

2-MINUTE DRILL

“The best opportunity you’ve never thought of”

COMPANY BACKGROUND

Year Founded: 2001

Year Franchised: 2009

Franchise Units: 80+

Company Owned Units: 0

Size: Single & Multi-Unit

TERRITORY

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

FINANCIAL REQUIREMENTS

Franchise Fee: \$64,900 US, \$59,900 Canada

Royalty: Ramps from \$0 to \$1,200 per month US (\$1,000 Canada) over 12 months

Advertising Fund: Ramps from \$0 to \$400 per month (\$250 Canada) over 12 months

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

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

Discounts: VetFran

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, proprietary 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
- Townhomes
- 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

CORPORATE ASSETS

Our logo and custom designed assets are key to building the brand and system for our franchisees. Here are some samples:



Direct Mail



Retail Kiosk

