



FLOOR COVERINGS

*international*

**FRANCHISE  
INFORMATION  
REPORT**

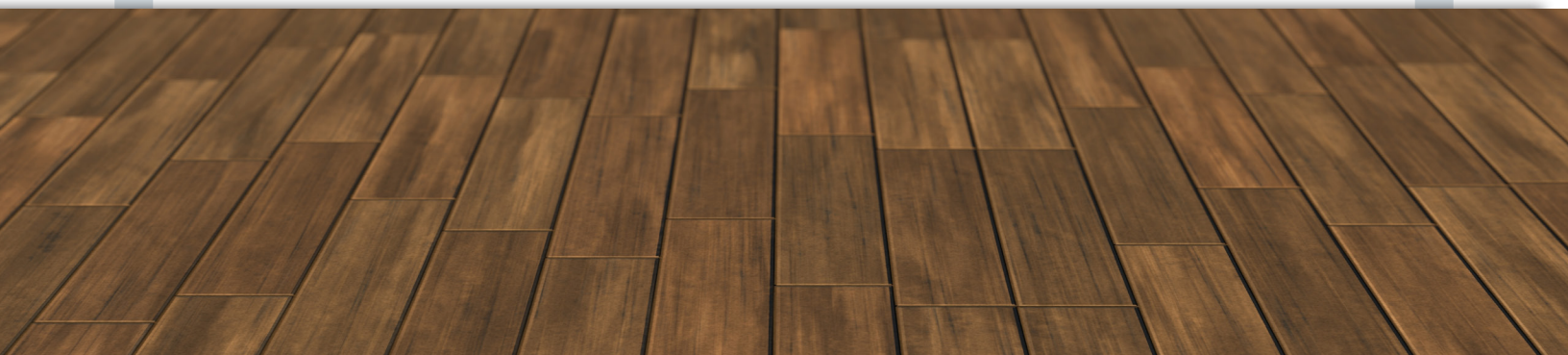




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## Who Is Floor Coverings International Franchise?

### Groundbreaking custom flooring franchise makes the experience of buying new floors more convenient than traditional flooring purchases.

Before Floor Coverings International, if you wanted a new floor, customers had to manage a lot of moving pieces. To choose material, customers would have to leave their house, drive to a big box retailer, and select from a dizzying array of material. If they liked anything they saw, they could take some samples back home – only to have to make the trip again to return samples and place an order.

This tedious experience is counterintuitive. Shouldn't decisions about home design be made in the home? If Amazon can deliver literally anything to your doorstep,

shouldn't you be able to get a new floor that way, too?

This is why Floor Coverings International exists. We bring a custom flooring experience directly to our customers with our mobile showroom business model. With thousands of beautiful flooring options from around the world, we provide homeowners with the ability to see and feel custom flooring options in their home. This allows our customers to make a decision about their flooring, while they're in their homes. Our franchise owners and their teams of designers, help homeowners make the right choice based on their individual budgets and design goals.

In other words, we make it easy, comfortable and convenient – and in the process, we've revolutionized the \$48 billion custom flooring industry.

*“Our business model is more relevant than ever,” says Tom Wood, CEO of Floor Coverings International. “The industry is highly fragmented – and it’s dominated by retail stores. After the recent pandemic, who wants to go to a retail store and stand under those uncomfortable fluorescent lights? Not to mention, if you go to a place like Home Depot, you’re going to make multiple trips. We just have to show up to their driveway. We make buying custom flooring a really convenient, fun and easy thing for a homeowner to do because we’re bringing the retail experience to their doorstep. With us, there’s a much higher likelihood of customer satisfaction, which is a tremendous advantage for our franchise owners.”*

## **Our Commitment to Customer Service has Earned Us the Highest Net Promoter Score in the Industry**

Our ability to deliver a hyper-personalized approach to custom flooring solutions has resulted in our franchisees earning the highest Net Promoter Score in the industry. Our score of 82% vs the industry average of 38% is outstanding! Not only is our score higher than all of the competitors in our industry, but it’s also higher than brands such as Apple, Microsoft, Netflix and more.

A strong Net Promoter Score is a reflection of high customer satisfaction rates, customer loyalty, and the connection between customer satisfaction and value. For our franchise owners and their design associates, the ability to meet with a client in the home is an opportunity to make a connection, build trust and establish a relationship that leads to sales and referral business.

“Relationships are at the core of our business model,” Wood says. “You can have the best product in the industry, but if you don’t find out what a customer needs, wants and can afford, you’re not going to earn their trust. There’s a reason why nearly 50% of our business comes from referrals: our franchise owners are trusted by their clients. They demonstrate their value not just in the fantastic products that we have to offer, but also in their ability to build a relationship and help their clients achieve their goals. That’s where we go above and beyond the rest of the industry.”

## **A Business Model Designed for Growth**

Floor Coverings International is a simple business to own, run and scale – but most importantly – it’s fun! In the \$450 Billion home remodeling industry, there’s no other business model like Floor Coverings International.

Our franchisees are the go-to resources for custom flooring, and they get to play the role of the flooring expert they see on HGTV every time they visit a home. By bringing a 3,000 product mobile showroom directly to homeowners, our franchise owners are positioned as experts who can deliver custom solutions and exceed customer expectations.





The franchise industry agrees. Entrepreneur magazine has ranked us in the “Franchise 500” list of franchise opportunities for 3 years in a row and Franchise Times also named us to their “Top 200+” list.

*“We’ve been growing every year we’ve been in business,” says Jon Cayton, owner of the Floor Coverings International franchise in Boise, Idaho. “The value that we bring to our customers is far beyond anything else that’s offered in the industry. Most people can’t afford to hire a personal designer to come to their home, but they can afford to hire us to help make a decision on the perfect flooring option. This is a business where how well you do is up to you – and if you have a love for helping people, have a drive to succeed and have a competitive edge, the sky’s the limit as to how well you can do.”*

## **Outstanding Training & Support Means You Don’t Need Experience to Thrive**

When you franchise with Floor Coverings International, you’re joining a brand that has decades of experience in helping entrepreneurs thrive in business. Our initial training and support program focuses intensively on the first two years of your business, where we will work side-by-side with you to help make you an impactful, dynamic owner of a growing business.

### **This is how we’ll help you:**

- Developing a business plan
- Ongoing marketing support
- Ongoing business development coaching
- Ongoing sales process coaching
- Ongoing field visits and on-the-job training
- Access to industry-leading products and pricing
- Software to keep you informed on key business analytics
- Access to industry professionals committed to your success

“We take the investment our franchise owners make incredibly seriously,” Wood says. “We know that our role as a franchisor means that we have to deliver a business model that is capable of strong growth and profit-potential, as well as ongoing training and support that will help our franchise owners prosper over the long-term. We’ve worked hard to develop a training platform that is truly effective, and by taking out the



*it's simple, you always have a renewable customer base, and with our brand, you have a business model that's more relevant than ever before. We expect to grow four or five times larger than we are in the coming years."*

## We Are The Future of The Flooring Industry

### Our custom flooring franchise is modernizing how homeowners shop for new flooring

In the future, we're going to look at big box retail stores the same way that we look at dial-up internet, rotary telephones, and cable televisions. Let's face it – the world is moving to a hyper-personalized economy, where consumers can have anything they want waiting for them on their doorstep.

Every year, e-commerce sales vastly outpace the sales of retail stores. According to Digital Commerce 360, e-commerce sales grew by 14.9% in 2019, and that was before the outbreak of Covid-19 caused an online shopping surge that's unlikely to slow down, even as the economy recovers.

The slow decline of retail has long been documented. In 2018, Forbes magazine published an article, entitled, "Will There Be a Physical Retail Store in 10-20 Years?" The publication wonders aloud as "online shopping has definitely eclipsed shopping in-store," asking "Are the days of going to a brick-and-mortar store to peruse the merchandise and shop behind us?"

In the \$48 billion custom flooring industry, the answer is an unequivocal "yes." For far too long, the process of purchasing new flooring for our homes has been a hassle. In order to buy new carpet, hardwood or

guesswork involved with owning a business, our franchise owners are flourishing."

### Floor Coverings International Franchise is Growing Fast

If you're ready to leave the corporate world and realize your dream of starting a business that allows you to be creatively and professionally fulfilled, Floor Coverings International is ready to get you there.

With over 150 locations open across North America, Floor Coverings International is ready to become the dominant player in the custom floor industry going forward. With a low cost of ownership, large, exclusive territories, and a recession-resistant business model with unlimited profit-potential, now is the perfect time to get in on the action.

*"Our industry has a huge opportunity," Wood says. "We have a defined market niche that we grow every year and we can grow as fast as the franchisee wants to. The thing I love about this industry is that*

tile flooring from a big box retailer, you still have to make multiple trips before making a purchase.

The real question becomes, “Why are homeowners still putting up with this?” The answer to that is simple: Floor Coverings International hasn’t opened a new location in their market.

## We Make the Process of Getting a New Floor Easier Than Ever Before

Floor Coverings International is ready to take the flooring industry by storm. Unlike the big-box retailers, who make their customers drive to them, we bring the retail experience directly to our customers.

When a homeowner calls us, we show up at their home in our mobile showroom that’s packed with over 3,000 product samples. Our franchisees and their design associates act as personal design consultants who help homeowners make a decision based on styles, functionality, durability and budget.

*“First and foremost, even to the consumer, we’re a disruptor in the industry,” says Albert Hermans, Director of Franchise Development with Floor Coverings International. “We’re to the flooring industry what Amazon is to retail. By bringing our consumer an experience that isn’t available in the rest of the flooring industry, and by being customer-focused, we deliver much higher rates of customer satisfaction across the board.”*

This high-rate of customer satisfaction is evident in our Net Promoter Score, which is the highest in the industry at 83 – a score that beats well loved brands such as Google and Netflix.





## Our Offering is Second to None

When we say our mobile showrooms have over 3,000 samples, we're not joking. We have the unique ability to provide our customers with hardwood, carpet, luxury vinyl, laminate, natural stone & tile, specialty flooring, eco-flooring, and more, that meets their exact needs and price-point. Our products are tested by third parties, and we continually update our selection with new products to ensure that our franchise owners stay on the cutting edge of home design trends.

We even make the process of installation easy on the homeowner. Once a homeowner selects their beautiful new floors, we can have the product ready for installation in a matter of days, and because franchise owners manage their own relationships with contractors to complete the installation, the burden of finding a trusted, vetted and professional crew is lifted from the home owner.

"This business model is only becoming more relevant," says Tom Woods, CEO of Floor Coverings International. "The fact that retail is dying won't stop the demand for new flooring. Homeowners are looking for convenience and value, and they reward us for delivering it. Our ability to disrupt the flooring industry by bringing the flooring directly to the customer, is exactly why our

franchise will continue to grow over the coming years. This is the right opportunity at exactly the right time."

## What Are My Startup Costs & Fees?

### Floor Coverings International is one of the most affordable opportunities in the booming home remodeling industry

Realizing your dream of business ownership doesn't have to break the bank. In fact, Floor Coverings International flooring franchise is one of the most affordable franchise opportunities in the \$450 billion home remodeling industry with lower costs and fees than other franchises in the industry.

Our executive team is committed to helping as many entrepreneurs thrive in the flooring business as possible. This commitment has led us to reduce the barriers to entry to make our opportunity more accessible to more people. We believe that Floor Coverings International flooring franchise ownership is the best way for an individual to participate in the market at their



potential, and the low costs of ownership reflects this commitment.

The total cost to franchise with Floor Coverings International ranges **\$161,400 to \$230,100** and includes your franchise fee, startup package, working capital and our digital media marketing services to help you establish an online presence and begin generating leads quickly.

*“We’re passionate about the success of our franchise owners,” says Tom Wood, CEO of Floor Coverings International. “We’re actively seeking any entrepreneur that has the drive to follow our proven business model, and is passionate about building relationships with people, design, and want to own a growing business to join us. This brand is franchisee-centric to our core, and we’re incredibly excited about welcoming new members to our franchise family as we continue to expand.”*

## What Do I Get For My Franchise Fee?

The benefit of franchising with Floor Coverings International franchise is that you’re joining a brand that has your back. Nowhere is this more evident than the value of your **franchise fee of \$30,000 and territory fee of \$35,000**. Your franchise fee gives you access to everything from our comprehensive, hands-on support, ongoing coaching, marketing support, visionary leadership, as well as a team that ensures the products in your mobile showroom are worthy of selling to your customers.

## Does Floor Coverings International Offer Financing?

While we do not offer financing directly, we do have relationships with third-party lenders who can assist you with obtaining the capital needed to open a Floor Coverings International franchise.

## Item 7 from our most recent Franchise Disclosure Document:

Expenditure	Standard Fee
Initial Franchise Fee	\$30,000
Territory Fee	\$35,000
Inspirenet / Inspirenet Mobile Software	\$7,500
Software Access Fee (2 months)	\$400 - \$600
Training Related Expenses	\$3,000 - \$5,000
Opening Package	\$30,000 - \$40,000
Personnel / Staffing	\$0 - \$5,000
Initial Advertising Expenses	\$40,000 - \$60,000
Insurance Liability / Vehicle	\$1,500 - \$6,000 per year
Miscellaneous Opening Costs	\$2,000 - \$5,000
FCI Vehicle	\$1,000
Office Equipment	\$1,000 - \$5,000
Real Estate and Improvements	\$0 - \$5,000
Additional Startup Funds	\$10,000 - \$25,000
<b>Total</b>	<b>\$161,400 - \$230,100</b>

# How Much Money Can I Make?

## Floor Coverings International interior design franchise is a proven business model with strong profit-potential

When you're exploring business opportunities, you want to be certain that the brand you're going to franchise with will provide you with a business model that is capable of delivering a high-quality of life, a good return on your investment and the ability to grow over the long-term.

Floor Coverings International is proud that our business model is designed to help franchise owners thrive in business and quickly scale up to multi-unit ownership. By offering a highly differentiated service within the already booming flooring industry, Floor Coverings International is able to occupy a singular and rapidly segmented niche of hyper-personalized, custom flooring sales.

Our unique ability to bring a mobile showroom with over 3,000 samples of hardwood, tile, carpet, vinyl, laminate,

marble, and more, directly to our customer's driveway, has allowed us to modernize the way homeowners have historically purchased their new flooring. More importantly, because our franchise owners and their teams act as design consultants, offer consumer financing options, and have beautiful products that more than rival anything to be found in a big box store, consumers reward our franchise owners with their loyalty, their checkbooks and their recommendations.

*"My business continues to grow, year over year," says Rob Greenlaw, owner of a Floor Coverings International franchise in West Columbia, South Carolina. "With our mobile showroom, we make it so carefree and easy for our customers. They don't have to drive to the store - we drive to them. Because we're in their homes, it's easy to establish trust, and this makes a tremendous difference when homeowners are deciding who to hire. We make the process turnkey, and they know that we're going to deliver quality work."*

## Our Buying Power Results in Bigger Margins

Because Floor Coverings International has tremendous buying power, our franchise owners benefit from high margins:

*"As a franchisor, we do things that an individual business owner or smaller brand simply cannot do," says Ryan Aschauer, CIO at Floor Coverings International. "Our buying power puts us in the top 10% of suppliers, which means that our franchise owners get great margins. That value is also delivered to the customer, as dollar for dollar, the customer gets the best product. Our products are tested by third-parties, and we take the time to educate the*



consumer on the quality of our products – because we’re in the home, we can develop that relationship and the customer can make a purchase they feel really great about.”

## Want to See How Well Our Franchise Owners Do in Their Business?

When it comes to the financial performance of our franchise owners, our numbers speak for themselves. Below is the full breakdown of how well our franchise owners do in their businesses from item 19 of our most recent Franchise Disclosure Document.



Group	Avg. Gross Revenue Produced	Avg. Gross Revenue Landed	Leads	Proposals	Avg. Job Size	Gross Margin
Top 10%	\$2,481,989	\$2,730,100	1,075	755	\$5,903	46%
Top 25%	\$1,744,310	\$1,937,953	1,083	581	\$6,436	45%
Top 50%	\$1,278,808	\$1,412,986	997	493	\$6,456	44%
All Reporting Franchisees	\$880,189	\$966,478	764	367	\$6,431	44%

## Why Now Is a Great Time To Become a Floor Coverings International Franchisee

With 150 locations in the U.S. and Canada, Floor Coverings International is the fastest-growing custom floor franchise in the industry. Low ownership costs, large, exclusive territories and a recession-resistant business model with unlimited profit-potential are just a few reasons why now is the perfect time to become a Floor Coverings International franchisee.

The demand for flooring in the U.S. residential construction sector is expected to grow due to increasing single-family constructions and renovation activities, according to the Flooring Market Size, Share & Trends Analysis Report.

The pandemic has also impacted how homeowners view their homes. Our indicators say that in the next 3 years, people will spend more on home improvement. Whether they are working, studying, or relaxing from home, flooring sets the tone.

As consumers choose which remodeling projects add more bang for their buck, flooring tops the list of must-haves when it comes to adding value to a home.



According to the 2019 Remodeling Impact Survey from the National Association of the Remodeling Industry (NARI) and the National Association of Realtors (NAR), flooring is one of the best ways to recover remodeling costs by adding value. The survey suggests homeowners who install new wood flooring could recoup 106% of what they spend in increased home value.

*“Our industry has a huge opportunity,” says Tom Wood, CEO of Floor Coverings International. “We have a defined market niche that we grow every year and we can grow as fast as the franchisee wants to. The thing I love about this industry is that it’s simple, you always have a renewable customer base, and with our brand, you have a business model that’s more relevant than ever before. We expect to grow four or five times larger than we are in the coming years.”*

It’s not just long-established older homeowners who are spending home renovation dollars, however. According to the 2020 Home Improvement Trends Study

from LightStream, 92% of millennials (those born between 1981 and 1996) are planning home improvements in the coming year. The survey, conducted by Wakefield Research, finds that U.S. homeowners overall plan to spend an average of \$11,473 on renovations, a 27% year over year increase from the survey a year ago.

Floor Coverings International also has a unique business model that brings the showroom directly to a customer’s home, which appeals to customers with busy lifestyles. Our customers meet with a design representative in the safety and comfort of their own home. It’s convenient and it’s easier for them to envision their new flooring when they are able to experience our extensive array of design options, styles and colors in their home environment.

Floor Coverings International is poised to maintain a competitive stance in the industry with the highest NET Promoter Score in our industry and a revolutionary business model. Floor Coverings International is a simple business to own, run and scale by design – but most importantly – it’s fun! In the \$450 billion home remodeling industry, there’s no other business like Floor Coverings International.

# How Will You Support Me?

## Floor Coverings International offers one of the most robust training and ongoing support platforms in the entire industry

Going into business for yourself is one of the most important decisions that you will ever make – but you don't have to do it alone. When you join the Floor Coverings International franchise family, you become a part of a brand that will support you every step of the way.

Our commitment to helping our franchise owners thrive and prosper has led us to create one of the most robust training and ongoing support platforms in the entire franchise industry. We honor your investment by providing you with all of the tools, resources, technology, coaching, business development mentoring, and more, to ensure that you have what you need to run a thriving, growing business.

*“Our corporate team is entirely focused on helping our franchise owners succeed in business,” says Alan Dickherber, VP of Operations and New Franchise Development with Floor Coverings International. “Our training program focuses primarily on the first two years because this is the most crucial time frame in the lifespan of a business – and we really do cover every single aspect, from business plans, marketing support, sales process, technology, product installation, business development, and more. This is thorough, comprehensive support that is designed to help franchise owners grow, and judging from how well our franchise owners do in their markets, our efforts are truly paying off.”*

## This is How Floor Coverings International Will Support You

Our support begins as soon as you sign your franchise agreement, and will continue every day after. Here is what you can expect to receive from us:

### Six weeks of pre-training

Your first six weeks of training will be completed from the comfort of your own home. We will send you a checklist of everything you need to do in order to get your business open. This entails obtaining your business licenses, completing our digital training course, getting your mobile showroom operational, as well as securing office space. We will walk you through every aspect of this process, and will be speaking with you regularly to ensure that you're staying focused, meeting your deadlines and getting you the right answers to any of your questions.





## Five-day training at our headquarters

By the time you've completed your six weeks of pre-training, your business will be almost ready to launch. Before your grand opening, you will come to our headquarters in Atlanta, Georgia, for an action-packed five days of in-person training with members of our executive team. While you're here, you will master our sales process through a series of role-playing games, compose a 2-year business plan, a five-year business plan, as well as a 10-year vision plan, and go on actual appointments. You will also get comprehensive training into our CRM, marketing, and more.

During your in-person training, your business will already be booking appointments. This means that by the time you get back, your business will be open and you can start generating revenue.

## Your first jobs

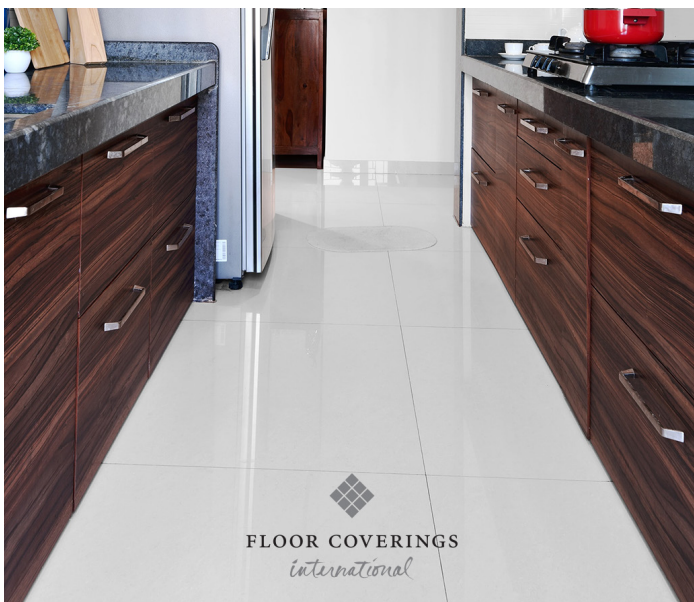
Before you set foot in your customer's house, we will have a phone call to walk through the sales process, answer your questions, and provide encouragement. Our CRM software will allow us to see how well you're following our sales process, as well as how long you've spent on each step. After you leave your customer's house, we will have a de-briefing call where we go over how the experience went and provide key insights into how well you did overall and ways to improve.

## Field Training

You will be assigned a field coach who will host daily, weekly and monthly calls. You will receive ongoing coaching from a highly experienced person who is actively involved in helping your business grow.

## 90 day training

Once you reach three months in business, you return to Atlanta for a second round



of training. This is meant to reinforce your initial training, as well as to strengthen your abilities as a business owner. This training will be tailor made to your needs, as we will have three months of experience to draw from in order to help you grow as a leader.

## Sales leadership training

After you hire your first design associate, we provide you with a course in how to manage your new employee so that your business continues to grow effectively.

## CEO call

Every week, we will host a weekly call where we will help you become an effective CEO of your business. We will determine what you should focus on during the week ahead, as well as monitor your progress on meeting the goals of your business plan.

## Marketing support

Marketing can be one of the most overwhelming aspects of launching a new business – but not with Floor Coverings International. We provide support with every aspect of marketing, including helping you to establish a digital presence with your own website and social media platforms, SEO support, as well as lead generation campaigns to ensure that the customers in your market can find your business easily. In addition, we also provide you with custom printed marketing materials in order to help effectively communicate with your community.

## CRM

Our state-of-the-art CRM platform makes running a business as streamlined as possible. It allows you to deliver on-the-spot quotes, monitor your jobs, as well as provides key performance analytics into your business and for the entire franchise network overall.



## We Have a Culture That Gives Back

Floor Coverings International is a business built on relationships – and not just the obvious one-on-one interactions with customers. Our commitment to giving back extends beyond the four walls of our customers' home and into the communities in which you and your customers live, work, and play.

Over the years we've donated time, money and talent to national charities and organizations such as St. Jude Children's Research Hospital. Additionally, our franchisees give back to their local communities, whether it's helping to build a house as part of a Habitat for Humanity build or preparing and serving meals at local homeless shelters.

We recognize giving back takes many forms and all are equally as important, whether it's through donating money, empowering others, volunteering time or skills. It's a culture of giving back that we embody and encourage throughout our

franchise network and our employees.

In the past year, through a partnership with one of our suppliers, we have donated more than \$60,000 to St. Jude Children's Research Hospital. As a FirstService company, we are proud to belong to a network of companies that supports and encourages volunteer work. In fact, during our annual Volunteer Week we give associates 4 hours of PTO so that they may volunteer in their community and we promote volunteer opportunities year round through our Social Purpose Calendar.

*"We have pride in our brand and respect for the communities we serve. It is with great pleasure that we can continue our mission to give back, help those in need, and build a community where everyone is actively involved in achieving what is needed for the greater good. At Floor Coverings International, community doesn't just mean the neighborhood you live in. It includes the areas in which you work, play, and encourage your family, friends, and neighbors to thrive," says Tom Wood, CEO, Floor Coverings International. "Our commitment to community involvement captures the essence of who we are. We believe that by taking social responsibility, we can encourage others to want to pay it forward. And in turn, we can create communities of involvement that work together to achieve the greater good for all."*

## Floor Coverings International Franchise FAQs

### What is Floor Coverings International franchise?

The \$48 billion residential floor industry is primed for disruption. As the rest of the economy continues to move toward convenience, accessibility, and mobile delivery, the floor industry is still dominated by big box retailers who require homeowners to get into their cars and make intimate decisions far away from their homes. Instead, Floor Coverings International brings the showroom directly to the customer's house, and our franchise owners and their teams work with the homeowner to deliver the product that's exactly right for them. This focus on the customer experience is why our NET Promoter Score is the highest in the industry.

As a franchise opportunity, Floor Coverings International is a dynamic, fun and creative business for entrepreneurs passionate about home remodeling. Our franchise owners have the full support of an established franchise system with a proven track record of helping entrepreneurs thrive in business. With a hyper-relevant business model that's focused on customer relationships, low investment costs, and a rising demand for convenience, Floor Coverings International is poised to disrupt the flooring industry for good.



## How Much Does it Cost?

Floor Coverings International is one of the most affordable franchise opportunities in the \$48 billion residential floor industry. The total costs of ownership ranges from **\$161,400 to \$230,100** and includes your franchise fee, startup package, working capital and our digital media marketing services to help you establish an online presence and begin generating leads quickly.

## How Much is the Franchise Fee?

The franchise fee is \$30,000 and the territory fee is \$35,000.

## What are the Financial Qualifications for Ownership?

We require that candidates interested in investing in a Floor Coverings International franchise have a net worth of \$200,000 and liquid cash of \$50,000. We want you to be well-capitalized so as to be sure that you can focus on following our business model and getting your business off to a great start.

## Do You Offer Financing?

We may, but are not obligated to, finance a portion of your Initial Franchise Fee, up to a maximum of \$20,000. See our latest FDD for full details.



## Do You Provide Training and Support?

Yes. Floor Coverings International franchise owners benefit from one of the most comprehensive and robust training and ongoing support platforms in the entire industry. We're committed to helping your thrive, exceed your goals, and become your community's go-to-brand for custom flooring solutions.

## How Long Does it Take to Open a New Floors Coverings International Franchise?

We estimate that your new business can be open as quickly as sixty days.

## Do You Offer a Military Discount?

Yes! Floor Coverings International is proud to offer a 10% discount off of the franchise fee for all qualified military veterans. We thank you for your service!

## Is there an opportunity to scale?

Floor Coverings International is proud that our business model is designed to help franchise owners thrive in business and quickly scale up to multi-unit ownership. By offering a highly differentiated service within the already booming flooring industry, Floor Coverings International is able to occupy a singular and rapidly segmented niche of hyper-personalized, custom flooring sales.



## Next Steps

### Ready to invest in Floor Coverings International franchise?

A member of our team will reach out for a short, introductory call to find out more about you, discuss the brand and answer any initial questions you may have. Once we've determined that you're a good fit for our culture, as well as financially qualified, we will schedule a virtual Discovery Day at our headquarters in Atlanta, Georgia. This will give you an opportunity to meet our team in person, learn about our franchise opportunity in great detail, and have everything you need to sign your franchise agreement.

After you sign your franchise agreement, we hit the ground running! As part of the Floor Coverings International franchise family, we will immediately begin providing you with the support, resources and

training that our brand is known for. We will schedule your in-person training at our headquarters, as well as set up your virtual training for you to complete at home.

Once you complete our training program, you will know everything about our business model, how to build relationships to win business, how to follow our sales process, how to market effectively in your community, and more.

But we don't stop there. In the early days of your business, we are going to be entirely focused on helping you get established. We will walk you through every aspect of launching your business, and once it is launched, we provide regular coaching sessions to ensure that your business is off to a great start. Once you sign your franchise agreement, we can get your business open as quickly as sixty days.

We are looking forward to connecting with you and are excited that you're interested in joining Floor Coverings International franchise as we rapidly expand across the nation.

