

CONSULTANT OVERVIEW

“The best opportunity you’ve never thought of”

CONTACT INFORMATION FOR LEAD REFERRALS

Name: Vic Yosha, CEO

Address: 303 S Broadway, Suite 200-153, Denver, CO 80209

Phone: 800-200-0835 ext 305

Fax: (303) 202-520123

Email: vic@GotchaCovered.com

Secondary Contact: Paul Linenberg, President

Phone: 800-200-0835 ext 331

Email: plinenberg@GotchaCovered.com

Websites: www.GotchaCovered.com (for the public)

www.GotchaCoveredFranchising.com (for candidates),

<http://gotchacoveredfranchising.com/toolkit> (for brokers only) **PASSWORD: gotcha**

Referral Fee: **40% of Franchisee Fee**

Standard US franchise fee, \$64,900 = \$25,960 commission

Standard Canadian franchise fee, \$59,900 = \$23,960 commission

Standard Veteran franchise fee, \$54,900 = \$21,960 commission

*40% referral fee is calculated on the actual franchise fee paid and will vary based on discounts and incentives

COMPANY BACKGROUND

Year Founded: 2001

Year Franchised: 2009

Franchise Units: 70+

Company Owned Units: 0

Size: Single & Multi-Unit

TERRITORY

Availability: Territories open in all states and territories except Hawaii, North Dakota, Rhode Island, South Dakota, and Quebec.

Size: 30,000 households above the median income, assigned by zip code

FINANCIAL REQUIREMENTS

Franchise Fee: \$64,900

Royalty: Ramps from \$0 to \$1,200 per month over 12 months

Advertising Fund: Ramps from \$0 to \$400 per month over 12 months

Working Capital: \$10,000 to \$20,000

Average Investment: \$75,000 to \$85,000

Discounts: VetFran

SELLING POINTS

- Lifestyle business, 9 to 5 with flexibility for work/life balance
- Low startup cost – high income potential
- Cash flow friendly with no inventory, aging receivables, bad debt (customers pay before ordering), or contingent liabilities
- High margins (over 50%), high average transaction (over \$2,000)
- No design experience required
- Great business for anyone, male or female
- Excellent franchisee validation

ISSUES & AMBUSHES

Nobody grows up thinking that they want to sell custom window treatments for a living, which is why we say that we are the “best opportunity you’ve never thought of!” For that reason, our most successful brokers will discuss the unique advantages of the opportunity BEFORE mentioning who we are or what we do. For example:

Would you be interested in looking at an opportunity with very strong earnings potential, flexible working hours, a low initial investment, excellent cash flow, no contingent liabilities, no inventory, aging receivables or bad debt – all in an unbranded industry with very few sophisticated competitors?

SUPPORT & TRAINING

- Initial Training: 5 days in Colorado, 5 days in territory
- Advanced Training: 4 days in Colorado (in the fiscal quarter following initial training)
- Ongoing Training:
 - Webinars for training in sales & marketing, business building, products and more, business development workshops, and annual meeting
- Intranet for on demand training and support

WHO IS GOTCHA COVERED?

- Covering B2B and B2C windows with customer window treatments
- Offering virtually everything for the inside of the window including blinds, shades, shutters, window film, curtains, draperies, and more.
- Flexible business with excellent work/life balance
- Home-based initially with the option to expand into a retail store front

WHY THE CUSTOM WINDOW TREATMENT BUSINESS?

Look around and you will see windows everywhere. Every home and every business has windows that needs to be covered. This \$20 billion industry is largely unbranded. Here's some of the reasons we think it's the best opportunity you've never heard of:

- Fragmented industry – the largest retailer has 3% market share, and the rest is mostly small, independent dealers that lack buying power, marketing sophistication or technology
- Simple business requires *no design experience*
- Regardless of the economy, windows always need to be covered
- High margins, low overhead, and cash flow friendly
- Extremely lucrative

HOW DO WE BEAT THE COMPETITION?

- Rather than focusing on just hard treatments like blinds, we offer our customers virtually every type of window treatment available including high-margin soft treatments like drapes
- Full-cycle CRM that manages every aspect of business including contact management, scheduling, task management, proposals, marketing automation, and more to generate more sales in less time
- Buying power, marketing savvy, and vendor relationships that independent dealers simply cannot compete with

WHO IS OUR CUSTOMER?

If they have windows, they're a potential customer. This can include:

- Homes
- Apartments
- Retail Stores
- Offices
- Government Facilities
- Much more

HOW WE GET CUSTOMERS

Our marketing strategies help launch the Gotcha Covered franchise quickly. We assist our franchisees in developing a local plan that includes:

- Powerful online marketing programs
 - Individual, optimized and localized websites
 - Highly targeted PPC campaigns
 - Banner, PPL, other directories
 - Social Media campaign
 - Much more
- Direct Marketing Kit including mail pieces, door hangers, ad slicks, and more
- Home & garden shows
- Traditional networking and referrals
- A-Net Marketing – creating referral partnerships with new home builders, real estate agents, interior designers, and other complementary businesses

A DAY IN THE LIFE

Our franchisees primarily start as a home-based business, although we provide the flexibility to move into a retail location at the franchisee's discretion. Our franchisees include sole-operators, partnerships (often among family members), as well as hiring commissioned salespersons. A typical day includes:

- Marketing the Gotcha Covered business through our recommended channels
- Scheduling in-home appointments
- Consultative selling (no design experience required!)
- Collect 50% deposit (covering the cost of the window treatments)
- Submit the order to the vendors
- Schedule a third-party installer to complete the job

IDEAL FRANCHISEE BACKGROUND

Our franchisees' backgrounds are diverse, ranging from stay-at-home moms to CEOs. Very few have design experience, and we've found that it has no bearing on success. Here is what does make a good franchisee:

- High-energy, friendly personality
- Hard working and self-motivated
- Desire to work with people
- Sales and marketing experience is a bonus

SALES PROCESS

The Gotcha Covered sales process is designed to provide candidates a thorough review of the Gotcha Covered opportunity as quickly as possible. We can complete the entire process in as little as two weeks or as long as eight, depending on the candidate's schedule.

- Series of four webinars:
 - Industry and Gotcha Covered Overview
 - Technology
 - Financial "What Ifs"
 - Intranet/Business Development Tools
- *Excellent* Validation
- Territory Mapping
- FDD Review
- Discovery Day (optional): We reimburse travel expenses up to \$500 when they purchase a franchise. Because of the amount of interaction with our candidates during the Sales Process, very few candidates chose to come to discovery day.