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# Why Franchising with Spray-Net Beats Going It Alone



**SPRAY·NET**

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

If you're thinking of starting a new career, the home improvement industry is an exciting option! Valued at around \$330 billion, there is plenty of opportunity for new investors to get on board. The house painting business is an especially promising area of the industry to invest in. Homeowners are always in search of the perfect exterior paint that's durable and looks great – a cost-effective and durable upgrade that can significantly increase curb appeal! At Spray-Net, we've already made a name for ourselves in Canada thanks to the high-quality products and patented processes we use to provide top-notch service and stellar factory-finish results. Our unique business model stands out in the industry and has helped our franchisees establish themselves as major players in their local home improvement sectors. Now, we're taking our business to the United States, giving American

investors from coast to coast the same opportunity we've offered in Canada for years.

Investing in the home improvement industry is a great way to start a new career. With so many options to choose from, it can be difficult to determine which path to choose. Many new investors are drawn to franchising because of the well-established business models and support networks they offer. However, they sometimes balk at the idea of paying a franchise fee, and wonder if they could go about building a business on their own for less. There are a number of important ways that investing in a Spray-Net can give you an edge over going it alone, both in terms of your workload and your investment. This eBook will break down a few of the most important reasons why partnering with Spray-Net beats going it alone.



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# A high barrier to entry

It would be virtually impossible for an independent entrepreneur to replicate what Spray-Net has to offer. We've invested (and continue to invest) inestimable time and resources developing the technology and products that set us apart from our competitors. Other home improvement tasks like landscaping, hauling junk, and cleaning services are all relatively simple for homeowners to take care of themselves. However, our products and services would be impossible to replicate by other businesses or homeowners. When franchisees join our team, they're able to take advantage of our business model, our technology, and our stand-out products.

The core of Spray-Net's appeal is the paint we have to offer our customers. Other painting companies use off-the-shelf paint that customers could buy themselves at hardware stores. Spray-Net, on the other hand, is a vertically integrated company. We manufacture our own paint to ensure high quality and keep our prices low, leading to the perfect combination of durability and affordability. Best of all, this allows us to custom-formulate paint for each of our customers. We're able to take factors such as weather into account to create one-of-a-kind paint for each job. In addition to selecting from standard colors and matching their existing finish, our customers can create a unique color that's exactly what they had in mind.

The technology we utilize makes it easier than ever for our franchisees to implement this unique process. We've developed The Spray-Network, an

online software interface, to help our franchisees manage many aspects of their business. Using [The Spray-Network](#), our franchisees can order paint, schedule jobs, manage payroll, and more! The built-in quoting module allows our franchisees to quote accurate prices every time. This comprehensive technology suite helps our franchisees keep their businesses running efficiently.

It's taken Spray-Net years to fine-tune our business model, making it simple for new franchisees to implement right away. With our help along with their own networking efforts, they're able to hit the ground running, starting to find customers and signing jobs on their first day. Independent entrepreneurs can't expect the same smooth and simple process as they work toward opening their doors. Furthermore, Spray-Net's paints are totally unique, and our many unique and proprietary blends are the product of years of research and development. To develop similar products would be an extremely time-consuming and costly endeavor. All of this begs the question: why start an independent house painting business that will need to compete with Spray-Net when you could join our team?



## OUR COMMITMENT



Formulation  
to Application



Like-New  
Factory Finish



Quick &  
Cost-Effective



15-Year  
Warranty



Environmentally  
Friendly

# A well-respected brand name

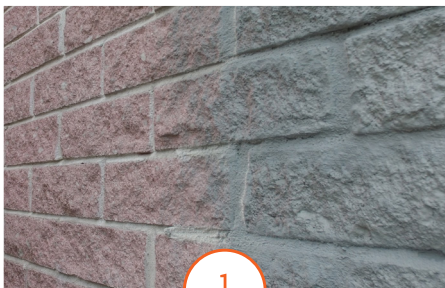
Another important reason to consider franchising as opposed to starting a business from scratch is the benefit of operating under a well-established brand name. It can take new business owners years to make a name for themselves in their community. A combination of advertising, word of mouth, and positive reviews can help new businesses establish the clientele they need, but all of this can take time. Franchisees also need to be patient when it comes to building up a customer base, but one thing they have going for them that independent owners do not is a recognizable brand name.

Spray-Net has been in business since 2010, and has experienced rapid expansion [every year](#) since then. In fact, in 2016 we had experienced a [five-year growth rate of 2355%](#) thanks to our growing number of franchisees, media exposure, and popular products and services. New technology, new products, and new franchisees have helped us grow our brand year by year. Thanks to our

innovative solutions, dedication to customer satisfaction, and appealing franchise model, we've already developed a strong reputation in North America as a trusted alternative to replacement by creating our own niche in the market. For many consumers, the Spray-Net name is synonymous with quality, durable results that will withstand the test of time. While you should still expect to invest time and effort into growing your business, operating under our trusted brand name has the potential to help you reach out to customers more effectively than an unknown company.

Along these lines, we'll also work with our franchisees to kickstart their marketing efforts. Our internal marketing team knows just what it takes to generate a buzz in the community about a new Spray-Net location opening its doors! From digital to traditional marketing strategies, we're there to help them make an impact.

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



1

## CUSTOMIZED TO THE SURFACE<sup>1</sup>

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 WEATHER<sup>2</sup>

Dry time is actually one of the most important factors to affect 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!



# A scalable business model

Many prospective franchisees wonder if franchising will give them the freedom to scale up their business over time. With Spray-Net, the answer is yes! We offer our franchisees large, exclusive territories – meaning they don't need to worry about competition from other Spray-Net franchise owners nearby. When our franchisees invest the time and energy in learning our business model and hiring the right staff, they'll find

that adding a second or third location (or even growing more tams within their same location) is a great way to penetrate the market even faster. In fact, 58% of our franchisees are multi-unit owners who purchased a second location after their first year in business! Their growth is a testament to Spray-Net's highly-scalable business model.



OVER **8500**  
revamped homes



**45** TERRITORIES  
awarded in 3 years



# A strong plan of action

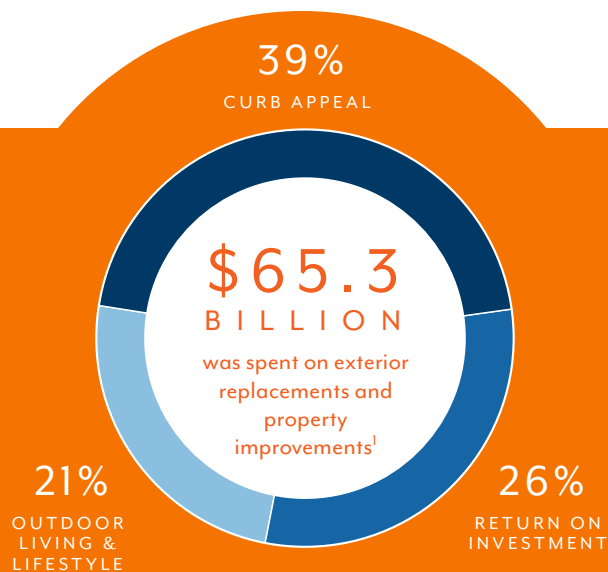
One of the most frustrating aspects of starting a business from scratch is estimating what your initial investment will be. Even for experienced industry players, it can be difficult to anticipate costs such as inventory, training, marketing expenses, and so forth. An important benefit of franchising with Spray-Net is that we've had lots of experience getting new franchises up and running, giving us a good idea of what you'll need to invest! In fact, we've even [broken down the investment](#) for you on our website. Including our modest franchise fee, you can expect to invest around \$143,000 in a Spray-Net franchise, and you can be confident that this investment will cover just about everything you'll need to start operating.

Our experience and insight into starting a new business can help you get started with a strong plan of action. Best of all, our well-established business model means that you can hit the ground running without needing to waste time and money on trial and error. Not only does this help you get your business started smoothly, it can help save you money in the long run. Spray-Net will also

provide you with the guidance of an experienced business coach, helping you to make informed decisions and navigate your business' early years.

Opening any new business goes along with some degree of risk. No one can guarantee a company's success or failure. However, opting to franchise with a company like Spray-Net can provide you with valuable insight. Our experience has given us important knowledge about what has historically worked and what hasn't. It's also shown us how our franchisees can most effectively grow their businesses. If you are looking to minimize the risks associated with opening a new business, Spray-Net can help!

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



## 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:<sup>2</sup>

CURB APPEAL

RETURN ON INVESTMENT

OUTDOOR LIVING & LIFESTYLE

**3 GREAT REASONS TO CHOOSE SPRAY-NET**

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



# The support you need and the independence you want

If you're thinking of purchasing any franchise, it's important to evaluate the trade-off between support and independence. Different franchisors offer different levels of support, and allow their franchisees varying degrees of independence to make important decisions. At Spray-Net, we've worked hard to strike an ideal balance for our franchisees.

We don't expect our franchisees to come from a background in home improvement. That's why we've developed comprehensive training and support resources to make it as simple as possible for our new franchisees to transition into operating their Spray-Net location. With micro-teams standing by to help you with considerations like marketing, distribution, and operations, Spray-Net franchisees find they're able to run their businesses with confidence.

We've been working since 2010 to make our business model as efficient and effective as

possible. That means that there are a number of policies and procedures in place designed to help our franchisees get the most out of their investment. After all, we don't want you to waste time and money by working inefficiently. However, we also want our franchisees to take ownership in their business, and to experience greater personal freedom than they felt before investing. Our franchisees are free to delegate many of their operational tasks to trusted employees and can often decide for themselves what they'd like to handle personally. They're able to make important staffing decisions independently and are free to make decisions about when they'd like to work and how fast they'd like to grow their business.

All in all, Spray-Net franchisees can enjoy the security of operating within a well-established system with the guidance of experts while also relishing the perks of owning their own business.

**“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.





These are just a few of the reasons why investing in a Spray-Net franchise is a better investment than starting a business alone.

**Contact us today** to learn more about the process of opening a franchise of your own!



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