



**VETERANS CONTRACTING**

*Specializing In Roofing*

Proudly Veteran  Owned & Operated



# Honoring Service, Elevating Roofs

**Empowering Veterans through Business Ownership and Community Impact**

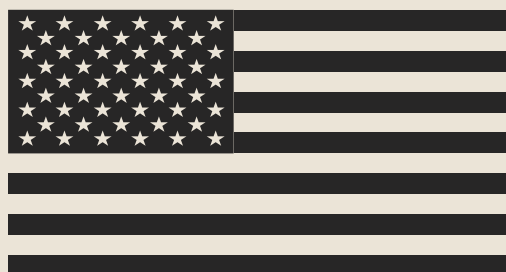
Become part of a franchise network dedicated to empowering veterans with a proven path to business success.

# Veteran-Centric

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Our franchise model is designed specifically for veterans, providing a structured path to entrepreneurship with guidance tailored to veterans' unique needs.

With programs like Rifles to Roofs, we deliver step-by-step support; ensuring veterans are fully prepared to succeed as business owners.







# Proven Model and Reputation

V.C. Veterans Contracting has been a trusted name across Kentucky since 2011. Leveraging leadership skills honed in the Marines and business acumen acquired over years of hard work, founder Kyle Conte has built a thriving business with an annual revenue well into the eight figures. This experience translates into a proven franchise model that offers a clear path to success, empowering new franchisees to grow their businesses with the confidence that comes from a well-established, reputable brand.



## Strategic Partnerships

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- Industry-Leading Partnerships: Access resources and discounts from vendors and manufacturers to build and grow efficiently.
- Brand Power & Co-Marketing: Benefit from increased visibility and marketing opportunities through our powerful alliances with industry giants.





# Comprehensive Training and Development

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- Training Programs built for success (**Rifles to Roofs** and **Battlefield to Boardroom**): A thorough 6-month program covering roofing, business management, sales, and more ensures franchisees are equipped to lead.
- Ongoing Learning: Continuous coaching and access to advanced training keep franchisees competitive and ready for growth.



**VETERANS CONTRACTING**  
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## Honoring Service, Elevating Roofs

Join a mission-driven roofing franchise with a trusted reputation, proven success, and a dedication to empowering veterans. With comprehensive training, robust industry partnerships, and support tailored to veterans' needs, Battalion Brands and V.C. Veterans Contracting provide a clear, rewarding path to business ownership. Be part of a network that combines profitable business with impactful community support.

**Proudly Veteran**



**Owned & Operated**

Ready to make a difference while building your future? Contact us today to learn how you can start your journey with Battalion Brands and V.C. Veterans Contracting.

[www.battalionbrands.com](http://www.battalionbrands.com) - (859) 888-7663



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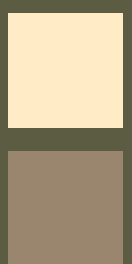
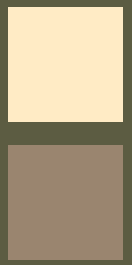
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# FAQ's

## General Franchise Information

### 1. What is the initial franchise fee, and are there any other upfront costs?

- The initial franchise fee is \$50,000, payable upon signing the agreement. Additional upfront costs include training fees, equipment, and the technology systems fee, as well as expenses for securing a location, insurance, and marketing.

### 2. What is the total estimated investment to open and operate a franchise?

- The total estimated investment would include your franchise fee plus around 50,000.00 in technology, training and marketing fees.

### 3. What additional fees should I expect (e.g., royalties)?

- Royalties are 7.5% of gross revenue, paid weekly.

### 4. How long is the franchise agreement term, and what are the renewal options?

- The franchise agreement term is 10 years, with an option to renew for an additional 10 years at a reduced fee of 20% of the then-current franchise fee, provided the franchisee meets performance and compliance standards.



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## Territory and Market

### 5. How large is my designated territory, and what criteria are used to define it?

- Each franchise is granted a protected territory, with the boundaries defined based on market factors and customer demographics. Territories are designed to allow sufficient market demand for franchisees. Each territory is made up of roughly 50,000 households.

### 6. Is my territory protected, and what happens if the market demand requires expansion?

- Yes, territories are protected as long as franchisees meet performance standards. If demand in the territory exceeds the franchisee's capacity, they may be required to add service vehicles to meet demand.

### 7. What level of market research is provided to understand the potential customer base in my territory?

- The franchisor assists in defining territories based on market demand. Battalion Brands leverages its deep industry ties for real time industry insights.

### 8. Can I operate outside my designated territory if there is no other franchisee nearby?

- Franchisees may serve customers outside their designated territory if there is no other franchisee in the area, but the franchisor reserves the right to assign those customers to future franchisees if the area becomes part of another territory.



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## Training and Support

### 9. What does the initial training program cover, and how long does it take?

- The initial 6-month Rifles to Roofs program covers business management, roofing knowledge, sales, operations, and financial literacy. It combines classroom learning, specific departmental training, and on-the-job experience at an assigned corporate location.

### 10. Is there ongoing training available, and if so, what does it entail?

- Yes, franchisees have access to ongoing training, including remedial support, annual conventions, and additional resources for continuous learning. Additional training is available both in-territory and remotely.

### 11. What types of operational support are provided after launch (e.g., field support, remote support, additional training)?

- Franchisees receive operational support through in-territory visits, remote assistance, and access to a corporate representative. Ongoing coaching and support are also available.

### 12. Are there costs associated with additional or remedial training if needed?

- Yes, there may be costs for additional training, including fees for on-site support and travel expenses for training staff. Attendance at certain required events may also incur costs.



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## Marketing and Brand Building

### 13. What marketing support is provided to new franchisees?

- Franchisees have access to branding materials, digital artwork for local advertising, and guidance on marketing strategies. A brand fund is also available to support broader marketing efforts.

### 14. How are marketing fund contributions used, and do franchisees have input on local marketing?

- Contributions to the brand fund support national and regional marketing initiatives. Franchisees are encouraged to conduct local advertising but must adhere to brand guidelines.

### 15. What resources are available for creating a digital and social media presence?

- Franchisees receive guidance on setting up a digital presence, including branding guidelines and online advertising standards. However, the franchisor may maintain oversight over the content and strategy.

### 16. Does the company offer co-marketing or branding support with industry partners?

- Yes, V.C. Veterans Contracting has partnerships with key industry players which could offer co-marketing opportunities and additional brand exposure.



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## Revenue and Financials

### 17. What is the average revenue range for a V.C. Veterans Contracting franchise?

- Specific revenue figures aren't disclosed at this time, but the franchises are forecasted to be above seven figures within the first full year. Prospective franchisees can ask for financial performance representations directly from the franchisor.

### 18. How long, on average, does it take for a new franchise to become profitable?

- Profitability depends on market conditions, performance, and operational efficiency. Generally, franchisees receive extensive training to achieve profitability as quickly as possible. A franchisee can expect to be profitable within the first 12 months.

### 19. Are there financing options available, or does the company offer any financial assistance?

- Franchisees can take several routes to ownership and profitability. Most choose to go the traditional route which offers the largest and quickest returns. We also have sponsorship options and a nonprofit that can help curb some of the startup costs.



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## Operations and Daily Responsibilities

### 20. What are the day-to-day responsibilities of a franchise owner?

- Franchisees manage roofing projects, crew scheduling, customer service, and quality control. Responsibilities include overseeing sales strategies, budget management, and financial reporting.

### 21. What is the typical staffing structure for a V.C. Veterans Contracting franchise?

- Staffing includes the General Manager/Owner-operator, production manager, and sales personnel. Leadership roles in operations and customer service are crucial.

### 22. Are there specific quality standards or performance metrics that franchisees must meet?

- Franchisees must adhere to brand standards for quality, customer service, and financial reporting. Consistent performance is monitored through KPIs and periodic evaluations.

### 23. What type of support is available if I encounter operational challenges?

- Franchisees can access support from corporate representatives through in-territory visits, remote assistance, and remedial training if required.

## Industry Relationships and Vendor Support

### 24. What partnerships do franchisees benefit from?

- Franchisees benefit from established relationships with vendors and manufacturers, gaining access to competitive pricing and industry resources.



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25. Are vendors for materials and equipment pre-selected, or can I choose my suppliers?

- The franchisor provides a list of approved vendors. Franchisees may be required to purchase specific products from these vendors to maintain quality and brand consistency.

26. Are there any required purchases (equipment, software, etc.) that I need to make from approved vendors?

- Yes, equipment, software, and some materials must be sourced from approved suppliers, with technology fees applied for specific software and digital tools.

## Community and Social Responsibility

27. How does V.C. Veterans Contracting give back to the veteran community, and what are my obligations?

- A portion of proceeds is donated to veteran nonprofits, and franchisees are encouraged to engage in community outreach that aligns with the company's mission to support veterans.

28. Are there specific community outreach programs or nonprofit partnerships that I'll be expected to engage with?

- Franchisees are encouraged to participate in community initiatives and are supported in connecting with veteran-focused nonprofit partnerships as part of their local engagement.



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## 29. How can I get involved in supporting veterans within my local market?

- Franchisees can work with corporate support to establish local partnerships with nonprofits, participate in community events, and lead outreach initiatives to support veterans.

## Exit Strategy and Resale Options

### 30. What options are available if I decide to sell my franchise?

- Franchisees may sell their franchise, but the buyer must be approved by the franchisor and meet certain criteria. Transfer fees and additional requirements apply.

### 31. Are there transfer fees or other requirements for selling my franchise?

- Transfer fees apply, and the buyer must meet the franchisee requirements set forth in the franchise agreement.



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