



# The Road To Success

**Nūfinish***pro* FRANCHISE INTRODUCTION

**NūFinish***pro*™

FRANCHISE OPPORTUNITY

## Becoming a Nūfinish<sup>pro</sup> owner: The Road to Success



BEFORE REFINISHING



AFTER REFINISHING

**Nūfinish<sup>pro</sup>** franchise could help with your financial and personal goals.

### CONTACT US AT:

**PHONE:** 858-353-0563

**EMAIL:** [franchise@nufinishpro.com](mailto:franchise@nufinishpro.com)

**WEBSITE:** [nufinishpro.com](http://nufinishpro.com)

At **Nūfinish<sup>pro</sup>**, we understand the importance of having a clear path of the steps involved with looking for a potential business. Depending on your individual situation, the due diligence process can happen fairly quickly or take several months. In either case, our corporate team will do everything we can to make sure we are the right fit for you and that you are the right fit for us.

### Initial Call

During the first contact with a member of our Franchise Development Team, we will want to get to know you. We will talk about the territory you may be interested in. We'll ask about your background, your family and your goals for owning a business. We'll also discuss the financial investment parameters and we'll verify that your desired territory is available. Sometimes we'll both know right away that this is not the right fit for you and we can wish each other well. Other times it seems like it makes perfect sense and there's interest on both sides to further the qualification in which case we'll invite you to complete a personal profile that will allow you to share more details about yourself.

### Personal Profile Review

Once we have received your completed profile, we'll set up a phone call to discuss your profile and see how a **Nūfinish<sup>pro</sup>** franchise could help with your financial and personal goals. This is an important step for all as we are able to get to know each other and determine if this could be a mutually beneficial fit

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## Franchise Disclosure Document (FDD)

The FDD contains everything you need to know about owning a **Nūfinish<sup>pro</sup>** franchise including our financial representations. If you have never read an FDD before we will help you get through it and answer questions along the way in order to help you make an informed business decision.

## Validation with Current Franchisees

After we've answered your questions about the FDD, we'll add you to our Validation List which will allow you to speak to our current franchisees. You will be able to ask the **Nūfinish<sup>pro</sup>** franchise owners questions and be able to get all of the information you feel is needed from someone who already owns and runs a **Nūfinish<sup>pro</sup>** franchise.

## Discovery Day

Once you're comfortable with the FDD and have gone through the validation process, we will schedule a call with a member of our Franchise Development Team and potentially invite you to Discovery Day. This is a formal invitation to get to know each other either in person or virtually, and spend some time together.

## Approval and Agreement Execution

On the first business day after Discovery Day, we'll notify you of your approval status. If we decide together that it seems like a mutually beneficial relationship, we will award you a franchise opportunity with **Nūfinish<sup>pro</sup>** and guide you through the signing of the franchise documents.

## Getting Started

Upon execution of the franchise agreements our Franchise Development Team will begin working with you on your pre-opening checklist. This will include items like obtaining proper licensing for your state, discussing recruiting and marketing timelines and getting ready for your first job!



*We will schedule a call with a member of our Franchise Development Team and potentially invite you to Discovery Day.*





*Our corporate team will support you once you start operating.*

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### How does Nūfinish<sup>pro</sup> determine the size of a territory?

Nūfinish<sup>pro</sup> takes demographic information and typically looks for population size of around one million and then designates specific zip codes to form a territory. We may also use average income levels among other factors to adjust specific territory size.

### Will I have to hire employees?

The Nūfinish<sup>pro</sup> Corporate Team will assist you with our proven methods of attracting and recruiting qualified candidates in your area. Most new franchisees hire only one field technician to start. We have a sales driven formula to help you determine what infrastructure is needed at different levels of volume, so you scale profitably and we'll assist you in every way we can to make the recruiting, hiring and training process as easy as possible.

### How long is the Nūfinish<sup>pro</sup> training program?

We recommend that you have your technician spend at least one week in our training session in Southern California and a second week may be needed depending on previous business experience and previous specialty coatings experience. Training consists of a combination of classroom, video, online and field learning and though it's focused more on the technical side of our industry, we also cover topics related to management and owner scenarios that you will encounter in your business. Additionally, our corporate team will support you once you start operating. Typically, you will work with our corporate team over the phone and through field visits over the next 12-18 months.

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## How long is the Nūfinishpro franchise agreement?

The Nūfinish<sup>pro</sup> franchise agreement is for a period of 10 years.

## Will I need to purchase a vehicle for my business?

As a Nūfinish<sup>pro</sup> owner, you will decide what works best for you. Many franchisees hire employees or independent contractors who supply their own work trucks.

## Where do I buy my equipment and materials?

Nūfinish<sup>pro</sup> will direct you to all of our partnering suppliers for equipment and materials. Additionally, you will purchase some of your supplies from a local paint supplier such as Sherwin Williams or Dunn Edwards.

## Will I need an office outside of my home?

One of the many unique benefits of a Nūfinish<sup>pro</sup> franchise is its ability to operate with low overhead and most franchisees operate their franchises remotely or from their homes.

## How will I attract customers?

Leads are generated for you through a proven and proprietary online advertising campaign by the Nūfinish<sup>pro</sup> Franchise Team. You will provide our team with your budget and we will put your dollars to work attracting refinishing clients ready to purchase and schedule through our corporate call center. This eliminates your need to hire, train and manage a sales team, or to market your business in the traditional ways. After the first 12 months, you can decide if you want to continue paying the Nūfinish<sup>pro</sup> call center or receive, sell and schedule the leads yourself.



BEFORE REFINISHING



AFTER REFINISHING

*One of the many unique benefits of a Nūfinish<sup>pro</sup> Franchise is its ability to operate with low overhead.*

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BEFORE REFINISHING



AFTER REFINISHING

## **I don't know anything about the specialty coatings business or the kitchen and bath industry.**

That's great! We seek assertive individuals and investors who possess leadership skills, time management skills and have an entrepreneurial spirit. The **Nūfinish<sup>pro</sup>** business model is about building multiple territories and scaling a large profitable business in a non-traditional niche market. We do not expect you to wear a tool belt, it's about building and running a professionally managed specialty coatings business with our proven processes.

## **My area has a lot of competition, should I be concerned?**

Not at all. Markets with a lot of companies offering bath and countertop restoration is a good thing. This means there is a lot of demand and the service is abundantly needed. Additionally, multiple companies in the same marketplace will help our potential clients find us. Our **Nūfinish<sup>pro</sup>** franchises work diligently to secure the best online presence in every market helping to ensure we maximize our close ratios.

## **What is special about Nūfinish<sup>pro</sup> compared to the competition?**

Our targeted customers are seeking quality and value and are not driven only by price. Additionally, with over 30 years of experience in refinishing, we have learned how to create a credible online presence that separates us from our competitors. Our unique marketing methods are very different from anyone else in our industry and our proven business module allows us to profit at a higher level than most other kitchen and bath professionals.

## **Do I need any special licensing?**

Many states and localities require you to obtain specialty painting license prior to opening your franchise.

**Nūfinish<sup>pro</sup>** will assist in providing you information for your territory.

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## The Road to Successful Ownership

**Nūfinish<sup>pro</sup>** is one of the few specialty coatings franchises in the United States. We are positioned to offer a unique and niche opportunity worldwide and are one of the fastest growing franchises in our industry today.

Our refinishing products and services save our clients up to 90% of the cost of replacement over traditional remodeling so whether we're experiencing a thriving economy or a down cycle, our services are always in demand.

### **Why do smart investors choose Nūfinish<sup>pro</sup>?**

Most franchise models require a long list of tasks that you, the new business owner must complete prior to opening your doors. Not only does this require significantly more up-front capital, it requires more time and time is money. Our model is tailor made for the investor looking for a proven opportunity that can start generating revenue fast, often times in under 60 days.

### **Is home improvement the right business for me?**

This is a common question when we first meet investors looking for their next opportunity. Most **Nūfinish<sup>pro</sup>** franchise owners have never been in the home improvement space and even fewer have ever been involved with specialty coatings or bath and kitchen refinishing. Many never thought this would be the right industry for them but have since learned the benefits of this unique, niche business.



*Our model is tailor made for the investor looking for a proven opportunity that can start generating revenue fast*

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**Nūfinish<sup>pro</sup>** has taken our 30 years of refinishing experience and created an amazing business opportunity

## Why this industry and why right now?

Bathtub refinishing as a business started shortly after the porcelain covered cast iron tubs were being manufactured in the late 1800's. The kitchen and bath refinishing industry is well established and has been around for well over 100 years. Though many other independent refinishers compete in this space, it remains a robust, untapped industry that very few companies have scaled and achieved everything that this unique industry can provide.

**Nūfinish<sup>pro</sup>** has taken our 30 years of refinishing experience and created an amazing business opportunity which is designed to be scalable.

## Why independent refinishers stay small

Small local operators typically lack sophisticated systems for marketing their business. Their marketing efforts generally rely on word-of-mouth to win business through referrals or an underfunded internet marketing campaign that lacks the knowledge and understanding of how to create a deep-seated online reputation. A reputation for quality local work can help independents, but they otherwise struggle to differentiate themselves from competitors.

While small operators are spending time marketing their business, trying to answer the phone all day, following up with leads and trying to sell their next job, they are forgetting or do not have adequate time to communicate with clients and employees to actually run and manage the business at a high level while creating and maintaining life balance.

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## Why you should partner with Nūfinish<sup>pro</sup>?

When Nūfinish<sup>pro</sup> enters a new market, we bring not only decades of trade skills and training as it relates to the specialty coatings industry but we bring over 30 years of business experience including unique and proprietary marketing strategies that within just a matter of weeks propels our franchises to the pinnacle of client web searches resulting in massive lead generation and an exploding online presence that most independents can never experience. These proven marketing strategies allow a brand new Nūfinish<sup>pro</sup> franchise to have an online presence that looks as if they have been in the local marketplace for decades which ensures that there is little to no downtime between the starting date and the first job.

The Nūfinish<sup>pro</sup> model eliminates the need for owners to have to market their business or spend hours on the phone selling. Our Nūfinish<sup>pro</sup> specialists handle all of this for you so you can successfully run and scale your business. Once our marketing campaign starts, we drive clients to our professionally managed call center which will receive your leads, walk potential customers through the refinishing process and ultimately get jobs on your schedule. We will schedule the job with your applicator and set you up for maximum success.

*These proven marketing strategies allow a brand new Nūfinish<sup>pro</sup> franchise to have an online presence*



BEFORE REFINISHING



AFTER REFINISHING

ARE YOU  
READY TO  
GET STARTED?



CALL US TODAY TO DISCUSS YOUR FUTURE.  
858-353-5063 • [nufinishpro.com](https://nufinishpro.com)

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