



ART OF COATING PROTECTIVE COATINGS

IGNITE YOUR PASSION FOR GARAGE REMODELING WITH ART OF COATING!

Are you ready to revolutionize the way people perceive their garages? Look no further than **ART OF COATING**, the full-service, go-to solution for all your garage remodeling needs. We have perfected our business concept over the years, dedicated to helping clients recognize the importance and incredible benefits of organizing and transforming their garages. Our commitment to excellence extends to every component, ensuring high-quality finishes that seamlessly blend with the rest of their home.

As a franchise owner with **ART OF COATING**, you become part of an exclusive league of professionals delivering specialized, high-end garage solutions. From custom designs to tailored budgets, you have the power to create remarkable spaces that leave your clients in awe. And the best part? You'll have full access to our arsenal of exclusive tools, resources, programs, and sales techniques, equipping you with the confidence to grow your business exponentially.



Picture yourself as the owner and operator of a premium home improvement franchise, operating in a flourishing industry that's capturing everyone's attention. Backed by a team of industry experts, you'll receive unwavering support at every step of your journey, propelling you towards unprecedented success.

Don't let this electrifying home improvement franchise opportunity slip away! Contact us today and unlock the potential to make a profound difference in the lives of discerning clients in your local area. Explore our frequently asked questions and get in touch by calling +1-561-699-5636 or emailing franchise@artofcoating.com. Get ready to embark on an exhilarating adventure with **ART OF COATING** Inc.

Garage storage and organization is undoubtedly the fastest growing home improvement category in North America, and it's no surprise why! As people recognize the value of maximizing



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their living spaces, the garage has transformed from a cluttered storage area into a functional and organized extension of the home.

With the increasing popularity of downsizing, urban living, and the need for efficient use of space, homeowners are realizing the tremendous benefits of optimizing their garages. From shelving systems and wall-mounted storage solutions to innovative overhead racks and customizable cabinets, the options for garage storage and organization are vast and exciting.



Not only does a well-organized garage provide ample storage for tools, equipment, and seasonal items, but it also enhances accessibility, improves safety, and adds value to the home. It's no wonder that homeowners across North America are embracing this trend and investing in garage storage and organization solutions.

Whether you're a homeowner looking to declutter and streamline your garage or a business-minded individual seeking franchise opportunities in this thriving industry, the growth potential is incredible. As the demand continues to rise, so do the opportunities for innovative companies like **ART OF COATING** to provide exceptional garage improvement services.

So, if you're passionate about being a part of a booming home improvement category and want to tap into the fast-growing market of garage storage and organization, it's an exciting time to explore the possibilities and make a significant impact in North America.

A franchise opportunity with **ART OF COATING** can be incredibly rewarding. An **ART OF COATING** franchise offers the highest quality products, training, equipment, and support.

Find out why **ART OF COATING** is your franchise business opportunity with the following frequently asked questions.



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WHAT IS **ART OF COATING**?

Our goal is to become the nation's leading surface upfit, accessory, and protective coating company. Organizing garages and providing protective coating are our specialties. We are the only franchised network in North America offering garage organizers and a wide range of protective coating services. With a long tradition of industry experience and technical expertise, **ART OF COATING** offers the highest quality spray-on and roll-on protection coatings on the market.

HOW DOES THE **ART OF COATING** WORK FOR COMMERCIAL APPLICATIONS?

In 2023, **ART OF COATING** is expected to experience 10–15% growth in sales of protective coating applications for commercial / industrial buildings, trucks and vans as a result of increased home deliveries caused by COVID-19.

There are hundreds of possible applications and upfitting options in this industry segment.



GROWTH IN THE COATING MARKET?

There is great demand for industry-leading protective coatings and aftermarket products, which makes **ART OF COATING** a great business opportunity.

The U.S. construction and after-construction markets are worth over a trillion dollars (2021), and are expected to grow by 9% annually through 2024. In 2024, the overall market, including residential and commercial / industrial heavy-duty applications, is projected to reach \$477 billion.



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HOW CAN THE ART OF COATING PROTECT OTHER THINGS?

A lot of people don't realize that **ART OF COATING** is a multilayer spray-on protective coating that can be applied to almost anything. In addition to protecting farm equipment, construction equipment, boats, trailers and more, **ART OF COATING** protective coatings are used on a wide range of products.

It is the **ART OF COATING**'s ability to combine an array of specialized equipment with extensive product development to deliver the right materials, products, and procedures to meet virtually any need.

HOW DOES THE ART OF COATING FRANCHISE DIFFER FROM RESIDENTIAL GARAGE FLOORS AND COATINGS?



Construction aftermarket services offered by **ART OF COATING** go beyond protective coatings. We will form national partnership with leading companies to provide **ART OF COATING** Franchisees with the best-selling accessories and space organizers for a preferred price. Additionally, **ART OF COATING** provides premium undercoating and rust prevention services nationwide. **ART OF COATING** also offers Tint Solutions - window tint and paint protection film - through its network of locations.

Additionally, to our floor protection systems, you will also sell garage accessories, undercoating, window tint, and advanced coating applications as an **ART OF COATING** franchisee.

HOW LONG WILL IT TAKE TO RETURN TO SERVICE?

ART OF COATING's protection coating is dry to the touch in 3-5 hours, making it ideal for businesses that want to reopen very quickly. In a world where time is money, the **ART OF**



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COATING system lets you keep up with as many coatings as you can sell. The best support, training, and equipment are all included in our package so that you can get started right away.

WHAT EQUIPMENT DOES ART OF COATING PROVIDE?

ART OF COATING provides you with the necessary application equipment for the success of your **ART OF COATING** business. Additionally, we offer air compressors, air dryers, hand tools, and a spray booth for commercial use. Furthermore, the **ART OF COATING** development team assists with branding requirements, signage, and design for your new shop, as well as a technical layout.

WHAT IS THE MINIMUM REQUIREMENT FOR AN ART OF COATING LOCATION?

The team works with you from the approval to the final touches of a project, including site layout support. We have designed our showroom to offer customers the ultimate upfitting experience by offering a unique look and feel.

DO YOU NEED ANY SPECIAL SKILLS?

Candidate requirements for **ART OF COATING** Franchise do not include pre-requisites or special skills, however, the ideal candidate should possess the following skills:

- Sales skills are essential.
- Competencies in financial management.
- A management background is preferred.
- Motivation and determination are essential to success.

In the first stage, students will receive classroom and application training at **ART OF COATING's** corporate headquarters in Cocoa, Florida.

1. They meet with all support departments, visit the product development lab, and learn about product and franchise operations.
2. Following a system that has been proven to work, new students will accomplish their first applications.
3. Business owners and managers are encouraged to attend the first week, which is geared towards building, managing, and supervising an **ART OF COATING** Franchise.



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COATING FRANCHISE FEE: WHAT IS IT?

Franchise fees are paid upfront and submitted with the **ART OF COATING** franchise agreement. The fee is a one-time payment of \$40,000. There is a 25% discount off the standard franchise fee (\$30,000) for military veterans.

IS EQUIPMENT INCLUDED IN THE FRANCHISE FEE?

No, the **ART OF COATING** equipment package is an additional cost based on location and requirements. A typical standard equipment package will cost \$39,570 - \$73,209 for new stores, depending on the equipment available. In addition to this, all specialized equipment and tools for a new shop will be quoted based on the location.

IS IT POSSIBLE TO CONVERT MY EXISTING BUSINESS TO ART OF COATING?

ART OF COATING Franchises are successful standalone businesses for many entrepreneurs, but they also convert existing construction businesses, concrete repairing centers, and a variety of other cabinets design businesses. **ART OF COATING** can be an extremely profitable conversion for businesses that want to benefit from the **ART OF COATING** brand name to attract more customers who are seeking the best in surface protection and garage renovations.

WHAT IS THE NEED FOR A SHOP AND A TRUCK / TRAILER?

Every **ART OF COATING** Franchise must have a space large enough to accommodate a shop, spray area, showroom, accessory displays, and customer waiting area. There must be an exterior **ART OF COATING** sign and interior **ART OF COATING** branding. There is also a requirement that every franchise owner must have a **ART OF COATING**-approved shop truck.

DO SALES LEADS COME FROM THE ART OF COATING?

Every day, thousands of consumers visit **ART OF COATING**.com to request different surface protections or other products, and we deliver these leads to local representatives. Additionally, **ART OF COATING** offers fleet programs and national accounts that drive new business to Franchise locations.



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A complimentary website, marketing training, marketing materials, promotional items, and marketing campaigns are also available to **ART OF COATING** Franchisees.

IS THERE ADDITIONAL SUPPORT PROVIDED TO FRANCHISEES?

There are a few franchises serving the US and Canada under the **ART OF COATING** brand, and our marketing support is available on a national, regional, and local basis. In addition to a lead generation through artofcoating.com and access to an online resource portal, **ART OF COATING** assists with regional events and local digital ad campaigns. Press coverage is arranged, and the content is shared on all social media channels.

As an **ART OF COATING** Franchisee, you will have access to experienced advisors and technicians who will guide you along the way. We supply all Franchisees with complete operational training and support as well as 24/7 technical support.

As part of the **ART OF COATING** franchise opportunity, you'll receive three weeks of comprehensive training as well as a comprehensive portfolio of products and services that provide you with the opportunity to generate multiple revenue streams.

