Footprints Floors

Franchise Summary

Add to Comparison List

Category: Home Improvement/Maintenance Services
Subcategory: Flooring

Corporate Office: Greenwood Village, CO 80122

Contact: Morris Shamouni
Phone: 310-901-5611

Website: https://americasgreatestfranchises.com

Franchise Fee: $68,000
Royalties: 6%
Cash Investment: $75,000
Total Investment: $79,955 - $114,480
Net Worth: $250,000

VetFran: Yes
Home-based: Yes
SBA approved: Yes
Master Franchise / Area Developer Opportunity: No

Founded: 2008
Franchised: 2013

Additional Details

Footprints Floors is a unique and innovative business model revolutionizing the flooring industry. While our name may sound like a traditional flooring company, we are far from it! Ultimately we are a labor company specializing in the installation of floors, not the sale of flooring products.

At Footprints Floors, our Franchise Owners meet with customers, complete the installation estimate, and then allow the customer to source the actual flooring from anywhere they see fit. Once the estimate is performed and the job is booked, Franchise Owners manage subcontractors who complete the labor and spend their time as the main point of contact for the customer ensuring a smooth and professional experience.

WHY FOOTPRINTS FLOORS?

- **Low Investment & Quick ROI:** Footprints Floors Owners can start their business for $79,955! Not only that but when they follow our proven and successful model, they can recoup their initial investment extremely quickly.
- **Outstanding Revenue:** In 2024, our multi-unit Franchise Owners saw Gross Sales of $1,423,760 with a Direct Gross Profit Less Disclosed Expenses of $644,2353 . Single territory Owners saw $901,786 in Gross Sales with a Direct Gross Profit Less Disclosed Expenses of $404,0924 !
- **Home Based, No Employees, Minimal Overhead:** Footprints Floors Franchise Owners do not have any type of showroom. This concept is home-based, and Owners hire subcontractors to perform jobs while overseeing the business from a management standpoint. Our customers source their own flooring, meaning Franchise Owners never need to have inventory on hand. With this model, there is no rent, no build-out, no HR costs, and no inventory, making our overhead extremely low and margins very attractive.
- **Control & Predictability:** Footprints Floors is an appointment-based business, meaning all scheduling is done around the Franchise Owners' availability, allowing them to create their hours and enjoy the work/life balance they desire. Many of our Franchise Owners were drawn to our business based on the flexibility of the operations and the ability to spend more time with their families.
- **Lead Generation Assistance:** Our corporate team is dedicated to ensuring the success of Franchise Owners by helping them obtain customers, both before the business even launches and on an ongoing basis. We create and manage specific online construction portals that have been tested by our corporate locations, turn on and manage Google Ads, manage all social media platforms, and our preferred partners design websites specific to each location while completing all upfront and continuous SEO work.
- **Call Center:** Once the corporate team generates customers from the various platforms above, they are directed to our call center, which answers all incoming calls and sets customer appointments that meet the Franchise Owner's schedule. Not only does this significantly reduce the workload for our Owners, but it also guarantees every customer's first contact with Footprints Floors is extremely professional.

*Refer to 2024 Franchise Disclosure Document Item 19- Table 3A (High)

*Refer to 2024 Franchise Disclosure Document Item 19- Table 4 (High)

OUR IDEAL FRANCHISEE:

Business acumen
Sales & management experience
Customer Service oriented
Ability to multi-task

FINANCIAL DETAILS

Franchise Fee: Single: $68,000
Providing earnings guidance in Item 19 in FDD: YES
Total investment range: $79,955 - $114,480
Net worth requirement: $250,000

AVAILABLE MARKETS

US markets available: US markets available: All except AR, CO, GA, IN, MT, NE, ND, SD, WY
HOT Regions/Desirable: New York, California, Chicago, Boston, Washington DC, Philadelphia, Baltimore, Milwaukee, Fort Worth/Dallas, Houston, Las Vegas
Canadian Referrals: NO
International Referrals: NO

BACKGROUND

Year founded: 2008
Year Franchised: 2013
Number of franchises currently operating: 155 franchise units open; 86 Franchise Owners
Number of corporate owned franchises: 4

Home Based: YES
Absentee ownership available: NO
Accepting Master Franchisor and Area Developer Referrals: NO
Average number of employees required: 0
E2 Visa Friendly: Only if there is an operating partner in the US

Royalty: 6%
Additional fees: 2% Gross Sales Monthly for Corporate Call Center
Financial assistance available: NO
VetFran program: YES

SUPPORT & TRAINING PROVIDED

Training and support program details: For our initial training, we host Franchise Owners at our corporate headquarters in Colorado for two weeks. After that, they go back to their territory and run their Footprints Floors business for 6-7 weeks while gaining true on-the-job experience. After this period, we invite them back to Colorado for an additional week of training, covering specifics related to their experience working the business. We have found this type of training to be extremely successful and something our Owners rave about!

Ongoing Support:
We see it as our responsibility to help Franchise Owners maximize their revenues and productivity. Because of this, outside of lead generation assistance and our call center we also offer regular support calls, webinars, and training modules. We also foster a support network among our existing Franchise Owners. Like any family, our Owners constantly look out for each other offering a unique support system rarely found in the franchise industry.

Last updated: 1/23/2026

Liaison: Tanasia DeJesus, CFPC