



# Scalable, Innovative, and Dealer-Driven

THE PROMISE OF THE MODERN  
CONCRETE COATING BUSINESS

*A Dealership Opportunity*

# Concept Introduction

Becoming a homeowner has been a dream and goal for millions of people from all walks of life for centuries. In communities both large and small across the U.S., homeownership has long been viewed as a critical step toward financial security, an avenue to establish a lasting legacy for the future, and a way to build significant capital.

Above all, homeownership is an investment, and like all investments, professional guidance and support can help ensure maximum return and growth. FloorTek Coatings has a groundbreaking dealership model and a focus on providing superior results on every project.

**Our revolutionary polyaspartic concrete coatings** provide homeowners with attractive and durable floors that are ready for daily wear 24 hours after installation and which add value and curb appeal to every home in our care. We pair that approach with a drive to innovate that keeps dealers in our network at the leading edge of the industry.

Homeowners need a team of experts behind them to help them bring out the beauty in their homes and realize the full potential of their investment. We built FloorTek coatings to deliver that essential support while providing dealers in our network with an established model for rapid growth and scalability.



## CONTENTS

- 3 What Sets FloorTek Coating Apart
- 4 Industry Insights
- 5 Advantages of Owning A Dealership
- 6 The FloorTek Dealership Opportunity
- 7 What Does It Take To Be Apart of FloorTek Coating?
- 8 Join Us

**FloorTek Coatings** was developed to meet the rising homeowner demand for a trusted and experienced renovation partner.



# What Sets FloorTek Coatings Apart

Becoming a dealer with FloorTek Coatings positions you as a leader and critical voice in a brand that's driving growth in the rapidly expanding concrete coatings industry. We've designed our services to deliver quality results for every homeowner, and we make innovation and robust owner support the center of our dealer network model.

**Here are just some of the features that help make FloorTek Coatings a clear choice for growth-focused entrepreneurs:**



## **SCALABLE BUSINESS MODEL**

Get your business moving in the right direction with a dealership model designed for scalability.



## **A FOCUS ON INNOVATION**

Work with proprietary equipment and products developed in-house and custom-designed to support our installation projects.



## **NO ROYALTIES OR REVENUE SHARING**

Keep more of what you earn so you can reinvest your revenues to grow your business.



## **EXCLUSIVE TERRITORIES**

Build and expand your business in your protected territory, without internal competition.



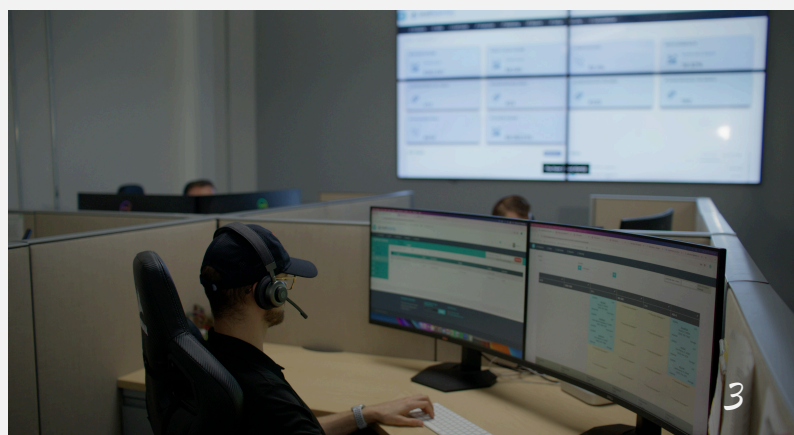
## **HIGH-LEVEL SALES CONVERSION PROCESS**

Follow an established, high-conversion process refined through experience, and exclusive software tools turn leads into same-day sales.



## **MANUFACTURER-DIRECT PRICING**

Get the best-quality supplies and support for every project at reasonable cost.



# Industry Insights

FloorTek Coatings has positioned ourselves as a leading force in the home improvement and concrete coatings industries, with an innovative business model designed to give every owner the tools and guidance for dealership growth and a dedication to every homeowner we support.

Join us as we bring our groundbreaking dealership model to major markets nationwide and continue to build on our industry dominance in the years ahead.

The polyaspartic coatings market should see continued development for at least the next decade and is expected to grow at a 6% rate through 2034.

## *\$900 billion*

The home improvement industry is a global powerhouse serving an annual market of almost \$900 billion.

## *\$388 million*

Polyaspartic coatings have become a growing force in the floor coatings industry, with an annual market of \$388 million.

## *\$325 billion*

The U.S. concrete floor coatings market is expanding alongside the larger home improvement industry and serves a market of more than \$325 billion.

## *2.78% CAGR*

Home improvement is expected to continue its market expansion and is projected to see a compound annual growth rate of 2.78% through 2029.

FloorTek Coatings has become the go-to partner for concrete coatings in every community we serve. You can be a critical part of our future and provide an essential service to your homeowners.



# Advantages of Owning a Dealership

Becoming a FloorTek Coatings dealer connects you with an experienced team of professionals focused on your growth. Our dealership network model is designed with our owners' needs in mind, and we work alongside you every step of the way to help ensure you operate your dealership with confidence.

## Key Dealership Benefits



### No Fees or Revenue Sharing

At FloorTek Coatings, we don't require you to pay royalties or share your revenues with the brand. We believe in a dealer-first approach that lets you own your business, keep what you earn, and reinvest to dominate your local market.



### Knowledge and Experience of the Brand

Getting a modern floor coatings business up and running can be an appealing notion, but the startup and development processes are aspects that can go overlooked, and they're as essential as having a great idea. Starting a business takes know-how and energy, and the costs can add up quickly. The FloorTek Coatings dealership network model takes the guesswork out of the experience and helps our owners get established and growing.



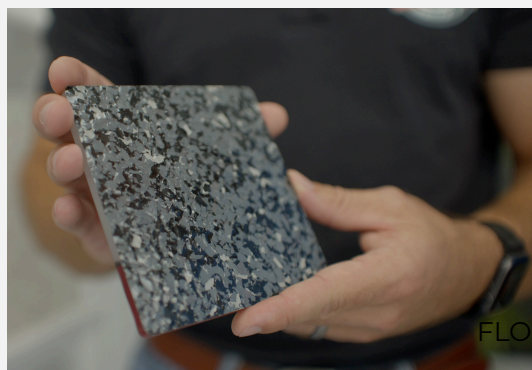
### Market Expertise and More

Inventory, taxes, territory, vendors, facilities, networking, design, equipment, training, and marketing are just a few concerns a new owner needs to stay on top of. These and other potential concerns can make owning a dealership with FloorTek Coatings the intelligent choice.



### Business Owner Freedom While Making a Difference

Becoming a FloorTek Coatings dealer gives you the flexible freedom of being your own boss while allowing you to take advantage of the support and experience of our expert support team.



FLOORTEK COATINGS DEALERSHIP

# *The FloorTek Coatings Dealership Opportunity*

At FloorTek Coatings, we believe robust dealer support, a business model geared for growth, and a bedrock commitment to homeowner satisfaction on every project can build a flexible, expansion-oriented brand poised for future expansion and industry leadership.



**Here's how to get started.**

## *Steps to Owning a FloorTek Coatings Dealership*

**1**

Submit Your Inquiry

**4**

Discovery Day

**2**

Intro Call & Qualification

**5**

Finalize Your Agreement

**3**

Discovery Process

**6**

Launch with the Full FloorTek System





# What Does It Take to Be a Part of FloorTek Coatings?

FloorTek Coatings is expanding our standout dealership model into major markets nationwide, and we're looking for future owners to join us as we grow.

If you're financially qualified and share our vision for a floor coating business designed for rapid development and growth in the modern marketplace, we'd love to continue our conversation and get to know you better.

*Contact us today to learn more!*



**Estimated Initial Investment  
for a FloorTek Coatings Office:**

**\$200,000\***

**Minimum Liquid Capital**

**\$400,000**

\*Reference Dealership Agreement for more information.



# Join Us

FloorTek Coatings is setting the pace for the industry and building a national dealership network centered on scalability and dedicated to your growth. Learn more about the FloorTek dealership opportunity, and lay the groundwork for your business development!



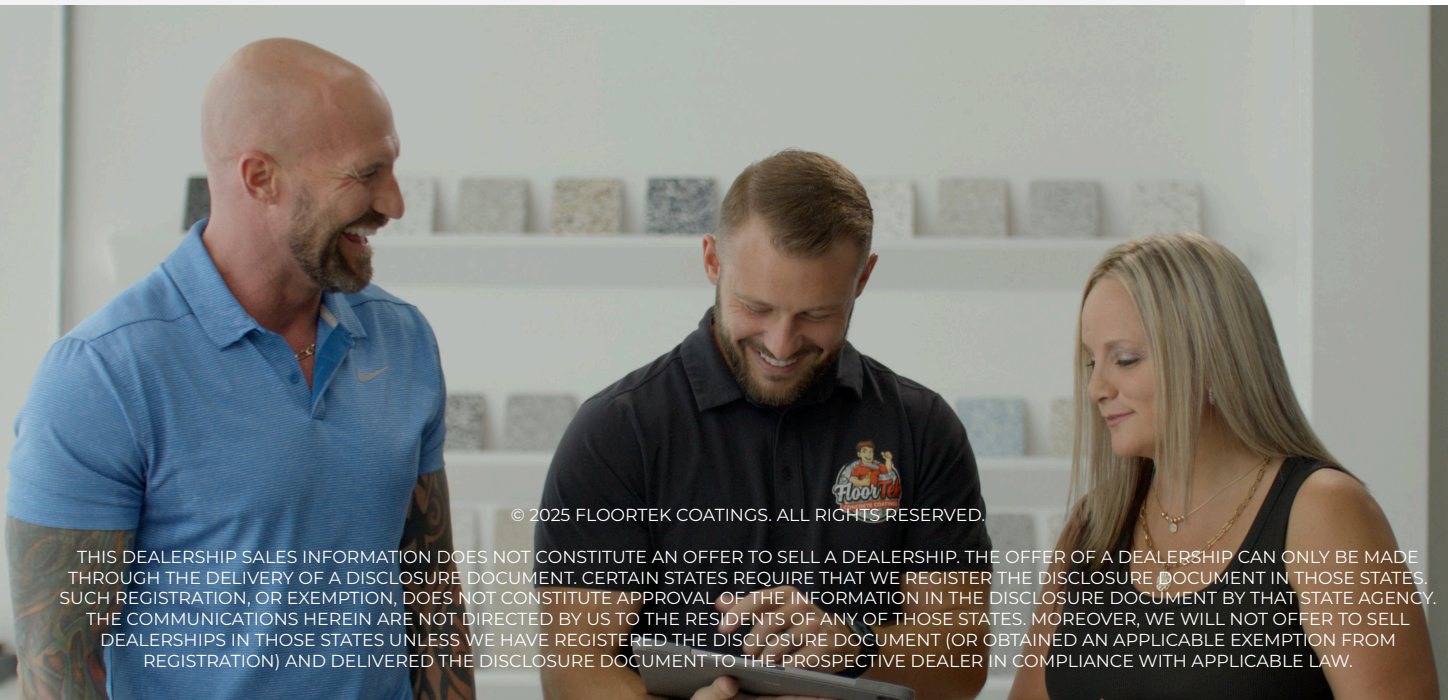
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