

The franchise opportunity that's changing the way homeowners renovate.



BEFORE

NOW



SPRAY·NET

Smarter **Chemistry**. Optimized **Painting**.

Forbes



FranchiseTimes

Entrepreneur
MAGAZINE

Inc.
5000


VET★FRAN
A STRATEGIC INITIATIVE OF THE
INTERNATIONAL FRANCHISE ASSOCIATION
★ SINCE 1991 ★

The concept

We all know that renovations can be a major nightmare and often end up costing a lot more than anticipated. At a fraction of the cost of replacing doors, windows, brick and exterior sidings but with practically all the benefits and done in a day, **Spray-Net is the quickest and most cost-effective way to boost a home's curb appeal and increase property value!**



SURFACES

EXTERIOR SIDING

Aluminum · Vinyl · Stucco · Brick · Hardie Board

DOORS · WINDOWS

Aluminum · PVC

OUR COMMITMENT



Formulation to Application



Like-New Factory Finish



Quick & Cost-Effective



15-Year Warranty



Environmentally Friendly

[Click here to watch our promotional video](#) ▶

The Spray-Net difference

	CONVENTIONAL PAINTING	SPRAY-NET	PERMANENT PAINTS	BRAND-NEW SIDING, DOORS & WINDOWS
Done in one day	✗	✓	✗	✗
Factory finish	✗	✓	✗	✓
No-peel warranty	✗	✓	✓	✓
Environmentally friendly	✓	✓	✓	✗

Cost effective solution \$ ————— \$\$\$\$

Only slightly more expensive than conventional painting but with the benefits of replacement

The process

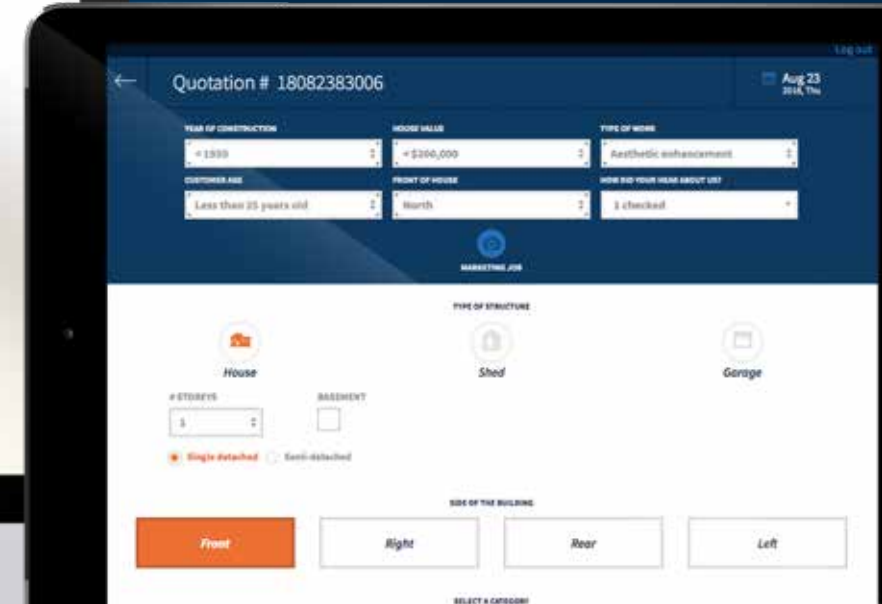


The tech for a smarter franchise!

Technology has been a revolutionary force in other industries and marketplaces, and the same is occurring in the remodeling industry.¹

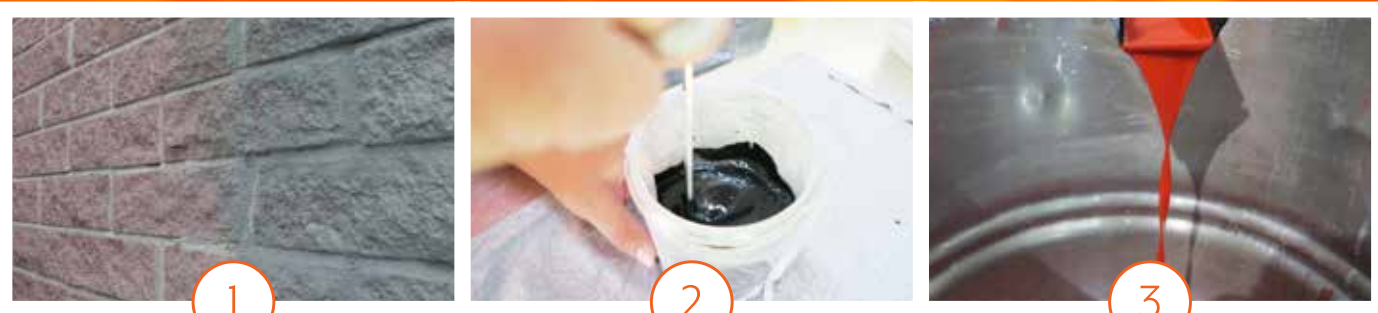
¹ Abbe Will (2014). Achieving Scale in the Residential Remodeling Industry: Findings from Interviews with Industry Leaders. Joint Center for Housing Studies Harvard University

[Click here to see ► the Spray-Network live!](#)



The chemistry

Introducing the most **customized** exterior coating system in the painting industry.



1

CUSTOMIZED TO THE SURFACE¹

Some surfaces require a flexible and breathable coating while others require heat resistance and hardness. Each coating is formulated specifically to match the needs of the surface being revamped.

2

CUSTOMIZED TO THE WEATHER²

Dry time is actually one of the most important factors that affects paint adhesion. We adjust our coatings on-site based on the weather that day to ensure proper dry time for a like-new factory finish and long-term durability.

3

CUSTOMIZED TO THE COLOR

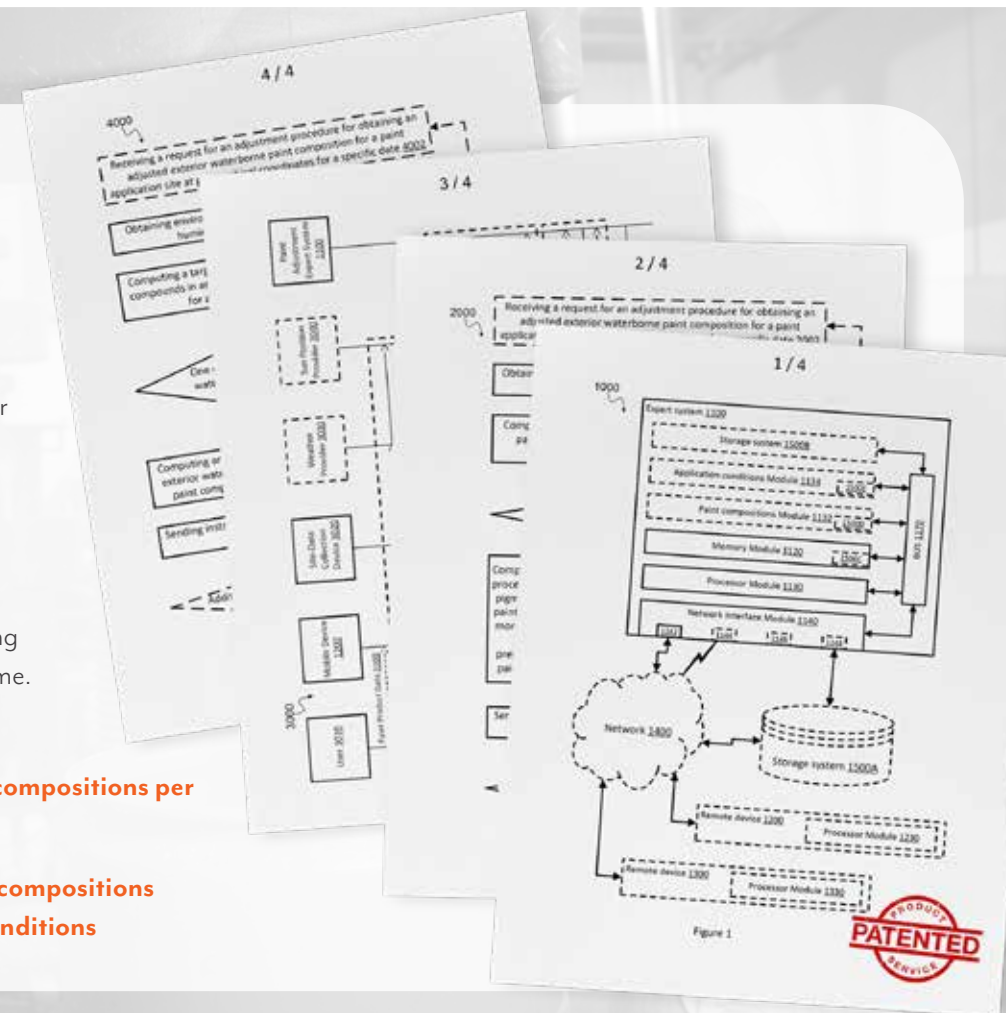
An optimal resin to pigment ratio is key to ensure color retention. Each coating is specifically formulated to ensure maximum exterior fade resistance!

The patents

Because there aren't any products on the market for what we do, we've engineered our very own line of industrial-strength exterior paints and coatings. By inverting the rules of how to formulate and apply coatings, we've created a new patented process that allows us to provide customers with a home transformation that leaves their home looking like-new... and not repainted for years to come.

¹ System and method for selecting paint compositions per layer based on substrate conditions

² System and method for selecting paint compositions based on expected paint application conditions



The opportunity

The specialty trades or replacement segment of the industry is much more conducive to scaling than full-service contracting

1 Abbe Will (2014). Achieving Scale in the Residential Remodeling Industry. Findings from Interviews with Industry Leaders. Joint Center for Housing Studies Harvard University

INDUSTRY TRENDS

As a Spray-Net partner, not only will you deliver a unique service to your customers, you'll operate your business within the home-improvement and serviced-based industries, two of the fastest growing markets for business in the US.

In 2015: • \$65.3 billion was spent on exterior replacements and property improvements.¹

Homeowners renovate to enhance the **LOOK** of their home!

Here's what homeowners had to say when asked which **one factor** was the most important when considering their exterior renovation:²



1. Improving America's Housing 2015: Emerging Trends in the Remodeling Market Joint center for housing studies of Harvard University

2. Harris Poll on behalf of CertainTeed, March 2015

39%
CURB APPEAL

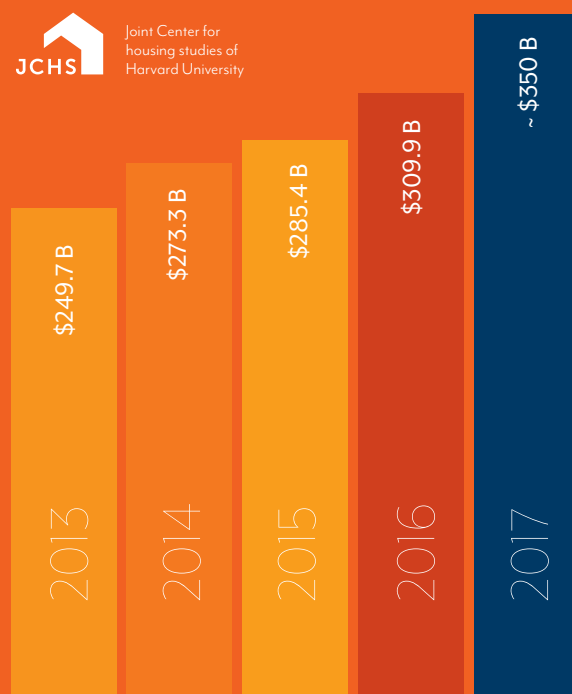
\$65.3
BILLION
was spent on exterior
replacements and
property
improvements¹

21%
OUTDOOR
LIVING &
LIFESTYLE

26%
RETURN ON
INVESTMENT

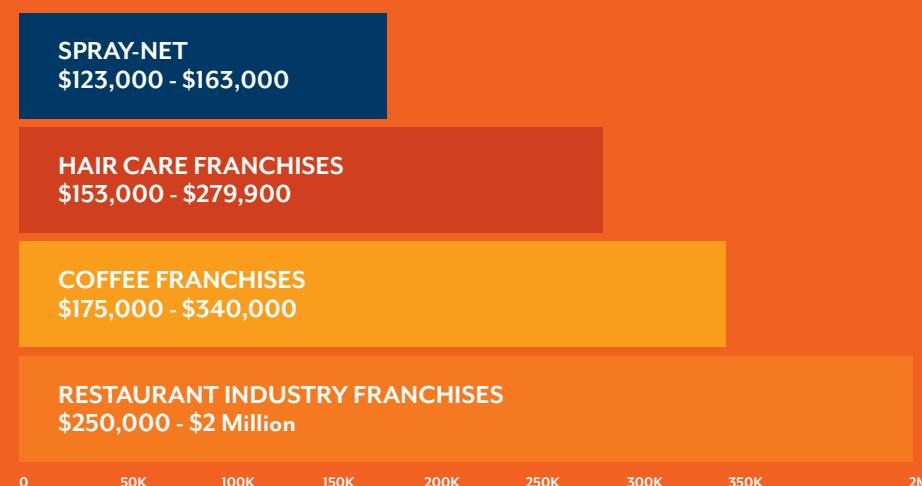
GROWING INDUSTRY

JCHS
Joint Center for
housing studies of
Harvard University



LOW INVESTMENT

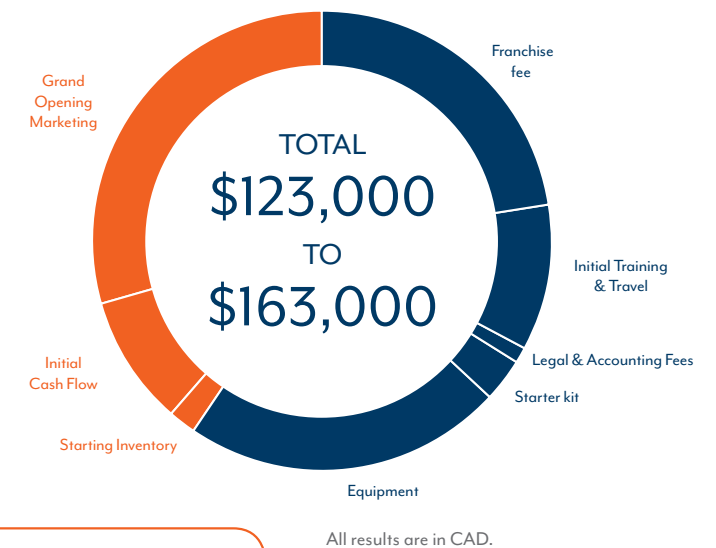
Typical start-up costs for other franchise businesses:



The numbers

INVESTMENT

Our total investment includes both operational costs that are needed up-front to run your business as well as all initial investments required to start up your business. Our turn-key start-up package includes everything you need from business cards to the drill needed for on-site work. The investment range is detailed in item 7 of our franchise disclosure document.



FRANCHISE PARTNER RESULTS

61%
GROSS MARGIN
* Only product and labour cost removed

58%
MULTI-TERRITORIES
* Our franchisees are multi unit franchisees who purchased a 2nd territory after their first year in business!

\$4,250
AVERAGE JOB SIZE

\$642,625
AVERAGE SALES****

* Your results may differ. There is no assurance that you will sell as much. See Item 19 of our Franchise Disclosure Document for more information.
** Includes multi-unit franchisees

*** All results are in CAD.
**** Based on an average Canadian season of only 23 weeks

ROYALTIES

Our royalty fee allows us to provide you with:

- Research & Development
- Proprietary Coatings
- Business Coaches & Mentors
- In-House Call Center

7%
ROYALTY FEE

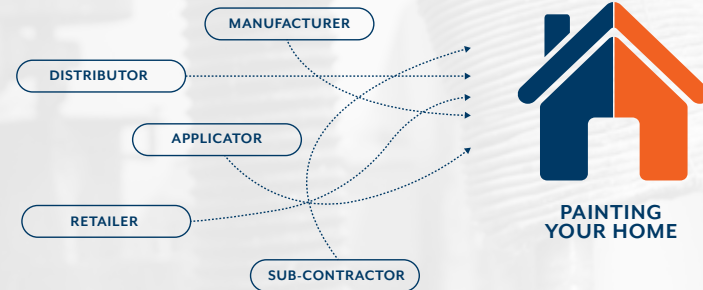
The Spray-Net support

MANUFACTURING

NO MIDDLEMAN

By cutting out the middleman we are able to transfer those savings to formulate and manufacture our high quality coatings for about the same price it would cost to buy off-the-shelf conventional paint. These savings are passed on to the homeowner to provide maximum value!

The Old Way



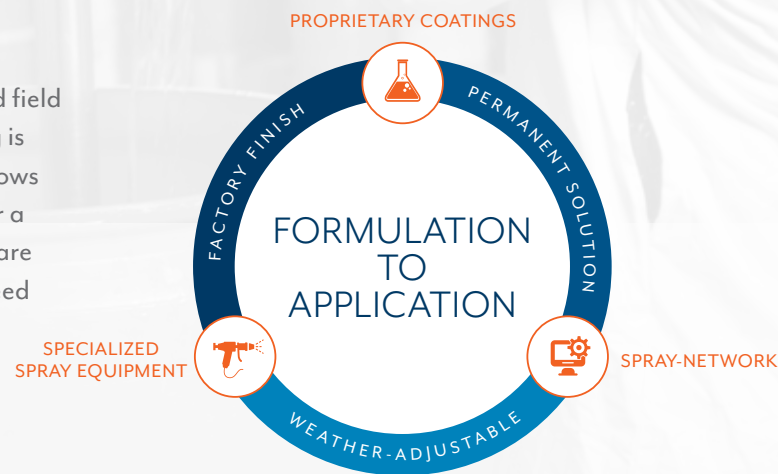
The New Way



Bringing factory quality results right to your customers.

**How exactly do we deliver a permanent factory finish directly on-site to homeowners?
The combination of our coatings, our software and our equipment!**

Our industrial-strength coatings are the result of thousands of hours of research and rigorous lab and field testing in extreme weather conditions. Each coating is specifically tailored to an exterior surface, which allows us to guarantee our projects and consistently deliver a permanent factory quality finish. Our formulations are even weather-adjustable, giving us the ability to speed up or slow down dry-time on-site to deal with the heat, humidity and wind on the very day of your project.



Our proprietary coatings are at the cutting-edge of paint technology, formulated using only the highest grade industrial pigments, resins and additives.



The Spray-Network tracks the real-time parameters of every project and tells you exactly how to adjust paint formulation on-site. This allows us to consistently ensure permanent results across our entire franchise network.



Our coatings are strategically formulated for our specialized spray equipment, resulting in optimal viscosity and a flawless, streak-free finish that looks just like-new.

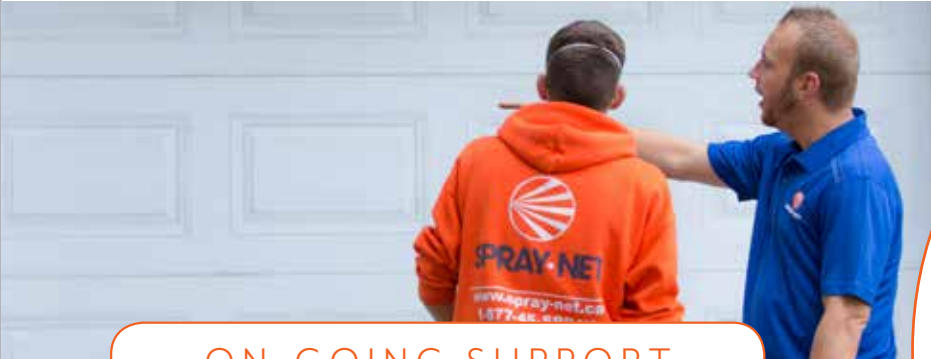
OBJECTIVES OF THE TRAINING

You will learn to



E-LEARNING & TRAINING

With thousands of homes under our belt we've been able to come up with optimized processes to ensure consistent quality and timely execution. All of our learning tools are available online to serve as a refresher and to help onboard new team members.



ON-GOING SUPPORT

Owning a franchise business is being in business for yourself but not by yourself. Our role is to fast track your way to profitability by allowing you to leverage our years of experience. If you're having issues on a job-site, need business coaching or help with sales, our experienced support team is only a phone call away!



IN-HOUSE CALL CENTER

Our in-house call center team is trained to pre-qualify customers in order to streamline your customer consultations and sales process. Our team tracks important customer data, so we can tailor our future marketing campaigns according to the latest consumer trends. The immediate care of each customer is a major reassurance and comfort for our partners.

MARKETING

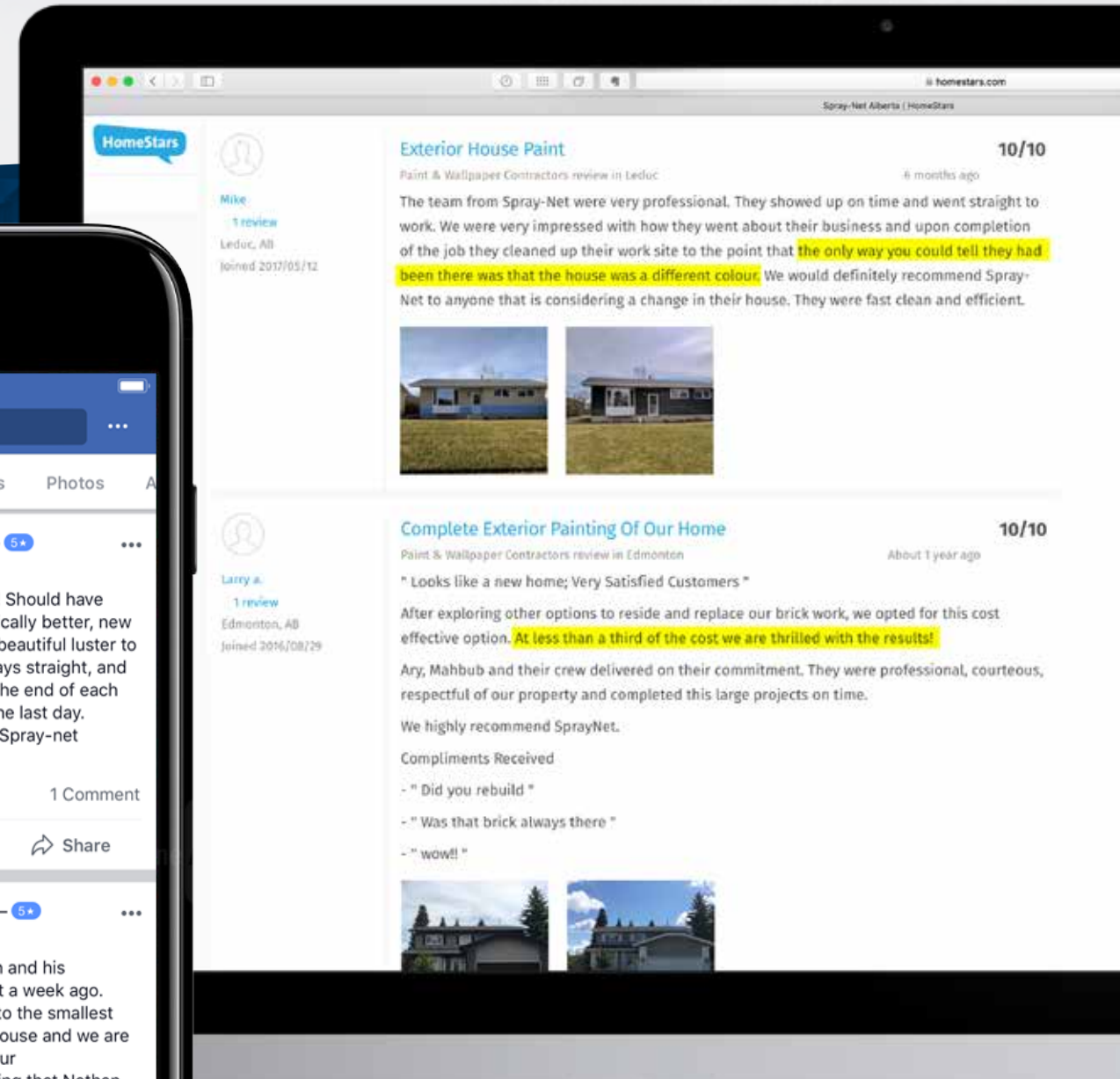
Our internal marketing and communications agency takes care of your entire marketing strategy from A-Z. From print to digital advertising, we build a full marketing plan tailored to your specific market to ensure maximum brand exposure within your territory. This allows you to focus on delivering our service and satisfying each and every one of your customers.



PARTNERSHIP



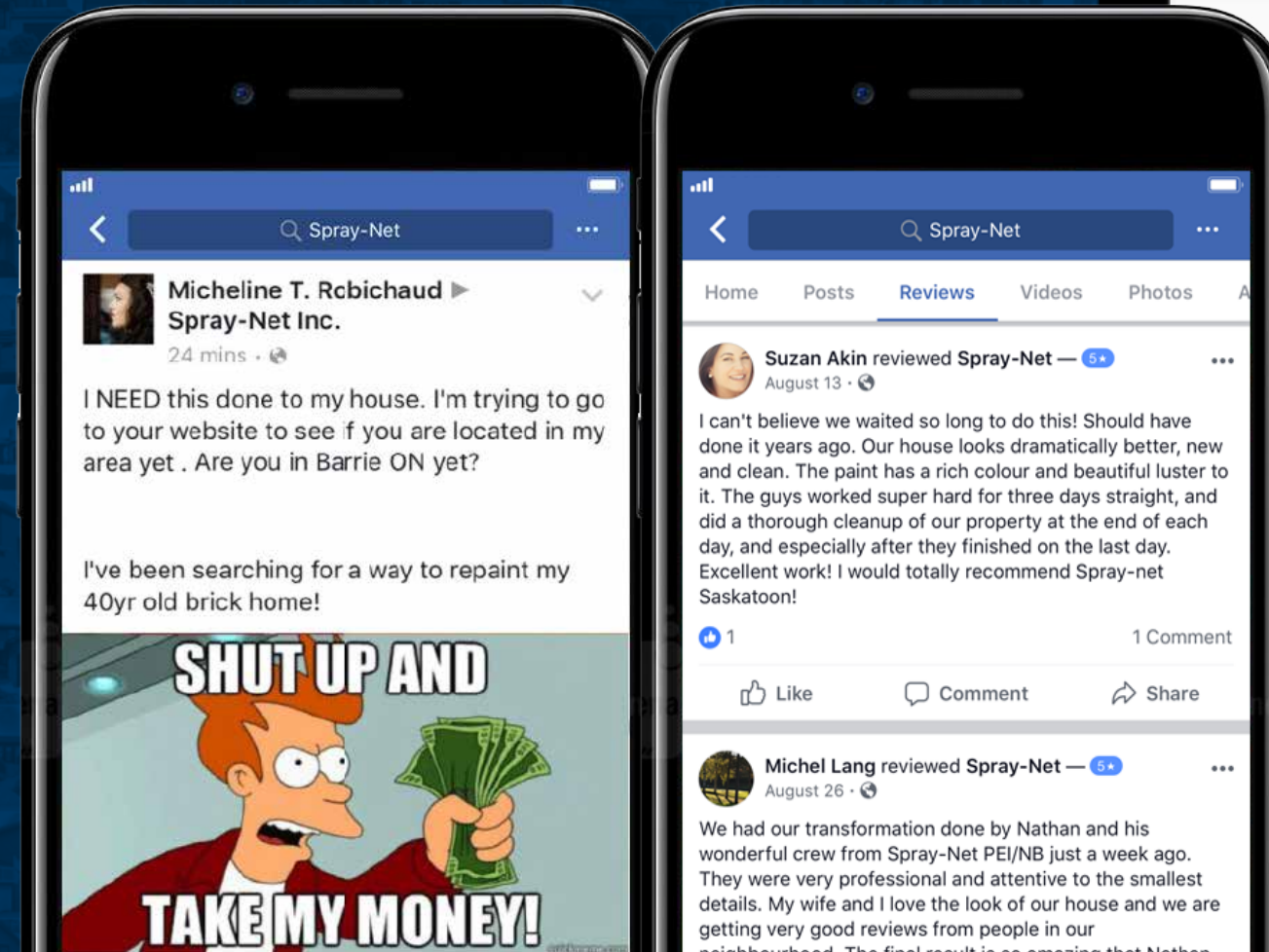
The customers love it...



OVER **8500** revamped homes



45 TERRITORIES awarded in 3 years



And our franchisee's love it too!



▶ **DAVE MARTIN**
Spray-Net Calgary

"I've held CEO & leadership positions in several companies & while there's enormous gratification, there's also the stress associated to overseeing all aspects of a business. Going the franchise route allows me to focus 100% of my time in a role that I enjoy within an industry I love!"

[READ DAVE MARTIN'S STORY](#)



▶ **NATHAN MCQUAID**
Spray-Net Charlottetown

"Self-employment is something that I really became interested in as I progressed through University. I feel that since work accounts for about a third of your life, you better enjoy what you do and who you do it with!"

[READ NATHAN MCQUAID'S STORY](#)



"We are very excited to see that our NextGen In Franchising top winner, Carmelo Marsala, is bringing his Spray-Net franchise to the U.S. As one of twenty winners in the NextGen In Franchising Global Contest, sponsored by the IFA's Franchise Education and Research Foundation, he is an excellent example to young entrepreneurs around the world who are choosing the franchise model to grow their business."

John Reynolds, President of the IFA Educational Foundation



"Spray-Net's tremendous growth is a true testament to Canada's entrepreneurial spirit and to the power of franchising to help small business owners expand their footprint both nationally and globally. It's always wonderful to see CFA members grow from small, local businesses into national brands and we wish Spray-Net continued success as they enter the international marketplace."

Lorraine McLachlan, President and CEO of the Canadian Franchise Association (CFA)

Who we are

SPRAY-NET

noun the most cost-effective way to increase a home's curb appeal

verb I've Spray-Netted my home and it looks new!

synonym beautify, revamp, refinish, transform

adj. Spray-Net is best described by the values that "SHAPE" the organization.

MISSION

To provide homeowners with the most practical way to increase the value and revamp the exterior of their homes... and making them happy while doing it!

VISION

To push the boundaries of technology through science to create solutions that change the way homeowners renovate the exterior of their homes world-wide.

The perfect fusion of esthetics and practicality.

19
S
SYNERGISTIC

SYNERGISTIC

the interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.

"Win-Win is a belief in the third alternative. It's not your way or my way; it's a better way, a higher way."
-Stephen R. Covey

8
H
HUMBLE

HUMBLE

a humble person does not believe that they are better than other people.

"True humility is not thinking less of yourself; it is thinking of yourself less."
-Rick Warren

1
A
AGILE

AGILE

able to move quickly and easily.

"To improve is to change; to be perfect is to change often."
-Winston Churchill

16
P
PROGRESSIVE

PROGRESSIVE

favoring or promoting change or innovation.

"We cannot solve our problems with the same level of thinking that created them"
-Albert Einstein

5
E
EFFECTIVE

EFFECTIVE

successful in producing a desired or intended result.

"Customers don't measure you on how hard you tried, they measure you on what you deliver."
-Steve Jobs

The ideal candidate

You might be surprised to learn that when you start a Spray Net painting franchise, you don't need much of a background in painting or home-improvement. Our franchise partners come from a variety of backgrounds, and we're excited to welcome franchisees from many different professions to our company.

ENTHUSIASTIC ABOUT OUR BUSINESS MODEL

FINANCIALLY QUALIFIED

Required Liquidity – \$75,000
Required Net worth – \$250,000

GOOD LEADERSHIP & PEOPLE SKILLS

Six simple steps...



“Our service offers a great return on investment for our customers and, as a result, our franchise partners!”

Carmelo Marsala, Founder and President of Spray-Net Inc.





BEFORE

NOW

DISCOVER THE **NEXT GENERATION** OF EXTERIOR PAINTING
[SPRAY-NET.COM](https://www.spray-net.com) 1.877.45.SPRAY [f](#) [t](#) [@](#)



SPRAY·NET