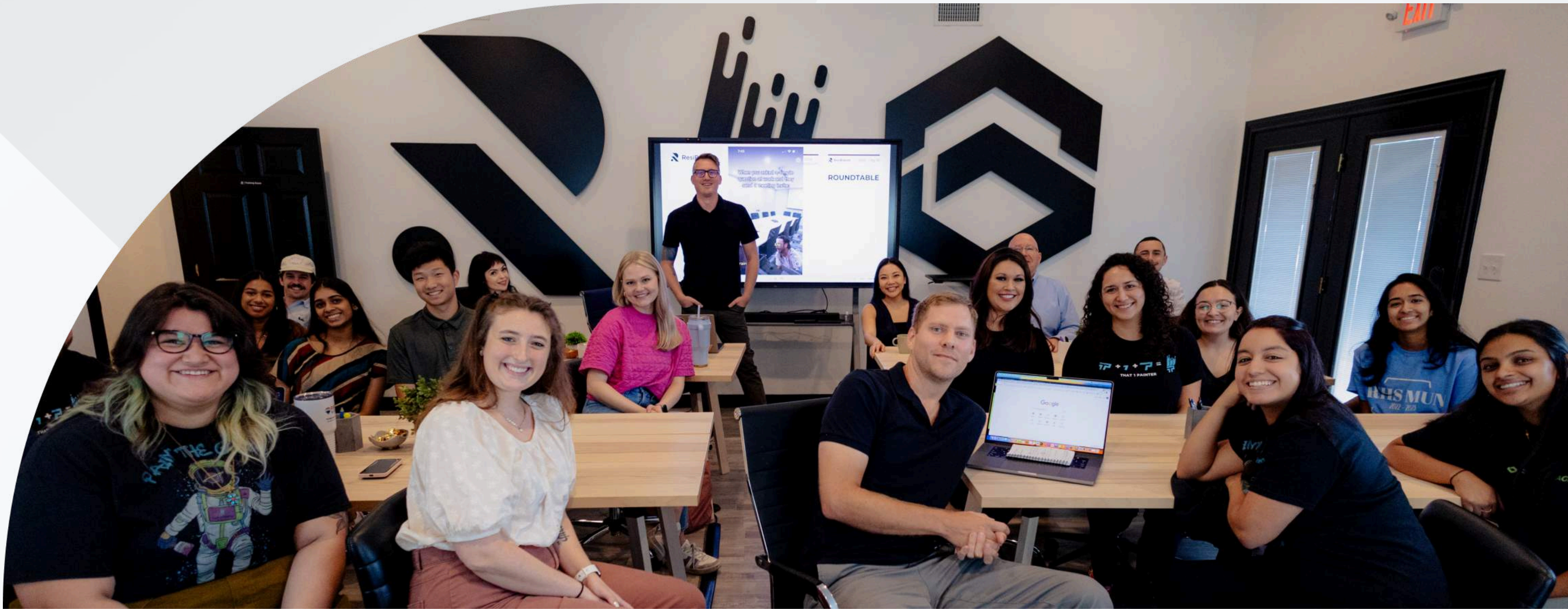
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OUR SUPPORT SYSTEM



THAT 1 PAINTER



RESICREATIVE

ResiCreative is the powerhouse behind all the marketing efforts for franchisees at That 1 Painter. Our franchisees can rely on ResiCreative to manage all of their advertising and provide them with detailed monthly reporting. We create engaging and interactive content that speaks directly to their customers and we use multiple campaigns to reach out to as many clients as possible.

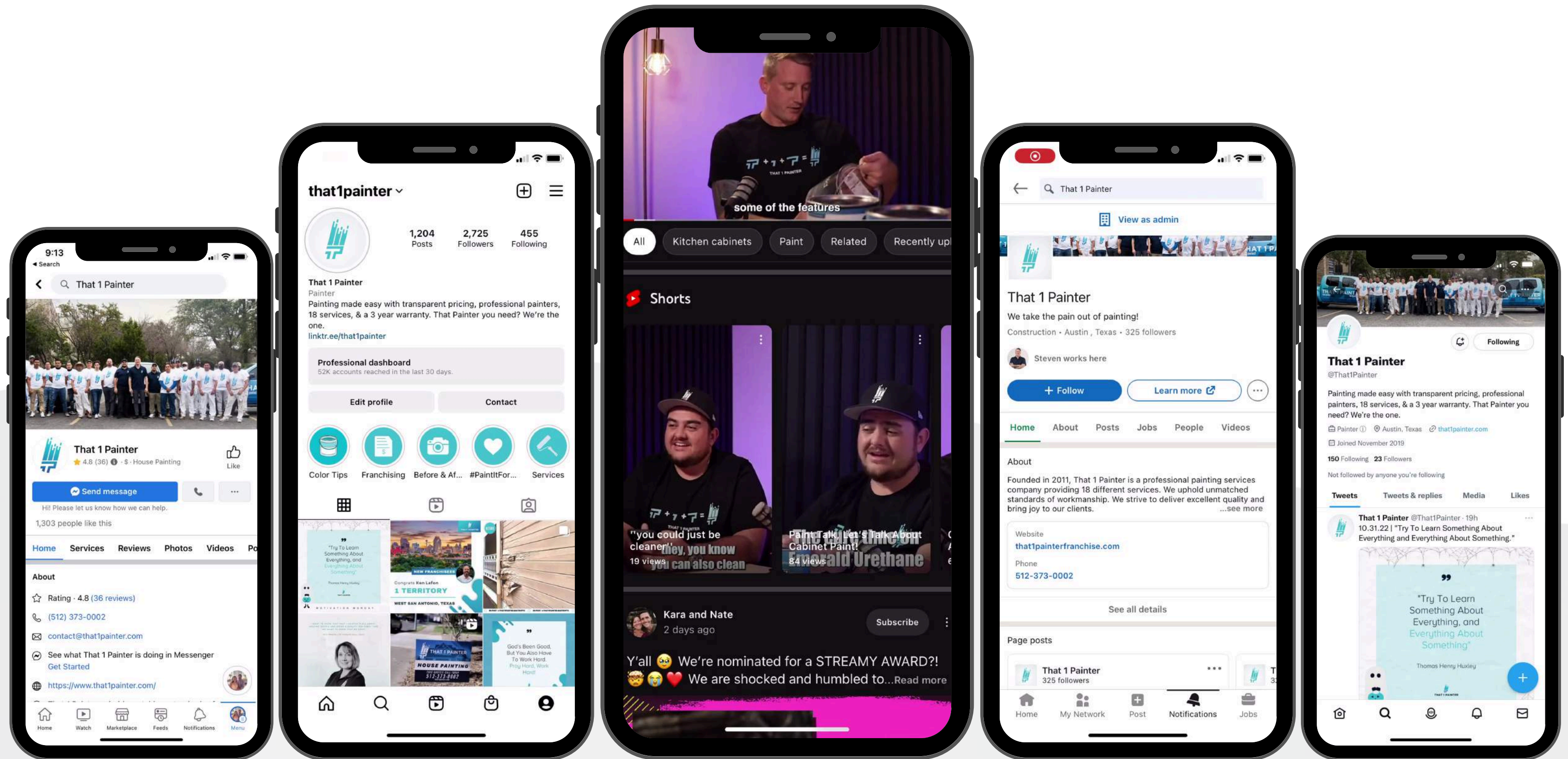
ResiCreative In-House Services

- Search Engine Optimization
- Advertising Graphic Design
- Photography
- Videography
- Social Media Support
- Marketing Communications
- Account Management & Support



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CONTENT MARKETING EXPERT

WE MANAGE AND SCHEDULE **ALL CUSTOMER LEADS WITH RESICONNECT**

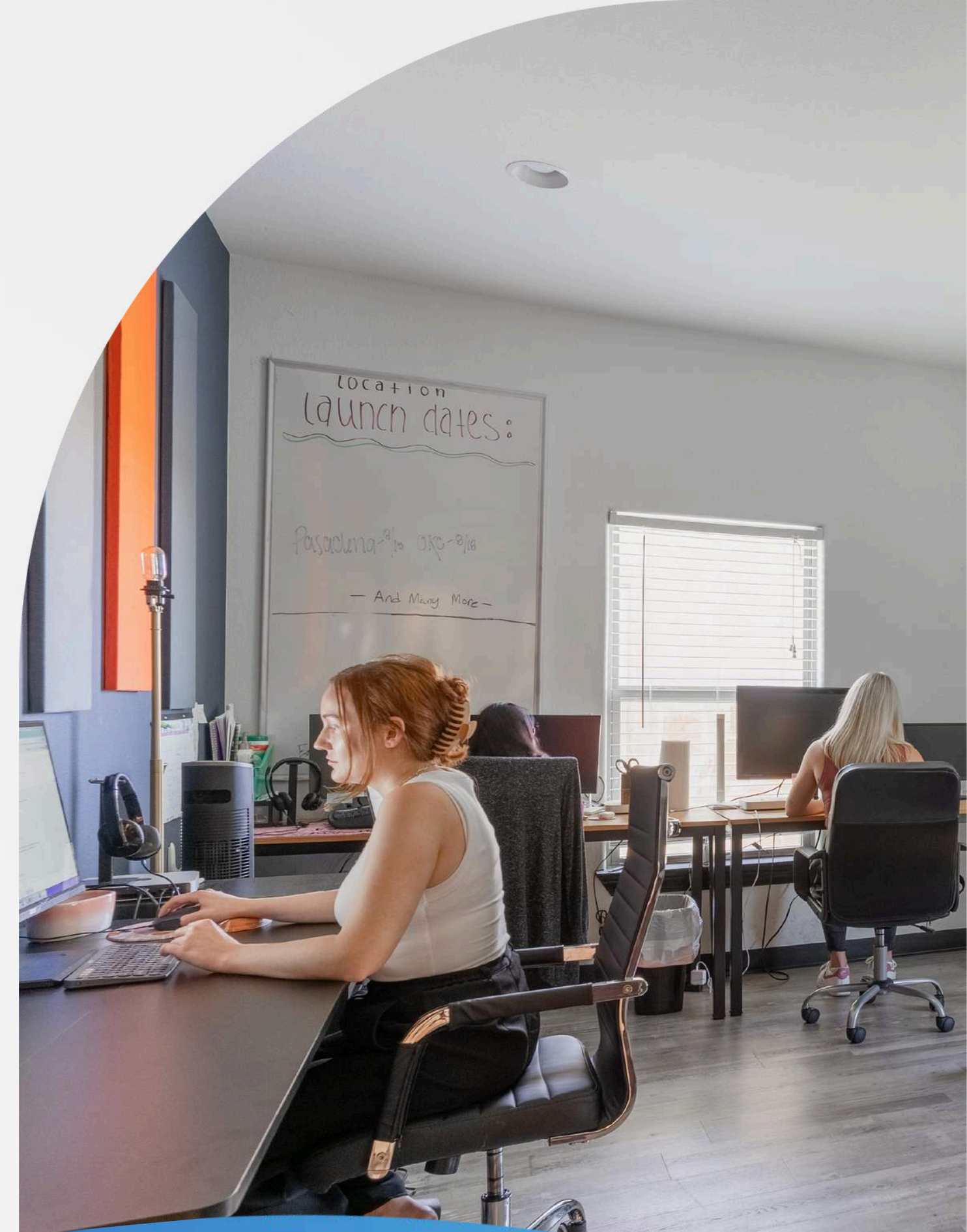
ResiConnect is the appointment scheduling service for our franchisees. We provide exceptional customer service to customers across multiple channels, including social media. With ResiConnect handling the appointments, That 1 Painter franchisees can focus on delivering high-quality service to their customers.

In-House Appointment Center

- Phone Calls
- Texts
- Facebook Messages
- Instagram Messages
- Thumbtack Calls
- Yelp Calls
- Angie
- Social Engagement & Listening
- Google Messaging
- Web Forms & Web Chat



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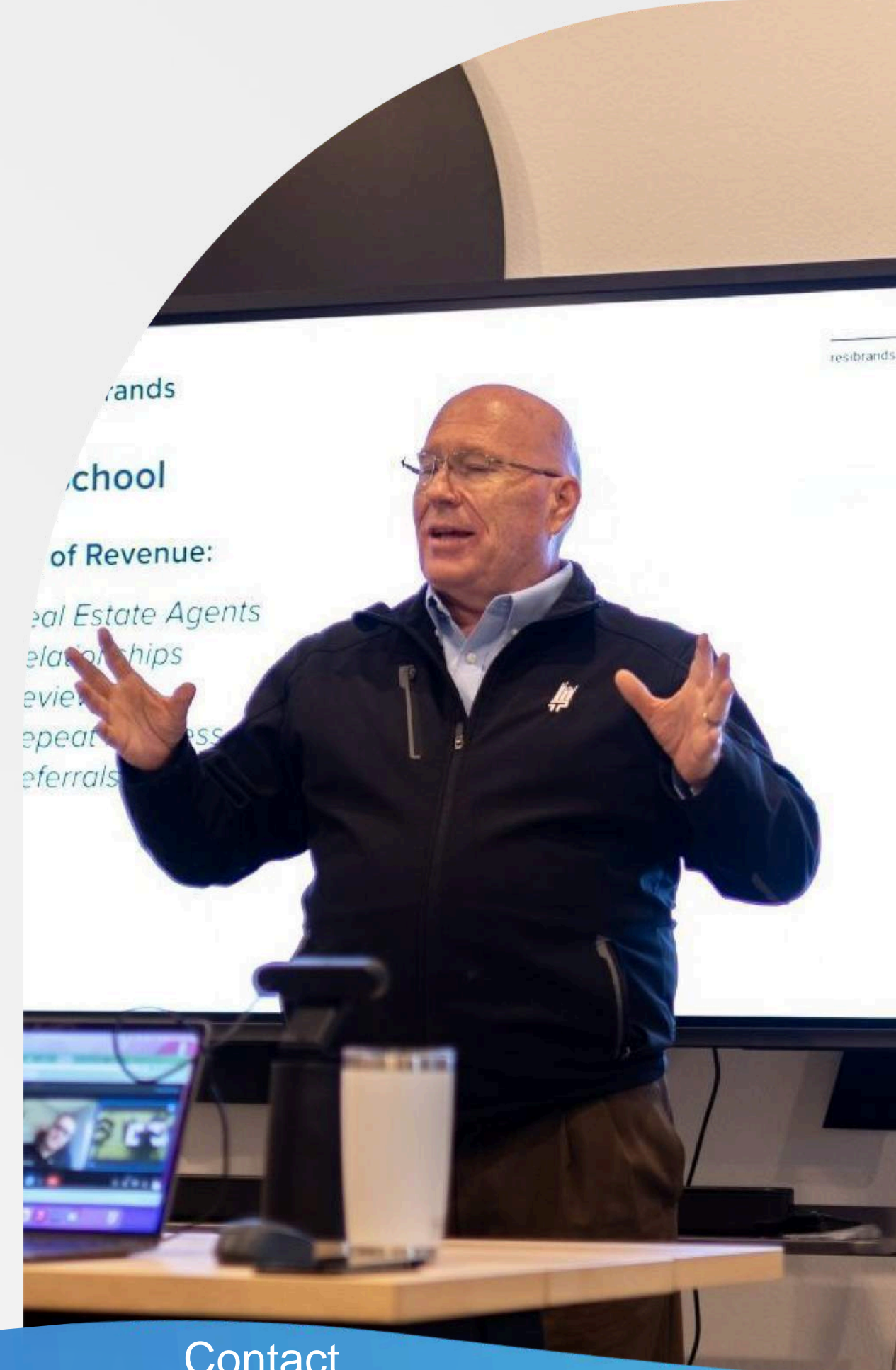


TOP-NOTCH TRAINING

Our comprehensive support program includes three days of hands-on, in-person training for new franchisees; an encyclopedic “Trainual” for employees featuring 70+ hours of online training; support ticketing for tech and marketing issues; and anytime coaching check-ins.

Top-Notch Training & Ongoing Coaching Services

- 3-Day Training Bootcamp in Business & Project Management
- Assistance in Hiring & Training Regional Directors
- Assistance for Regional Directors in Hiring & Training Location Managers
- Extensive Online Training Manual for Employees
- Weekly Group Training Calls
- Weekly 1-on-1s w/ Personal Success Coach (Following Launch)
- Monthly Coaching & Marketing Calls
- Anytime Coaching Support
- A Welcoming Community of Fellow Franchisees & Mentors



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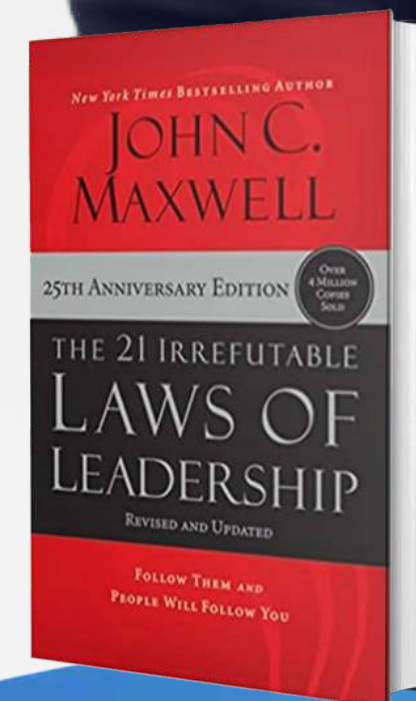


WORLD-CLASS COACHING

We take pride in delivering superior coaching at ResiBrands, and we've taken it to the next level by securing John Maxwell as our brand's personal coach! As the world's most influential leadership expert, Maxwell brings unparalleled value to our coaching program. With John Maxwell himself, ResiBrands has access to his coaching; which includes ResiBrands specific content, and monthly group calls with Q&A time.

His global impact and expertise in leadership development, combined with our commitment to excellence, ensures that our franchisees receive the very best support. With Maxwell's guidance, our franchisees benefit from enhanced leadership skills, stronger business strategies, and effective problem-solving. Join us and John Maxwell as we continue to raise the bar for superior coaching, empowering our franchisees to excel in their leadership roles and achieve extraordinary success.

"If we're growing, we are always going to be out of our comfort zone."
— **John C Maxwell, ResiBrands Mentor & Coach**



LOCAL PROGRAM

PAINT
IT FORWARD

Every quarter, we paint a home for FREE for a family in need here in Austin, Texas. Sherwin-Williams® partners with us and provides the paint and materials.



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ABROAD PROGRAM



A portion of our profits go to foreign missions; the money supports Bible schools, orphans, and business classes.

This is part of our founder's plans to continue his grandfather and father's previous mission work in Africa.



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THAT 1 PAINTER

**WHAT IT'S
GONNA
TAKE?**



YOUR FRANCHISE OPERATION

OPERATOR MODEL

1 unit

Manage day-to-day operations from home.

Provide customers with in-person estimates.

Manage subcontractor paint crews.

Network in your city.

Hire a manager when ready.

Never pick up a brush!

MANAGER MODEL

2-3 units

Hire Territory Managers from day 1.

Manage the business from home.

The owner will act as a manager over the team and will need to commit 15-20 hours per week minimum.

DIRECTOR MODEL

4-7 units

Hire Territory Managers from day 1.

Manage the business from home.

The owner serves as a full-time owner-director.

The owner, as the director, is responsible for driving sales and profit.

CEO MODEL

5-100 units

The owner hires a Regional Director from day 1.

We train and coach the Regional Director.

We train all territory managers.

The owner acts as CEO of their own HoldCo casting vision and overseeing the organization as a whole.



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\$45K Minimum

Liquid Capital Requirement

\$113,000 - \$142,000

Initial Investment

10 Years

With 10 Year Renewal

Franchise Term Commitment

EXPENSES

LOW RANGE

HIGH RANGE

Initial Franchise Fee

\$59,000

\$59,000

Your Training Expenses

\$3,000

\$5,500

Vehicle Lease & Wrap

\$2,250

\$4,500

Master Class

\$5,000

\$5,000

Business Licenses and Permits

\$250

\$3,000

Computer System and Setup

\$500

\$1,000

Uniforms & Branded Materials

\$2,500

\$4,000

Office Equipment and Supplies

\$500

\$2,500

Professional Fees

\$500

\$2,500

Marketing Development Fee

\$5,000

\$5,000

Grand Opening & Advertising/
Marketing

\$10,000

\$15,000

Insurance

\$2,500

\$5,000

Equipment

\$0

\$0

Additional Funds (3 months)

\$22,000

\$30,000

GRAND TOTAL

\$113,000

\$142,000

THE RESULT



A GROWING
BUSINESS YOU
WILL LOVE



FULLY TRAINED
EMPLOYEES



A LEGACY
BUSINESS THAT
CAN BE HANDED
DOWN TO THE
NEXT
GENERATION OR
SOLD AT A
DESIRABLE
MULTIPLE



PLENTY OF TIME
FOR FRIENDS AND
FAMILY



A FLEXIBLE
SCHEDULE



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THANK YOU.



THAT 1 PAINTER



BEST CULTURE! BEST TEAM!

A BUSINESS DESIGNED TO SCALE MORE THAN LADDERS

