TWO Minute Drill

Get the rundown on one of the most prolific home services franchises in the United States!
In this document we'll be highlighting:

Brand Summary

Groovy Hues is revolutionizing the $25 billion painting industry with cutting-edge technology that enhances customer experience, including 3D measurement software, a color visualizer, and live crew communication via CRM. Our scalable concept allows for efficient project management and quality control, providing both commercial and residential services such as interior/exterior painting, power washing, and gutter installation. We prioritize customer satisfaction with clear communication and precise time estimates, ensuring a seamless and professional service process.

Additional Selling Points:

- Turn-key, Owner Operator & Semi-Involved Ownership
- Reoccurring revenue opportunities
- Recruiting Support for both W-2 and 1099 Painting Teams
- Brand Team has over 60+ years of combined experience in Painting
- In-house talent acquisition team
- Aggressive SEO & digital advertising for Lead Generation
- At Home Business Model Option
- Unsophisticated competition
- Best-in-class technology
- Environmentally conscious
- Cross-marketable services
- Highly scalable & strong customer retention
- Section 179 tax benefits

Top Products/Services/Offerings

- Residential & Commercial Painting
- Interior & Exterior Painting
- Power Washing

Get in Touch!

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Franchise Offering Components

- A manager can run the day-to-day operations
- Small Staff (5 or fewer employees per location)
- Defined Customer Acquisition program
- Technology-driven
- Founder or Leadership that have 10+ years of industry experience
- Hiring & Recruiting support
- Home-based

Business Basics

- Industry: Painting & Power Washing
- Industry Size: $27 Billion
- Major Competitors: CertaPro Painters, Five Star Painting, 360° Painting, Fresh Coat
- Year Company Founded: 2022
- Year Company Started Franchising: 2022
- Franchise Units Opened: 133
- # of Franchisees: 45
- Royalty: Tiered Model (<$1M in revenue: 6%, $1M-$3M: 5%, >$3M: 4%)
- **2026 Incentive:** Option to prepay $20,000 for first 12 months
- Brand Fund: No
- VetFran Discount: 10% off First Territory
- Group Health Insurance: Yes
- In-House Financing: 3rd Party Recommendations
- Flexible Ownership: Yes
- E2/Visa Candidates: Yes

Ideal Franchise Candidate

- Optimistic personality
- People management experience
- Experience building and managing teams
- Desire to get involved with their community, local presence
- No industry experience required

Competitive Advantages

- Affiliate digital marketing firms
- Color Design Software
- Live customer photo approval system
- 3d rendering estimating software
- Multiple Revenue Streams
- On the spot financing
- Groovy Hues lead referral program
- In house recruiting service
- Partnered with 3 largest paint providers

Franchise Fees (1-5 Units)

Territories	Cumulative Initial Franchisee Fees
#1	$59,500
#2	$99,500
#3	$134,500
#4	$164,500
#5	$194,500

Item 19 Highlights

Average Gross Sales

- Top Performing: $3,300,230
- Total System: $1,116,373

Average Close Ratio

- 43.4%

Average Job Size

- $4,677

Financial Details

- Investment Range: $157,273 - $204,445
- Required Net Worth: $300,000
- Required Liquid Capital: $75,000

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Groovy Hues PAINTING

Franchise State Registrations

Registration Pending	CA, MD, NY, VA, WA
States Not Registered	HI

*All States are registered unless listed above. Please complete a territory check to ensure the area you are interested in is available

Business Operations

Function of owner-operator

- Driving Sales
- Tracking & Influencing KPI's
- Recruiting Contractors
- Customer Service

Function of flexible owner

- Talent Acquisition
- Tracking & Influencing KPI's
- Networking
- Forecasting
- Business Reviews with Success Coach

Number & type of employees: Start with 1-2 Employees

1- GM & 1- Sales

Home based: Yes

Target customer: Residential Homeowners (to start, add commercial)

Avg. Start to open time: Less than six months

Training

- Initial 60-Day onboarding
- 6-8 Week Rigorous Training
- 1 Week In-person Training
- Post-Launch field visit and training

Technology

- 3D modeling software: with eight pictures of a home, it generates a model exterior with every measurement needed
- Clear, compelling visuals and aids for more exact estimates on exterior projects
- Automated estimating software to aid with customer acquisition
- Best-in-class CRM, offering real-time quotes, orders, financing, and payments in the customer's home
- Ability to make appointments on the first call

Brand Discovery & Confirmation

Discovery Day occurs in person at a location determined by the Brand. Franchise candidates will meet the Brand leadership, brand support team, key vendors, and new franchisees who just completed Academy training. The event begins with an evening dinner to kick off Discovery Day, followed by a full day of presentations and one-on-one meetings with each team member and the Brand President.

Franchisor Corporate Support Services Include:

- Customized lead acquisition market strategy
- National call center for lead qualifying and scheduling
- Brand Marketing Manager to support digital and boots-on-the-ground marketing efforts
- Affiliate talent recruitment team
- Bookkeeping services
- Billing/payroll processing
- Comprehensive technology toolbox
- Monthly business reviews
- Personalized KPI dashboard

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Hooks & Hangers

- Franchisees receive exceptional training and ongoing support to address challenges like hiring, lead generation, accounting, and technology.
- Other painting franchises exist. Groovy Hues addresses known issues with painting businesses, creating more opportunity and revenue generation for its executive-minded owners.
- Is it a want or a need? Groovy Hues can be both because it can address homeowners needing their interior or exterior repainted or a large segment of customers who discover the power washing and soft washing advantages for their homes.

Overcoming Objections

"But this is a new concept or emerging brand."

Response: For franchisees, an emerging brand gives them the best and largest opportunities to consolidate a fragmented market with few direct competitors.

"I have no experience with painting."

Response: That is a perfect fit! Groovy Hues prefers that you do not have any industry experience. We look for business professionals who want to scale and work on the business. We want you to see yourself as the CEO of a sales and marketing engine and use your skill sets to take advantage of these service lines and the growing industry.

We offer comprehensive and successful onboarding and training processes to develop each Franchisee, including their employees and staff.

Overcoming Objections Pt. 2

"Hiring is a problem for some businesses. What about finding, hiring, and training employees?"

Response: We saw firsthand the difficulties in hiring, recruiting, and training qualified employees within ANY industry. We helped solve that problem by creating a support service called ZeeRecruit which handles/assists in recruiting and hiring qualified candidates for your General Manager, Sales Manager and Technician roles. In-person training support is provided for all employees. Groovy Hues offers a robust digital training platform for both the franchisee and employee training throughout ownership.

"But this looks like a competitive industry."

Response: Good. We prefer an industry that is growing or proven. We also want people who have the drive to get their competitive juices flowing every day. There are both mom-and-pop operations as well as some other franchise opportunities. That means the competition is unsophisticated, and the industry is fragmented. With Groovy Hues, you get to enter with the powerful backing of a large franchisor that offers:

• Superior customer acquisition strategy

• Industry-leading technology creating a differentiator from unsophisticated competitors

• A digital lead generation process and superior customer service

Brand Contact Information

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