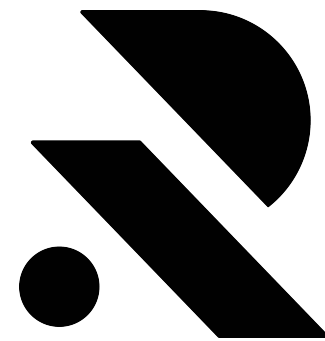


# ResiBrands

The Nation's Leading Residential Home Service Brands





# THAT 1 PAINTER

A BUSINESS DESIGNED TO SCALE MORE THAN LADDERS



## From The Founder

I'm so glad you are interested in this business endeavor with That 1 Painter! It's my sincere desire that you succeed and truly enjoy building your business. It has always been my passion to help others get ahead in life.

In building That 1 Painter I've found myself wondering, "How can I help my employees succeed and actually enjoy their jobs?". That core desire is the reason I chose to Franchise over other models for business growth. I want to help others.

I believe one of the greatest ways to help others is by giving them an opportunity to run a successful business. Being a business owner comes with many challenges and many rewards.

It's my goal to coach you through the challenges, using the experience I've gained through the years of running a painting company and help you achieve the many rewards that come from being an entrepreneur.

— **Steven Montgomery | CEO & Founder**



## Our Mission

- That 1 Painter exists to help people.
- We bring value to others and believe that you reap what you sow.
- We serve our customers and make the process of working with painters as easy and stress-free as possible.
- We coach our franchisees in our systems that lead to success, growth, and a truly rewarding business.
- We create jobs and a desirable workplace for employees and painters.
- We give back to the local community, help those in need in less fortunate places, and live on mission.

## Our Core Values

### Integrity

We want you to know that we are a company that you can trust. We work hard, do what we say we're going to do, and strive for excellence. If something ever goes wrong, we always work to make it right.

### Diligence

We work hard, we are persistent, and we don't quit. We work toward more than excellence, we work to make the world a better place.

### Generosity

As we work hard to succeed and progress, we are always thinking of how we can give back to our community and the world. We believe that giving is the greatest blessing. We give our customers great service, our employees a great work-life, and the world all the help we can.



# That 1 Painter

## *One Of A Kind*

### **Strong Brand. Memorable Name.**

Our brand and name have proven to be memorable. Our customers regularly compliment our name as creative, fun, and easy to remember. We are dedicated to keeping our brand, style, and content current with the times. Always updating, creating, and launching fresh content are major contributors to building a brand that is not easily forgotten.

### **Plug & Play Marketing & Sales**

We do our research and ensure that all marketing efforts are designed to succeed and pull in as many customers as possible. We also train you on our many methods of bringing awareness to your business and services. We teach you how to not only win over one client but also how to receive repeat business, referrals, online reviews, and build strategic relationships.

### **Never Pick Up A Brush**

We teach you everything you need to know to run a legacy business from home with no experience required. Never pick up a brush with That 1 Painter. We are looking for business owners, who are ready to make an impact in their city.

### **Strategic Relationships**

We don't simply rely on advertising. Many of our franchise competitors require massive amounts of advertising that eat up large portions of profits and while we do require a minimum level of advertising, it is lower than our competitors because we teach you how to build strategic relationships through networking and referrals.

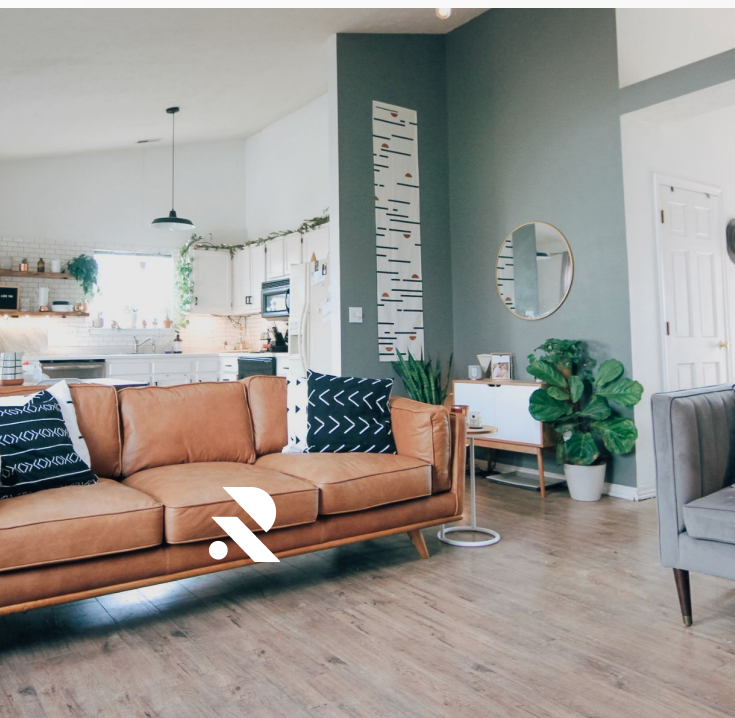
### **Coaching Mentality**

We take a coaching approach to our training and support. We truly desire to learn about you, your experiences, and your objectives and take all of that into account when helping you reach your goals. We coach you in a way that makes you shine.



# Our Services

- Interior Painting
- Exterior Painting
- Cabinet Refinishing
- Carpentry
- Caulking
- Wallpaper Removal
- Deck Staining
- Drywall Repair
- Fence Staining
- Limewashing
- Masonry Flat
- Odor Removal
- Popcorn Removal
- Pressure Washing
- Stucco Repair
- Sell Ready
- Commercial



## The Numbers

Average Revenue Per Location  
Locations with a full calendar year in 2022

Location	# of Territories	Gross Revenue
Location #1		\$3,425,181.67
Location #2	3	\$2,021,703.44
Location #3	1	\$833,476.02
Location #4	1	\$721,188.54
Location #5	1	\$472,580.65
Location #6	1	\$424,649

*"See our Franchise Disclosure Document at Item 19"*



## The Numbers

**Average Revenue Per Location**  
Locations with a full calendar year in 2022

**Average Revenue By Location**  
**Average Revenue By Territory**

**\$1,316,463.22**  
**\$978,347.41**

*"See our Franchise Disclosure Document at Item 19"*





# The Investment

**Liquid Capital Requirement**  
\$35K Minimum

**Initial Investment**  
\$85,750 - \$116,000

**Franchise Term Commitment**  
10 Years  
*With 10 Year Renewal*

## Expenses

Initial Franchise Fee		
Training Expenses		
Vehicle Lease		
Business Permit & License		
Computer Systems & Setup		
Initial Inventory		
Office Equipment Supplies		
Professional Fees		
Grand Opening & Advertising/Marketing		
Insurance		
Opening Expenses <i>(3 Months)</i>		

### Low Range

\$49,000

\$3,000

\$1,500

\$250

\$500

\$1,000

\$500

\$500

\$15,000

\$2,500

\$12,000

### High Range

\$49,000

\$5,500

\$4,500

\$3,000

\$1,000

\$4,000

\$2,500

\$1,500

\$20,000

\$5,000

\$20,000

## Grand Total

Low

**\$85,750**

High

**\$116,000**

# How We Build Revenue



**Advanced SEO, Marketing, Sales, and Estimating Systems**

**18 Revenue Streams**



**Outstanding Customer Service Resulting In Referrals and Reviews**

**Strategic Relationships, Networking and Commercial Accounts**



**Methods For Recruiting, Training, and Managing Employees and SubContractors**

**Business Strategies for Managing Profits**



# How We Build Revenue

## ResiCreative

ResiCreative is a full-service marketing team that services all of ResiBrands. We utilize SEO and KPIS to accurately and effectively strategize marketing materials and calls to action so that they are exercised to the fullest extent. Using a full-circle marketing approach, our marketing implementations are consistent in performance across all brands, market demographics, and territories.

### ResiCreative In-House Services

- *Search Engine Optimization*
- Advertising
- Graphic Design
- Photography
- Videography
- Social Media Support
- Marketing Communications
- Account Management & Support



# How We Build Revenue

## ResiConnect

ResiConnect is here to educate, empower, and connect with your customers through our advanced client scheduling systems. You can rest assured that we will schedule all services throughout your territory, but ResiConnect offers much more. ResiConnect seeks to engage the customer with a welcoming and accommodating environment while guiding them through the process of making their house a place to call home.

In-House Appointment Center  
Lead-intake on:

- Phone calls
- Texts
- Facebook Messages
- Instagram Messages
- Thumbtack Calls
- Yelp Calls
- Social Engagement & Listening
- Google Messaging
- Web Forms & Web Chat



## We *Believe* In Giving Back

Having refused many full- and part-time pastoral positions (“I’d rather see the money go elsewhere,” he insists), Steven is currently focused on overseeing missions of his own. Paint It Forward reflects Steven and That 1 Painter’s ultimate goal: To help fellow human beings.



## Local Program

Every quarter, we paint a home for FREE for a family in need here in Austin, Texas. Sherwin-Williams® partners with us and provides the paint and materials.



*From our Q2 Paint It Forward project*

## Abroad Program

A portion of our profits go to foreign missions; the money supports Bible schools, orphans, and business classes. This is part our founder's plans to continue his grandfather and father's previous mission work in Africa.



# Why Franchise With That 1 Painter

- ✓ Low up-front investment
- ✓ Strong brand, proven marketing strategies
- ✓ Potential for millions in revenue annually
- ✓ Flexible schedule
- ✓ Technology driven
- ✓ A design oriented & colorful trade
- ✓ A mission minded business, committed to giving back
- ✓ A fun and vibrant brand





## Vendor Partnerships

Our franchisees start with national pricing on day one! We've established amazing partnerships with our vendors giving franchisees a major advantage over local competitors.

With That 1 Painter you get to use the best products for less than many local competitors pay for the mid-grade products.

Other Strategic Partnerships Include Vendors for Print and Marketing Materials, Vehicle Lease, Vehicle Wrap and Bookkeeping.



## Your Territory

- You will receive a territory of a minimum of 200,000 people.
- We use a third-party mapping and software.
- We look at factors such as number of homes, average home value, reasonable driving distance and natural barriers.
- Customers that fit our brand type.
- Detailed look into your region and a territory that will allow you to grow your business successfully.



# Who Makes A Great Franchise Partner?

When you join That 1 Painter as a franchisee, you'll be expected to roll up your sleeves and get to work. Not to paint, but to take charge of your own business and balance the many demands that come with being your own boss.

If you're passionate about empowering people, taking ownership of what you do, and delivering happiness to your customers, this is the business for you.

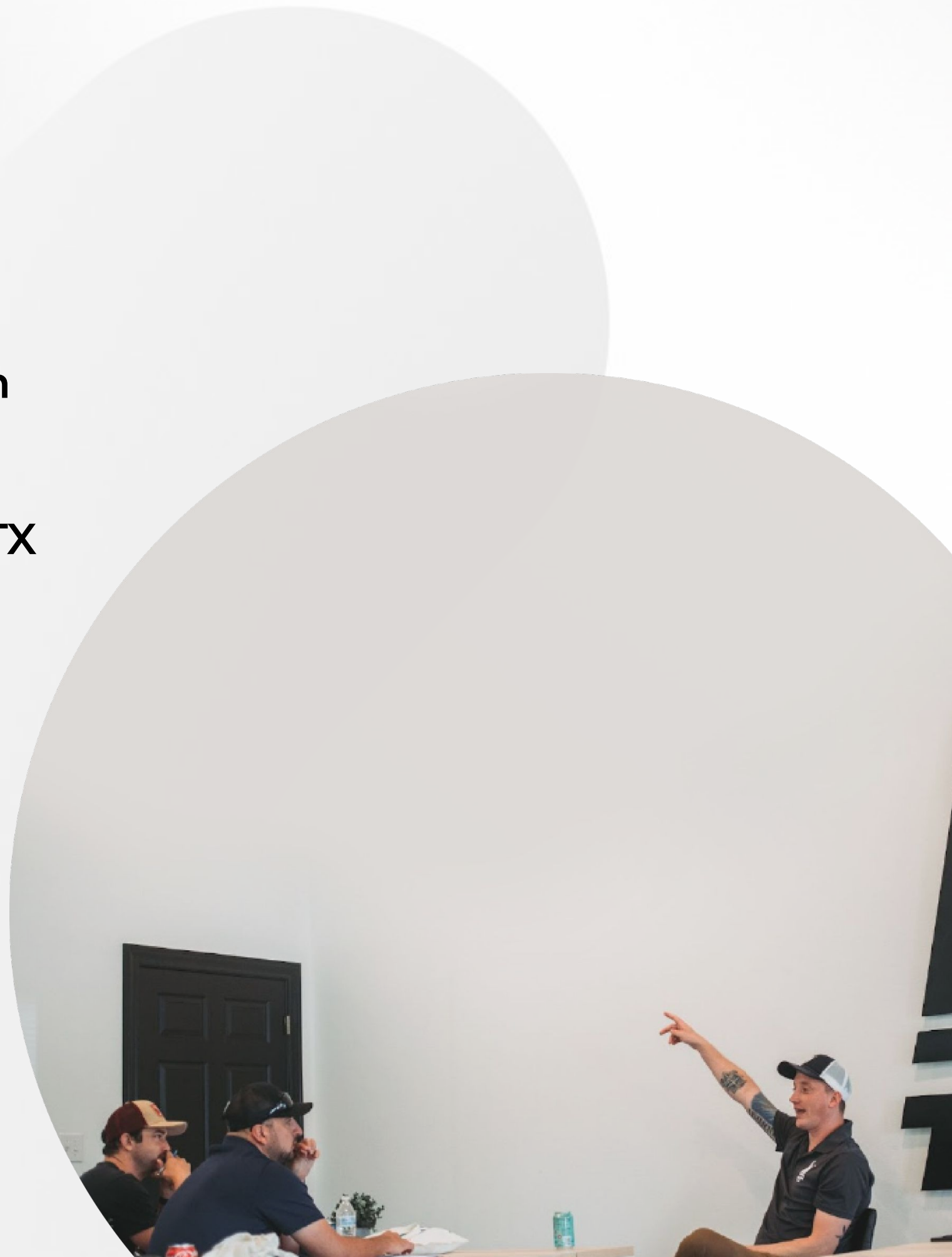
- Entrepreneurial Minded
- Desire to Build a Multi-Million Dollar Business.
- High Integrity - Can pass a Background Check
- Diligent, Won't Quit Mentality
- Generous, Always Looking to Give Back.
- Ability to Follow and Execute a Proven System for Success.
- Leadership and Management Experience
- Ability to Recruit, Lead and Inspire Employees and Subcontractors.
- Excited to Sell and Win Over Clients.
- Ability to Provide Customers With Unmatched Service.
- Motivated, Self Starter Type



# Training & Coaching

You Will Receive:

- ✓ A robust training manual
- ✓ Online training courses that you can go back to at anytime
- ✓ 3 days of on-site training in Austin, TX
- ✓ Ongoing support and coaching



## The Result

The desired result is a  
business that works for you!

- ✓ A growing business you will love
- ✓ Fully trained employees
- ✓ A flexible schedule
- ✓ Plenty of time for family and hobbies
- ✓ A legacy business that can be handed down to the next generation or sold at a desirable multiple

*\*No results are guaranteed, your results may vary based upon your ability to follow the system and manage the business.\**



*“I joined TIP to own a business that will enable me to have a solid stream of income and the freedom to operate my own business in a thriving market.”*  
**Daniel Kim, TIP Frisco - Plano**

*“They are focused on improving people’s lives, and sometimes that’s just a different position...that’s what made me want to become a franchisee”*  
**Rick Lucas, TIP Southlake**





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[Resibrands.com/t1p-franchise](https://resibrands.com/t1p-franchise)  
5818 Balcones Dr 201 Ste D. Austin, TX 78731