

# FRANCHISE CONSULTANT

FRANCHISE FASTLANE  
SPECIAL ISSUE



**FULL SPEED AHEAD -  
BUCKLE UP FOR MORE!**

Acquisitions, Franchisor  
Mastermind, Expanded  
Marketing, Additional  
Services & More!

FRANCHISE  
**FASTLANE**



# WHO WE ARE



**Entrepreneur**  
Franchise Consulting & Dev. Category  
(2023 / 2022 / 2021 / 2020 / 2019)

**YOU DRIVE YOUR BUSINESS.  
WE DRIVE YOUR GROWTH.**

Franchise FastLane is an accelerated turn-key franchise sales organization (FSO). We work with a limited number of franchisors to perfect their discovery process, bring them qualified franchisee leads and responsibly drive explosive growth.



**OVER 6,000 COMMUNITIES IMPACTED  
& OVER 2,300 LIVES CHANGED THROUGH  
FRANCHISE OWNERSHIP**

# WHO WE REPRESENT



2 FRANCHISECONSULTANT



# FRANCHISE FASTLANE ACQUIRES RAINTREE FRANCHISE GROWTH

Acquisition to Attract and Position More Emerging and High-Value Brands for Exceptional Growth



Scan to  
Learn More



**F**ranchise FastLane, the leading turnkey franchise sales organization for emerging franchise brands, has announced the acquisition of Raintree Franchise Growth, a firm specializing in full-service brand development for franchisors. The acquisition was completed on June 30, and the Raintree brand will become a division of the Franchise FastLane portfolio with backing from Southfield Capital.

“In the effort to apply a comprehensive approach to the lifecycle of emerging franchise brands, this acquisition is an opportunity to help even more franchisors grow and exit,” said Carey Gille, CEO of Franchise FastLane. “We’ve always had deep respect for the Raintree team. Now that we’re aligned, we will be in a position to deliver even more

for our brand and consultant partners through an unmatched messaging, marketing and branding experience. In combining the strength and expertise found in each of our organizations, we’re looking to provide innovative new service opportunities for expanded franchise development and other franchisor-related services.”

Both Franchise FastLane and Raintree rely on lead generation provided by multiple franchise brokerages and consultancies and will continue to do so. Both Franchise FastLane and Raintree intend to enhance and strengthen these valuable relationships by continuing to provide these partners with best-in-class branding, messaging and collateral, as well as innovative new technology and marketing solutions.



*With this partnership, two of the biggest names in franchise development have partnered together to bring further value to the franchise industry,” said Brent Dowling, CEO of Raintree. “This is a big move, for not just us and our franchisor partners, but for future and current franchisees leveraging franchising as a pathway to wealth creation and community building.”*

This acquisition is expected to generate additional interest from highly valued elite franchise brands looking for sales, development and responsible accelerated growth. Both Franchise FastLane and Raintree will retain ownership of the current brands operating under each of their respective organizations.

# FRANCHISE FASTLANE BLOG

Here in the FastLane, our mission is to responsibly drive extraordinary growth for the chosen few. While our focus is on inspiring life change through franchise ownership, our support for franchisors, consultant networks and potential candidates does not stop there! Franchise FastLane is committed to developing new strategies and programs that assist our brands and keep FastLane as the trailblazer in the franchise development industry.

In support of that commitment, we now have a blog! Franchise FastLane recently launched a blog to serve our franchisors, consultant networks and potential candidates by providing industry and brand updates. Our blog allows readers to stay up to speed

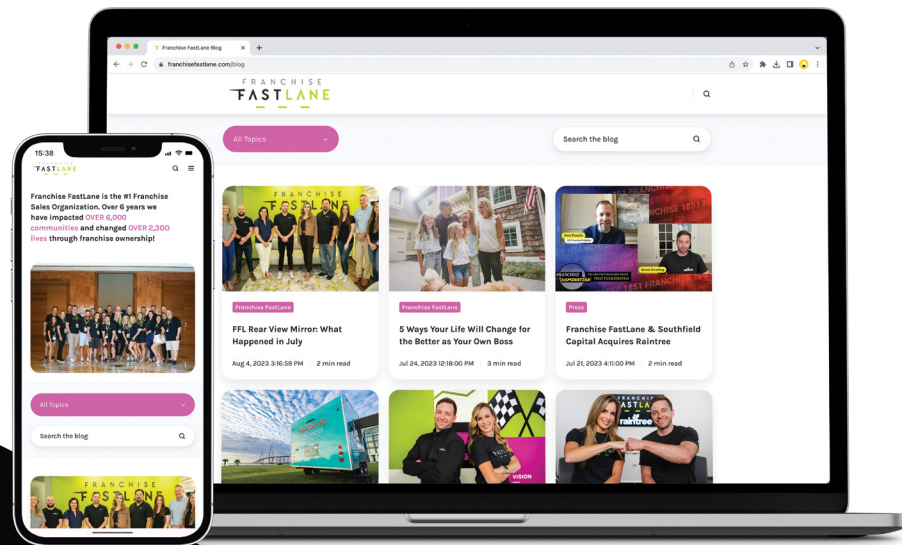
on everything regarding franchise development. From franchisee testimonials to FDD lingo and acquisition updates, our blog will continue to be a news source in franchising.

At the end of every month, our final blog will feature the Rearview Mirror, a retrospective on the past month's accomplishments and changes. As "No Surprises" is one of our core values, we know this look down memory lane will keep readers informed on where FastLane was and where we are going.

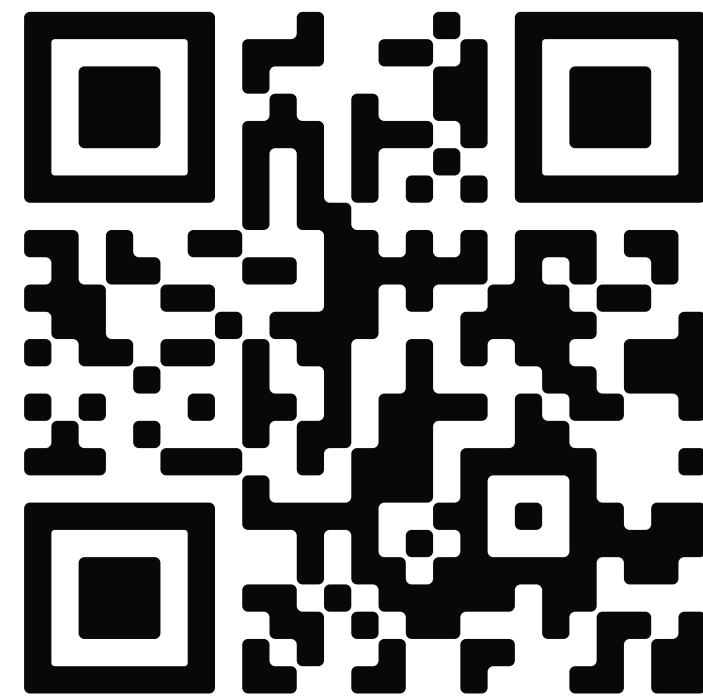
Stay tuned for our weekly blogs and many updates to come as we drive into the Next Lap here in the FastLane!



Scan to keep up with the FastLane blog, for industry and brand updates.



# ELITE TRAINING WITH FASTLANE



SCAN ME

# Franchise FastLane Launches Client-Focused MasterMind Program

Franchisors Participate in Interactive Groupthink Sessions to Address Growth Challenges and Share Best Practices

Great franchise brands are not born overnight; they evolve through a combination of strategic vision, consistent delivery of quality, and a deep understanding of customer and franchisee satisfaction. What sets good franchise brands apart from great ones is their ability to address challenges as they grow and set their franchise partners up for success.

At Franchise FastLane, we work to usher in what we call “Next Big Thing” franchise brands – the best brands across the country. They go beyond the ordinary, inspiring individuals to lead with a focus on growth. We are now helping those brands connect, learn from one another and grow together. We are providing the platform, moderating the curriculum and watching our brands grow together!

## What is Our Latest Initiative?

In the spirit of our vision to be the leader in franchise development in setting industry standards, we’ve launched the Franchise FastLane **MasterMind program**. These two-hour monthly meetings with the founders of our “Next Big Thing” brands allow them to work *on* the business and not just *in* the business. MasterMind participants take a deep dive into topics they’ve chosen for their groupthink sessions. After all, our tagline is “The Strategic Pit Stop.” The sessions are hosted by David Gullotti – who has extensive experience in helping franchisors scale their businesses to address today’s challenges.

We created three distinct groups of seven to eight brands, naming each one after performance vehicle manufacturers with a reputation for both speed and power – **McLaren, Ferrari,**

**and Maserati.** The group size is purposefully kept small to facilitate full participation, and each one includes a wide range of franchisor experience – from veteran to emerging brands. In the spirit of learning from one another, the discussion points come directly from our brands and address specific issues or topics. Here’s more about these innovative new groupthink sessions:

## Interactive Groupthink Experience

Prior to the monthly MasterMind session, groups are assigned pre-meeting tasks so they can come prepared to discuss topics in an interactive setting. One such example is the “Balance Wheel,” in which participants take a few minutes to rate several factors within their personal and professional lives that may be off-balance – though there’s no requirement to share this information. These worksheets

also include sections for “Sync Points,” specific issues they need to address with their teams, and a “Takeaways & Notes” section, where participants can develop a critical to-do list for any action items.

## Franchise FastLane’s MasterMind Sessions

So far, the MasterMind sessions have covered quite a bit of ground on topics – all of which focus on the franchisors’ ability to work on their businesses, as opposed to working in their businesses. The suggested discussions held in previous sessions have included how to address underperformance among franchisors and franchisees, the onboarding process for new franchisees, training programs, and what the best role for each brand’s founder and/or CEO might look like.

## Addressing Growth Challenges

As far as Franchise FastLane is concerned, the timing was perfect for developing a client-focused initiative. The MasterMind sessions allow our brand representatives to learn best practices from one another – which is especially helpful since they’ve all experienced similar challenges during periods of extraordinary growth. The MasterMind sessions have helped participants stop and think about the driving forces behind their systemic and operational successes to date and how they can continue improving on them.

We’re three months into the MasterMind Initiative and receiving exceptional feedback for developing an innovative program that focuses on strategic thinking and supporting franchisors as they experience responsible, accelerated growth with Franchise FastLane. Read below some quotes from a few of the participants.



Scan to Learn More About the MasterMind Program!



**To be clear, you guys and FastLane are a ‘10’. No chance the other networks are doing this, and the concept is a 10 in my mind. This is a big deal and forces us to stop and think, which is great. John (co-founder) and I are big FastLane fans and sing your praises to all we can and glad we’re getting to meet more of the team.”**



**Adam Geisler,**  
Co-Founder & CEO of Soccer Stars



**What a day! Thank you for your time and all the diligence in getting this program going! Wow, the binder and all the details are fabulous! I am so thankful you’re our guide! I am really excited about this group!”**



**Sarah Nuse,**  
CEO of Tippi Toes



**Cyndi and David, great first call! I’m really looking forward to the next call and covering new content. David, you did an amazing job facilitating and I appreciate how everything was put together. If the group leans in, there is a lot all of us will walk away with from these sessions.”**



**Andrew Mengason,**  
Chief Growth Officer of Five Star Bath Solutions & Five Star Franchising

# 2023 BRAND AWARDS

Check out our FastLane brands that were recently recognized by *Entrepreneur* in three different categories: Franchise 500, Fastest Growing Brands, and Top New & Emerging Brands, while also ranking on the Inc. 5000 list.

## INC. 5000




**#2,726**

## ENTREPRENEUR FASTEST-GROWING BRANDS

 <b>RANKED #9</b>	 <b>RANKED #22</b>	 <b>RANKED #23</b>	 <b>RANKED #87</b>
 <b>RANKED #95</b>	 <b>RANKED #128</b>	 <b>RANKED #150</b>	

## ENTREPRENEUR FRANCHISE 500

 <b>#137</b>	 <b>#144</b>	 <b>#235</b>	 <b>#251</b>
 <b>#333</b>	 <b>#424</b>	 <b>#427</b>	

## ENTREPRENEUR TOP NEW & EMERGEING BRANDS

 <b>RANKED #4</b>	 <b>RANKED #13</b>	 <b>RANKED #45</b>	 <b>RANKED #124</b>
---	--	--	---



# FRANCHISE FASTLANE EARNS RANKING ON 2023 INC. 5000 LIST

No. 1 franchise sales organization in the U.S. makes the prestigious Inc. list for the second time

By Jeff Cheatham

Franchise FastLane, the leading turnkey franchise sales organization for emerging franchise brands, is proud to announce that they've earned a spot on the prestigious Inc. 5000 list for the second time. Officially part of Inc. 5000's class of 2023, the franchise industry's No. 1 sales organization is again recognized among the fastest-growing companies in America. For those featured in these prestigious rankings, the list offers a data-driven snapshot of the most successful companies within the economy's most dynamic segment - independent,

**"We're extremely honored to have made the prestigious Inc. 5000 list yet again. This achievement would not be possible without our 'FastLaners', brand partners, consultant partners, and of course, the franchisees themselves."**

— **Carey Gille, CEO/Co-Founder**

The Inc. 5000 class of 2023 represents companies that have driven rapid revenue growth while navigating inflationary pressure, the rising costs of capital, and seemingly intractable hiring challenges. Among this year's top 500 companies, the average median three-year revenue growth rate ticked up to an astonishing 2,238 percent. Some of the best-known brands, including Facebook, Patagonia, Chobani, Under Armour, Microsoft and dozens of other household names, all received their first significant national recognition as honorees on the Inc. 5000 list. All combined, this year's Inc. 5000

companies have added 1,187,266 jobs to the economy over the past three years.

"Running a business has only gotten harder since the end of the pandemic," says Inc. editor-in-chief Scott Omelianuk. "To make the Inc. 5000 - with the fast growth that requires - is truly an accomplishment. Inc. is thrilled to honor the companies that are building our future."

Founded in 2017, Franchise FastLane has grown to become the No. 1 franchise sales organization in the U.S., delivering outsourced franchise development services to new and emerging franchisors. For the 25+ brands in their portfolio,

Franchise FastLane manages the turnkey franchisee sales lifecycle - from initial lead generation to prospect qualification through to deal closure. To date, they've helped award franchises in over 5,500 territories, helping to change countless lives for the better through franchise ownership.

## ABOUT FRANCHISE FASTLANE

Franchise FastLane provides outsourced franchise development services to emerging franchisors. It manages the entire franchisee sales lifecycle from initial lead generation to prospect qualification through to deal closure. FastLane works with franchisors to perfect their

discovery process, bring qualified franchisee leads and drive explosive growth. The company leverages a rigorous diligence and onboarding process, industry-leading technology platform, and exceptional sales executives to drive successful franchise development for its franchisor clients, nine of which have been acquired by private equity groups. Franchise FastLane was founded in 2017 in Omaha, NE by Ryan Zink and Carey Gille, making 2023 the company's sixth anniversary. To date, Franchise FastLane has helped award franchises in over 5,500 territories, helping to change countless lives for the better through franchise ownership.

## MORE ABOUT INC. AND THE INC. 5000

Inc. Business Media is the leading multimedia brand for entrepreneurs. Through its journalism, Inc. aims to inform, educate, and elevate the profile of our community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating our future. Inc.'s award-winning work reaches more than 50 million people across a variety of channels, including events, print, digital, video, podcasts, newsletters, and social media. Its proprietary Inc. 5000 list, produced every year since 1982, analyzes company data to rank the fastest-growing privately held businesses in the United States. The recognition that comes with inclusion on this and other prestigious Inc. lists, such as Female Founders and Power Partners, gives the founders of top businesses the opportunity to engage with an exclusive community of their peers, and credibility that helps them drive sales and recruit talent.

## INC. 5000 METHODOLOGY:

Companies on the 2023 Inc. 5000 are ranked according to percentage revenue growth from 2019 to 2022. To qualify, companies must have been founded and generating revenue by March 31, 2019. They must be U.S.-based, privately held, for-profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2022. (Since then, some on the list may have gone public or been acquired.) The minimum revenue required for 2019 is \$100,000; the minimum for 2022 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Growth rates used to determine company rankings were calculated in four decimal places.

# WHAT IS CARPOOL?

Every year hundreds of brands contact Franchise FastLane in hopes of becoming one of the chosen few added to the FastLane portfolio. Some franchisors are established and equipped for the responsible, accelerated growth FastLane provides, while others are beginning their franchisor journey and desire a slower speed. After years of declining exceptional franchisors, FastLane discovered a need for a training and coaching program designed to assist brands in their development. Introducing, CarPool!

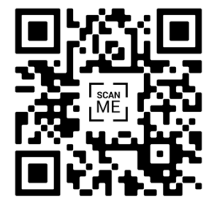
# CARPPOOL

POWERED BY FASTLANE

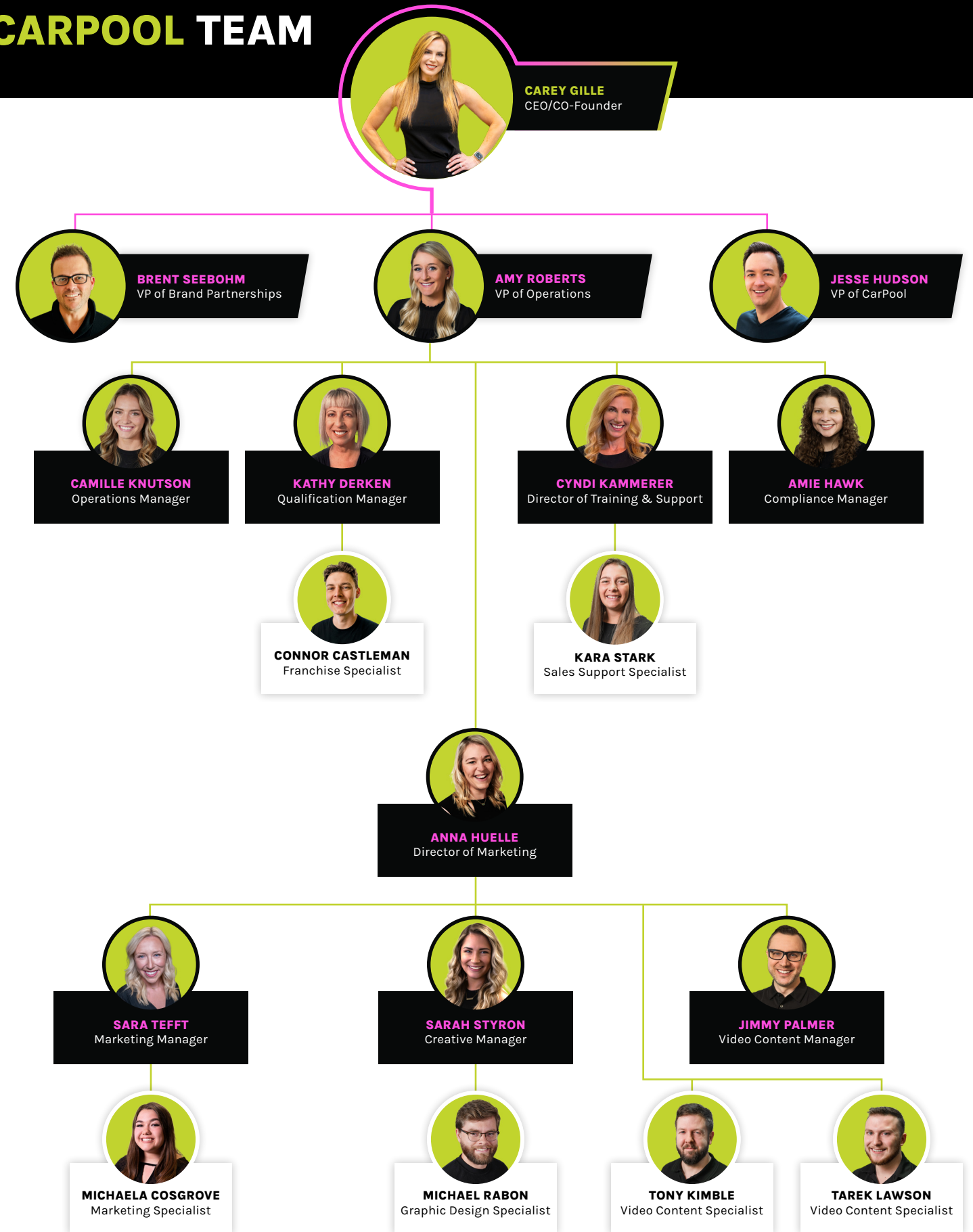
## CARPPOOL BRANDS



Scan the QR to learn more about CarPool from VP of CarPool, Jesse Hudson, and VP of Operations, Amy Roberts.



## CARPPOOL TEAM





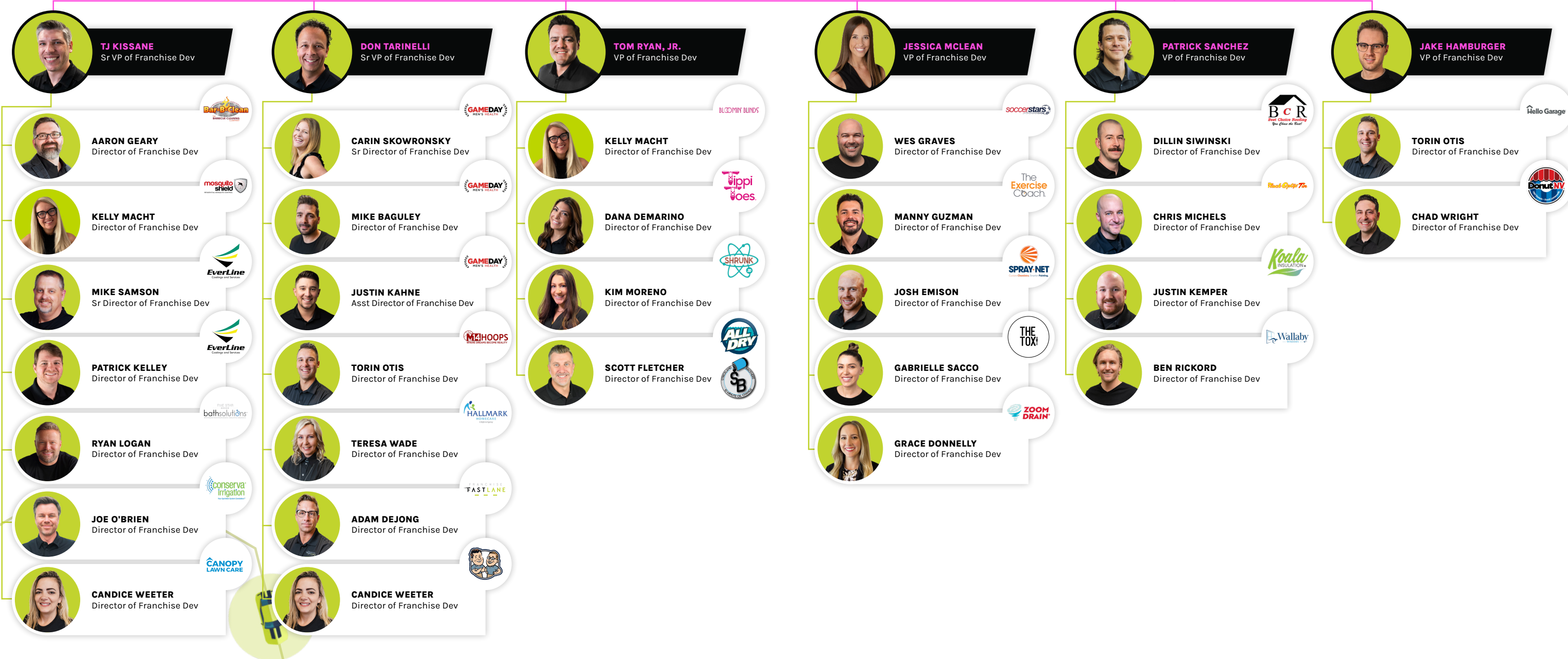
# SALES TEAM



**CAREY GILLE**  
CEO/CO-Founder



**JEN CAIN**  
Executive VP of Dev



# SUPPORT TEAM



**CAREY GILLE**  
CEO/CO-Founder



**DONN RAYMOND**  
CFO



**BRENT SEEBOHM**  
VP of Brand Partnerships



**AMY ROBERTS**  
VP of Operations



**LIZ BARNES**  
VP of Finance



**KELLE BRINK CAIN**  
SVP of People & Culture



**DEBBIE KURLAND**  
HR & Administrative Manager



**CYNDI KAMMERER**  
Director of Training & Support



**KATHY DERKEN**  
Qualification Manager



**AMIE HAWK**  
Compliance Manager



**CAMILLE KNUTSON**  
Operations Manager



**ANNA HUELLE**  
Director of Marketing



**JENNIFER EGGLEY**  
Standards Manager



**ANICCA ADAMS**  
Sales Support Team Lead



**CONNOR CASTLEMAN**  
Franchise Specialist



**HANNAH MILLER**  
Compliance Specialist



**MARINA SEISER**  
Compliance Specialist



**MACY SPRINGER**  
Sales Support Specialist



**KARA STARK**  
Franchise Specialist



**HOPE KRAJNAK**  
Compliance Specialist



**SARA TEFFT**  
Marketing Manager



**SARAH STYRON**  
Creative Manager



**JIMMY PALMER**  
Video Content Manager



**HANNAH LU**  
Sales Support Specialist



**ASHLEY FECHNER**  
Sales Support Specialist



**MICHAELA COSGROVE**  
Marketing Specialist



**RICO CHILDS**  
Graphic Design Specialist



**TONY KIMBLE**  
Video Content Specialist



**SAMANTHA CHACON**  
Sales Support Specialist



**KYLE FOGAL**  
Sales Support Specialist



**MICHAEL RABON**  
Graphic Design Specialist



**TAREK LAWSON**  
Video Content Specialist

# FRANCHISE FASTLANE EMPLOYEES SHIFT INTO HIGH GEAR

Accelerating Investments in FastLane Brands!

In the fast-paced world of franchising, it's not uncommon to see professionals revving up their careers in the pursuit of success. At Franchise FastLane, our employees are taking this concept to a new level investing in our FastLane brands! Buckle up and join us on this exciting ride as we explore how and why Franchise FastLane employees are going full speed ahead with Franchise FastLane brands!



## IT'S A SMALL WORLD FOR CAREY & CHRIS WITH SHRUNK 3D

“The thing that excited me the most about the ShrunK 3D concept was that it brought a cool and innovative element to something that was already relevant to our family life... capturing the moments of our kids and our family.”

**Carey Gille**  
CEO/Co-Founder



## THEY'RE ALSO PAVING A WAY WITH EVERLINE

“EverLine Coatings offers the perfect storm of market/industry opportunity paired with a brand and founder that get franchising and are positioned for long-term success. We often laugh that parking lot maintenance is about the furthest thing from sexy, but once you put the lens on and start to consider the EverLine Coatings opportunity, you suddenly see a world all around you of pavement and paint. It's everywhere!”

**Carey Gille**  
CEO/Co-Founder

## CARIN FINDS A WATERPROOF SOLUTION WITH ALL DRY

“All Dry is such a super-simple business model, needing only one truck and two employees to launch, and the low cost of entry and ability to operate from home were highly attractive. The way I saw it is All Dry is one of the sturdiest businesses one can own. It is recession-proof and is truly a needs-driven business that I could wrap my head around.”

**Carin Skowronsky**  
Sr Director of Franchise Development



## JAKE & JEN SPRINKLE ON THE LOVE WITH DONUTNV

“We chose DonutNV because of the fun, community focus of the brand. We loved the idea of serving smiles across our community through an extremely simple business model with very few moving parts. It also helped that the donuts/lemonade are SO good!”

**Jake Hamburger**  
VP of Franchise Development

**Jen Cain**  
Executive VP of Franchise Development



## DANA IS MAKING A POINTE WITH TIPPI TOES

“Tippi Toes is more than a franchise to me! Every single person involved within the franchise stands for something and really is there to support each other. It's a great business but more importantly something so easy to stand behind and feel great about.”

**Dana DeMarino**  
Director of Franchise Development



## A FEW MORE OF OUR FASTLANE EMPLOYEES WHO HAVE INVESTED IN OUR BRANDS



**TJ Kissane**  
SVP Director of Franchise Development



**Connor Castleman**  
Franchise Specialist



**Mike Samson**  
Sr Director of Franchise Development



# REVVING UP THE CULTURE OF SUCCESS

It's no secret that Franchise FastLane moves at one speed FAST. And, although this speed has given our team the opportunity to change lives through franchise ownership, we would be mistaken if we didn't pump the breaks and focus on why and how we do what we do. The answer is simple: **Our people.** Franchise FastLane's CEO & Co-Founder, Carey Gille, said it best:

"The best thing we've done here in the FastLane is our people. We focus on getting the right people that continue to build up our team and drive to new heights. There are no better people than FastLaner's."



FastLane focuses daily on five core values, bringing together a team that responsibly drives accelerated growth for the chosen few. In addition to the growth and development of our brands, FastLane is committed to the growth and development of our employees. Let's rev up the engines and take a drive into the programs in place for our people.

## EMPLOYEE ONBOARDING & TRAINING

2023 has been a record year for many reasons and company growth is at the top! Our Director of Training and Support, Cyndi Kammerer, has welcomed, onboarded, and trained a record number of employees this year 14 and counting. With Cyndi at the wheel driving onboarding and training, new FastLaner's are ready for the speed of FastLane. Additionally, Cyndi develops and shares weekly training tips and is implementing a new monthly training series titled Lunch & Learn.



## EMPLOYEE DEVELOPMENT

Franchise FastLane provides each employee the opportunity to further their education and grow professionally through an employee development program. This program is designed for employees to take their professionalism to the next level and continue to be the best at what they do. Let's hear from a few FastLaner's on their recent experiences!

I had the privilege of attending Digital Summit in Minneapolis this summer. As a creative, I appreciate that Franchise FastLane has a program in place that provides our employees the opportunity to invest in their professional growth and education. This allows us to be innovative and stay ahead of the curve in a competitive marketing world!

**Jimmy Palmer**  
Video Content Manager



So thankful for the chance to attend the 2023 Circles Conference in Grapevine, TX. I had the opportunity to hear from some of the best in the creative world and build connections with other designers. Such a privilege to be apart of a company that prioritizes employee growth - thank you Franchise FastLane!

**Sarah Styron**  
Creative Manager



# FASTLANE HISTORY

As we embark on The Next Lap here in the FastLane, we wanted to reflect on major milestones and cherish memories we've made along the way!



FastLane was founded



Moved into our first office

2017



Signed our first two brands & awarded 27 territories



Grew into our second office

2018



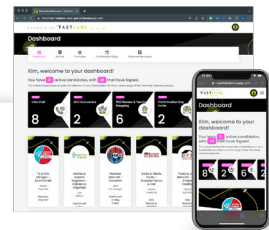
Signed our next 10 brands



Experienced 1,000% YOY growth in unit sales



Surpassed 2,000 territories awarded



Launched consultant portal, Frick & FastLane

2019



Grew into our third office



7 brands reached the 100+ units awarded milestone

2020



Ranked #182 on the Inc. 5000 List of Fastest-Growing Companies & Ranked #1 in Nebraska

2021



Officially became the #1 Franchise Sales Organization in the country



Monster Tree was acquired by private equity



Grew to 30 employees



Entered into a strategic partnership with Southfield Capital to support our Next Lap

Entrepreneur

Recognized by Entrepreneur for 4 consecutive years (2019, 2020, 2021, 2022)

2022



Launched 9 new brands, officially taking our portfolio to 20+ Franchisors



Acquisition of Raintree



Launched CarPool



Surpassed 5,500 territories awarded milestone

2023



Officially grew to 100 employees & moved into our fourth office

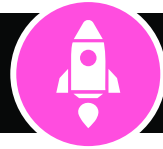


Expanded franchisor services with the MasterMind & preferred vendor programs

# LIFE IN THE FASTLANE



**MISSION**  
To Responsibly Drive Extraordinary Growth for the Chosen Few



**VISION**  
To be the Leader in Franchise Development Setting Industry Standards

CORE VALUE

**BE GRITTY.  
BE HUNGRY.  
BRING IT.**



CORE VALUE

**DRIVE FAST  
RESULTS**



**WE ARE GROWING!**  
If you are interested in joining the FastLane family, scan here to contact us.

CORE VALUE

**INSPIRE LIFE  
CHANGE**



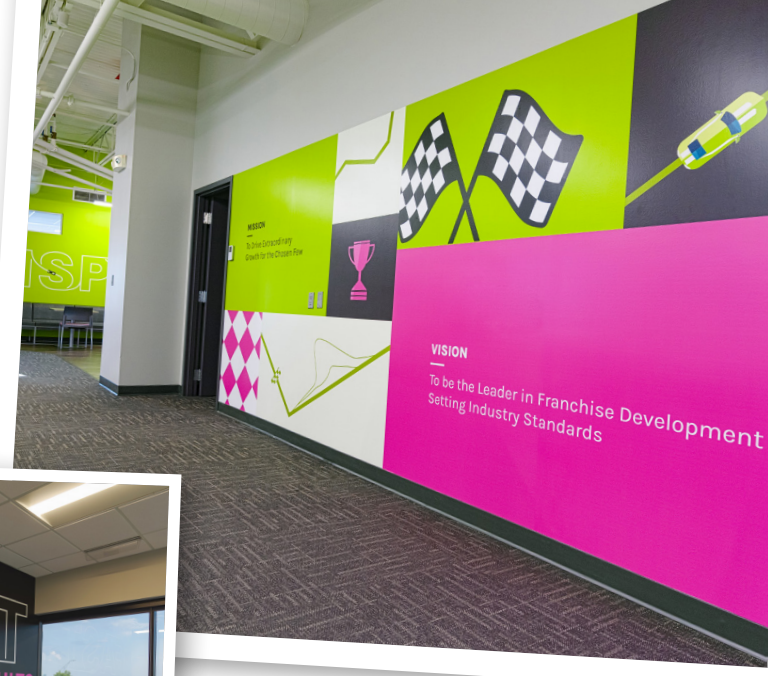
CORE VALUE

**NO SURPRISES**



CORE VALUE

**HAVE EACH  
OTHER'S BACK**



**FASTLANE'S OFFICE  
UPGRADE SHIFTS  
INTO OVERDRIVE!**



**OMAHA,  
NEBRASKA**



# NEW FRANCHISE FASTLANE BRAND



## A WOMEN-OWNED WELLNESS FRANCHISE

**T**he Tox Technique is a unique blend of body work that heals your body from the inside out. We are the only brand of our kind, dedicated to lymphatic health. Our proprietary, expert techniques work directly with your lymphatic and digestive system to detoxify the body and mind. The Tox delivers quantifiable, proven treatments that can help with water retention, remove excess toxins, manage bloating, and sculpt the body, all in an upscale spa environment designed for client comfort.

- ✔ No Medical Requirements
- ✔ Proprietary Techniques
- ✔ Additional Revenue Streams Beyond Treatments with an Established and In-Demand Product Line
- ✔ Done-For-You Social Media & Marketing Campaigns
- ✔ Extensive Hands-On Franchisee Training Programs and Resources



Scan to Get A Sneak Peek

W

The Tox isn't your typical massage. It's firmer and focuses on getting the lymphatic system moving... The next morning, I always feel and look less bloated and overall leaner!"

- Katie A.



W

First time getting a lymph massage and it was amazing! I feel so light and refreshed afterward. My stomach also looks so much more toned."

- Tess M.

W

They work on your body a lot to detoxify... increases metabolism, burns calories and rids you of toxins. Give it a try for sure!"

- Sharm S.



# NEW FRANCHISE FASTLANE BRAND



# CANOPY LAWN CARE



## THE MODERN LAWN CARE BUSINESS

Canopy Lawn Care is an innovative home service franchise brand that is modernizing the lawn care industry. Utilizing state-of-the-art technology to deliver automated systems and processes, Canopy Lawn Care is changing the way lawn care services are delivered and experienced. Rooted in eco-friendly and scientific agronomic practices, Canopy Lawn Care's proprietary lawn care program provides homeowners and business owners with unmatched results. Founded on the mission to

leave people and properties better than we found them, Canopy Lawn Care helps franchise owners, property owners, and communities flourish.

- ✔ Monthly Recurring Revenue, Subscription-Based Model
- ✔ Simple and Streamlined Service Offering
- ✔ Low Startup Cost
- ✔ Low Labor Requirements
- ✔ Scalable, High Margin, Cash Flow Business
- ✔ Partnered with Empower Brands

### WHAT CUSTOMERS ARE SAYING



We use Canopy because they do a fantastic job all around. It's comforting to deal with people who know what they're doing, and they do it well."

— Jack C.



We have used Canopy for a couple of years for our regular yard maintenance and always been happy. Recently they did a larger, one-time project for us and it was also outstanding. The team was professional, efficient, polite, and the price was very reasonable. I highly recommend Canopy!"

— Laura C.



This is a full-service operation. They cover all my needs without my ever having to ask. My property has never looked better."

— Sheila M.





## FOR ALL DRY, SUCCESS BEGINS WITH EXPECTING THE UNEXPECTED



**A**s many homeowners know, disasters beyond their control are always lurking. When possibility turns into probability, homeowners eventually end up dealing with some form of residential property damage. Among the most common in the U.S. is flooding, responsible for \$85 billion in damage and economic losses in 2021. The pervasive and ever-present threat of flood-related

home damage has created a thriving and recession-resistant marketplace for mobile-based restoration service providers such as All Dry.

An emerging brand that launched in 2020, All Dry provides restoration and cleanup services for water, fire, smoke and mold damage, as well as leak detection and odor removal. To date, the brand has established more than

500 units, which helped All Dry earn a spot on *Entrepreneur's* prestigious Franchise 500 list. The restoration market in the U.S. is robust but fragmented, with enough competition to go around. To carve out its specific niche, All Dry set out to establish a few key differentiators that have paid off, beginning with the brand's signature tagline: "We Expect the Unexpected."

### 500+ TERRITORIES IN ONLY 3 YEARS

For a franchisor in just its third year of operation, All Dry has achieved enviable results. Thanks to its phenomenal growth, the brand now boasts over 125 franchisees covering 500 territories. **To what does All Dry attribute this rapid success?** All Dry CEO Matt Kuntz says the overriding factor is the extraordinarily close-knit relationships enjoyed with its franchisees. *"We strive to establish the strongest possible connection with our owners. It's like we tell all of our new franchisees once they sign their agreements - we're married for the next 10 years, so let's make it a successful marriage."*

### TOOLS AND RESOURCES

*"Though our business model is simple, it nonetheless requires a phenomenal level of support,"* says Kuntz. All Dry's new franchisees attend training at

the company's headquarters in Jupiter, Florida. They're taught by instructors who are not only extremely knowledgeable about the restoration and remediation industry but have field experience to boot. All Dry is extremely proud of its CRM system, which gives owners a proven roadmap to provide turnkey service for customers. Through easy-to-access modules on the platform, franchisees can even use a searchable database of information to get them through any on-the-job obstacles.

### A RESPONSIVE BRAND

All Dry prides itself on being exceptionally responsive to its franchisee's needs. *"In this line of work, when you're on a remote job, you need answers quickly,"* says Kuntz. *"Any delay can hold up a job, which is why we also provide access to a helpline that's staffed 24/7."*

This level of responsiveness also extends to marking the progress of franchisees. All Dry franchisees receive weekly check-in calls to measure sales, labor costs and net profit margins. The brand also conducts monthly calls to monitor its owners' financials, when franchisees are educated on P&L statements and how to calculate gross margins.



**We do whatever is necessary to support our owners,"** states Kuntz.

*"All Dry is a simple, mobile-based business opportunity that requires low capital, no skilled labor, and has attractive margins. We do whatever it takes to help our owners succeed, and that's been the key to scaling our successful operation."*



**SCAN TO  
LEARN MORE**



## The Sizzlin' Secret – Bar-B-Clean's Recipe for Success!

**A**re you tired of the same old 9-to-5 routine, yearning for a chance to be your own boss and build something remarkable? **Bar-B-Clean** has transformed the simple act of barbecue cleaning into a thriving business model that offers a path to business ownership and a chance to promote a healthy, family-oriented lifestyle. In 2012, Bar-B-Clean sparked to life out of necessity. The founder, Bryan Weinstein, went searching for a grill cleaning company in Southern California but only found one that was offering this service. Seizing the moment, he forged his own path, creating a business that goes beyond just cleaning grills—it's about creating memories around them. Since 2014, the journey has expanded through franchising, creating a network of success stories that stand as a testament to what can happen when vision meets opportunity.

**The Business Opportunity** Imagine owning a mobile home service business that caters to a need customers want fulfilled, but don't want to tackle themselves—much like landscaping, house cleaning, and window or carpet cleaning. Bar-B-Clean's appeal knows no bounds, targeting anyone with a backyard barbecue, which just so happens to be a whopping 86% of U.S. households! However, it's not just about convenience; it's about **health**. With the grill becoming one of the most heavily used appliances in the home, it has become an extension of the kitchen. With cancer-causing carcinogens and health risks lurking in uncleaned grills, it's more important than ever to educate homeowners and provide a fast and convenient solution that protects their family's health and gives back their most important asset - TIME! The horizon of possibilities extends beyond individual homeowners.

Imagine serving homeowners' associations, apartment complexes, hotels, and Airbnb properties. The B2B potential for Bar-B-Clean franchisees is one of its most attractive qualities. B2B customers provide both recurring revenue opportunities and seasonal stability due to their quarterly cleaning agreements. When you add in additional revenue streams like grill part replacements, new grill sales, and fireplace cleaning, franchisees can generate revenue year-round, regardless of the market or season.

**Franchisees Expanding** With so much new growth happening, and the industry beginning to take off, Bar-B-Clean has seen existing franchisees expand their business and add additional territory in CA, FL, and TX. Some franchisees have expanded within their local market, and others have even added entire

### Hear from Bar-B-Clean Franchisees

With such an amazing opportunity available, it's no wonder why Bar-B-Clean is growing rapidly in 2023, having added 8 new franchisees and 18 new territories in the past few months. So, what are franchisees saying about Bar-B-Clean?

“We were looking for a home service concept that was early to market and could deliver real value for customers, and Bryan and the team at Bar-B-Clean hit all the right notes. The business model is simple, the customer base is virtually untapped, and the service can improve the health and safety of our family, friends, and neighbors. Professional grill cleaning as a service is only now coming into the mainstream, and as the only brand with a national presence, we felt Bryan and his team were uniquely positioned to capitalize on the growing trend of outdoor cooking/living. We are excited to join the Bar-B-Clean family and get to work introducing the folks of SW Houston to this amazing family-oriented brand.”

– **Jim Pairseau**,  
Houston, TX Franchisee

“I saw the business model for Bar-B-Clean and realized it was similar to the model I had in a prior business. I loved how the overhead is very low, and the employees are paid only when work is done. My fiancé also saw how big the need is—based on her cleaning her own grill and how much time and effort it took. It's exciting to start a business that is first to market.”

– **Matt Frentheway**,  
Park City, UT Franchisee

new cities to their portfolio. Either way, Bar-B-Clean is fired-up to see happy franchisees continue to grow their businesses in this exciting new industry!



**SCAN TO LEARN MORE**

### Ideal Candidate

- **Motivated**
- **Owner Operator & Executive Ownership Model**
- **Great add-on business for business owners to leverage their current portfolio**

### Hot Markets

- Atlanta, GA
- Charlotte, NC
- Denver, CO
- Phoenix, AZ
- Las Vegas, NV
- Tampa, FL
- San Jose, CA
- Kansas City, MO

“I was hesitant to explore additional business opportunities as I have some other big commitments, but Bar-B-Clean made perfect sense. I can see the market and the need where I live in Central Florida, and I already have good synergy with my existing logistics business between having a large employee base and a small fleet of cargo vans. The way this opportunity was presented as a “bolt-on” business to what we're already doing and excelling at made Bar-B-Clean a strong candidate for consideration. Of course, what really sold me on the concept was meeting with Bryan and understanding the founder, his vision, and his willingness to elevate the brand as we move forward with business-savvy operators across the country.”

– **Trevor Thomas**,  
Orlando, FL Franchisee



# The Best Choice Keeps Raising The Roof!

## Reaching New Heights: Unveiling the Triumphs of Best Choice Roofing

Beneath the ever-changing skies, shelter stands as a fundamental human necessity, and at the core of every safe and secure abode lies an unsung hero — the roof. A strong and reliable roof is the very foundation of comfort and protection, shielding us from nature's whims and ensuring the well-being of our cherished homes. As the construction industry continues to scale new heights, the roofing sector emerges as a vital player, and one company, in particular, stands out among the rest — Best Choice Roofing.

The roof over your head is more than just a shield from

the elements — it's a symbol of security and trust. With a track record that speaks volumes and a passion for excellence that knows no bounds, Best Choice Roofing has become a beacon of inspiration in the roofing industry, transforming houses into homes, one shingle at a time.

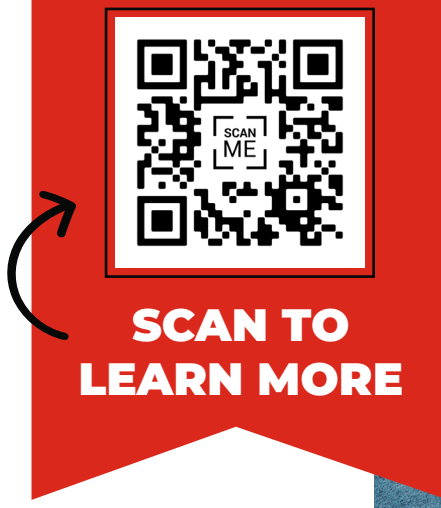
### Franchisee Growth & Support

In the past four months, Best Choice Roofing has had amazing franchisees join the family, from medical device engineers to real estate moguls and folks that know sales — forward and back. The company has awarded 44 territories across the last four confirmation days, and has amazing validation in the onboarding process and corporate support levels. Its

support staff for franchisees and systems are growing every day.

### Numbers that Are Through the Roof

Best Choice Roofing's updated item 19 has redefined industry expectations. With an amazing \$6.2 million gross average performance, it has managed



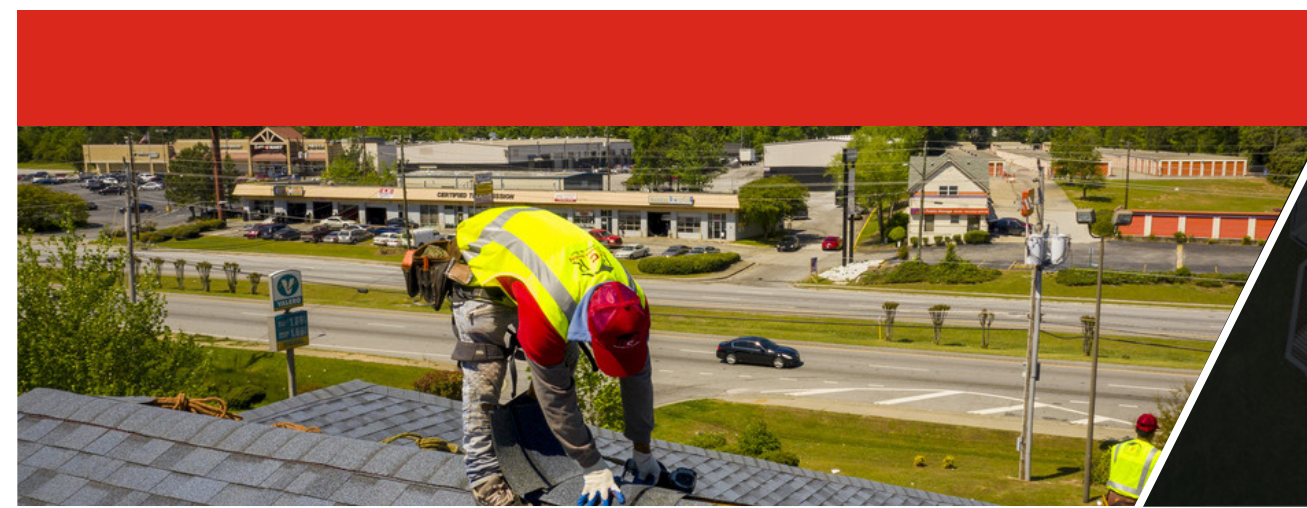
to increase average margins to 20.5%, over a 5% increase from the previous year. Its franchisees are sticking to the system and seeing it pay off in a big way. With best-in-industry supplier relationships and best-in-class customer service, it is pound-for-pound the best-performing franchise in the roofing space. Best Choice Roofing has done so well that Owens Corning (the largest manufacturer of asphalt shingles in the nation) has created custom marketing materials recognizing Best Choice

as its largest producing platinum preferred contractor in the nation for 2021 and 2022!

### The Best Culture

Best Choice Roofing loves its winning culture! Recently, it added a TV streaming service in all locations to show off its amazing salespeople. Company officials enjoy sharing accomplishments with TVs in all locations, corporate and franchisees alike, to celebrate as a big family! And of course, this promotes some friendly competition across the stores,

as well. Best Choice Roofing has always shown pride in presenting a life-changing opportunity to not only its franchisees but to every employee who walks in and is willing to put in the work! The company impacts communities providing amazing customer service fulfilling a need and presenting the chance for a phenomenal income for young men and women, as well as building indispensable skills that could be carried with them into any industry.



## Top Open Markets

- Pennsylvania
- Ohio
- Kansas
- New Jersey
- Idaho
- Missouri
- California
- Michigan

# Black Optix Tint



## Unlocking the Benefits of a Black Optix Tint Franchise

**A**uto tinting has evolved from a luxury upgrade to a must-have feature for many car owners. With increasing awareness of the benefits of window tinting, such as improved privacy, UV protection, and interior temperature control, more car owners are seeking these services. Going beyond the walls of a brick-and-mortar location, the window tinting industry has expanded into the residential space with privacy screening as well as many other options in the commercial window space. Black Optix Tint invests in research and development to stay ahead of industry trends and technological advancements, allowing franchisees to benefit from this commitment to innovation by gaining access to the latest window tinting techniques, products, and

equipment, keeping their businesses at the forefront of the market. Many of these locations are growing well beyond window tinting installations and offering services in both marine and auto customization. This growing demand in the tinting industry and expansion into multiple service offerings has paved the way for Black Optix Tint franchisees to be the white glove "one-stop shop" professional within their market.

### Proven Business Model Backed by Exceptional Training and Support

Franchisees benefit from a proven business model that has been refined and perfected over the years. New franchisees receive in-depth instruction on all aspects of the business, from

the technical aspects of applying window tint to customer service and business operations. During onboarding, franchisees are taught a blueprint for operating a window tinting business, including efficient workflows, pricing strategies, marketing techniques, site selection, as well as recruiting and training assistance. This model significantly reduces the learning curve for new franchisees, allowing them to hit the ground running and appeal to potential business owners coming from all kinds of backgrounds.

**“ I'm so excited that the support that I've received from these guys, they are just phenomenal.”**

– Edessa Reid,  
Fredericksburg, VA Franchisee

The support doesn't end after the initial training. Black Optix Tint offers ongoing operational support to franchisees. This includes assistance with inventory management, business logistics, and technical troubleshooting. Whenever franchisees encounter challenges or have questions, they can rely on the support network provided by the franchisor. But we do not just stop at offering franchisees a solid foundation in window tinting; we actively encourage and support franchisees in expanding their service offerings. One way Black Optix fosters this growth is by providing franchisees with access to additional training and resources in related automotive services and helping them identify when it is time to expand their service offerings.



Scan for more information on the **Black Optix Tint** franchising opportunity!



## An Amazing Culture to Encourage Success

Franchisees experience a sense of community among franchisees, where the exchange of knowledge and best practices is encouraged. Franchisees will learn from each other's experiences and build valuable connections within the franchise community, building upon the blueprint behind our business model. Our commitment to franchisee support is a cornerstone of its success. From comprehensive training and marketing support to access to premium products and ongoing operational assistance, franchisees benefit from a robust support system that empowers them to thrive in the window tinting world.

**“ What excites me the most about the future of Black Optix is just the rapid growth. It's awesome to be a part of a franchise that's new and growing and I just can't wait to see what our limits are.”**

– Steven Childress,  
Short Pump, VA Franchisee

# BLOOMIN' BLINDS



## THE JOURNEY TO FULL-TIME ENGAGEMENT

Embracing a franchise opportunity requires courage, dedication, and an unwavering belief in the brand. The inspiring stories of two franchisees details how their entire preneurial journeys as executive owner operators quickly expanded as they became fully immersed in the Bloomin' Blinds family.

### Franchisee Spotlight: Ethan Fields

Initially starting with two territories in Hendersonville, TN, Ethan Fields demonstrated an exceptional commitment to expanding our services by adding five more territories within nine months of opening. His confidence in the brand and success story is a testament to the supportive,

profitable and scalable environment Bloomin' Blinds provides for its franchisees. His words of endorsement are powerful:



*Bloomin' Blinds has provided an immense amount of support and security for new owners. They alleviate many concerns and serve as a trusted voice in your corner, making themselves available and providing resources to help you succeed. With years of experience and trusted, proven processes, they are a dependable resource. Countless times, one of the founding brothers has been willing to engage in lengthy, impromptu conversations when I reached out to them. Their availability and willingness to help truly set them apart in their support for their owners!"*



Ethan Fields & Family

### Franchisee Spotlight: Will Leifeste

Will Leifeste, another proud member of the Bloomin' Blinds family, started with two territories and added two more just three months after opening in Southlake, TX. His rapid expansion and full-time commitment further underline the growth opportunities available within the franchise model. Here's what Leifeste has to say about his journey:



Scan to hear from Bloomin' Blinds Franchisee Greg Whatley

### Inspiring Growth

These franchisees attribute this success to Bloomin' Blinds simple yet effective business model, robust, founder-led support system, and encouraging financial prospects. As highlighted in the Item 19 of the company's 2023 FDD, franchisees showcase strong financials and a clear delineation between one-van and multiple-van operators. This data reinforces the scalability of our business model and potential for high returns on investment.

Bloomin' Blinds business model is engineered to be uncomplicated, quick to scale, and only requires a small team to achieve substantial



*I joined Bloomin' Blinds because of the transparency of the leadership team and the proven success that other like-minded franchisees have experienced. The leadership team did not sugarcoat or try to hard-sell their brand but was honest and thoughtful during their initial conversations with me. They are open in communicating that they are looking for the right franchisee as much as a franchisee is looking for the right franchisor. I also liked that compared to some other opportunities, there is a relatively low initial capital requirement, not too many employees needed, low inventory requirements, and a favorable working capital cycle to manage cash flow."*

Will Leifeste



revenue. It is not uncommon for a franchisee to reach \$1M in sales with a dedicated team of just two or three employees.

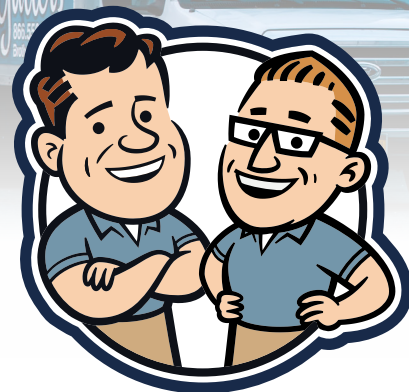
Bloomin' Blinds takes pride in its leadership team, which boasts over 20 years of industry experience, offering franchisees high levels of support, from onboarding to their growth phase. The team firmly believes in empowering our franchisees with the tools, training and resources they need to flourish.

The Bloomin' Blinds story is not just about offering outstanding products and services but also about creating successful

business owners. The rapid expansion and success stories of Fields and Leifeste are just two examples of the opportunities that exist within this franchise system. As the brand continues to expand and grow, it looks forward to welcoming more entrepreneurs into the Bloomin' Blinds family, enabling them to realize their dreams of business ownership and financial independence.



SCAN TO LEARN MORE!



## FROM DRAINS TO GAINS – THE GUTTERIFIC SUCCESS OF BROTHERS GUTTERS

Often overlooked and not the glamorous star of home maintenance, gutters play an essential role in safeguarding homes and businesses from the outside elements. Like trusty guardians, they protect and prevent water damage and erosion to keep structures sturdy for many years. Gutters are a NEED, NOT a want. They are not the newest fad or trend; they are a necessary product and service needed for nearly all homes and businesses. Without gutters or properly functioning gutters, damage caused by the outside elements can be catastrophic.

### Gutter-ly Amazing Support

After eight years of perfecting it, The Brothers That Just Do Gutters franchised their business model in 2015, 16 years after starting the company. The Brothers, Ken and Ryan Parsons, recognized a gaping hole in the gutter industry, which their model filled perfectly. Gutters are a repeat service,

and Brothers Gutter reinvents contractor service by providing clients a 5-star service in what is typically a 1-star industry. This first-to-market gutter installation and cleaning franchise offers multiple recurring revenue streams, an in-house call center driving 80-90% lead conversion, and robust support and technology systems all focused on making franchisees successful.

### Gutting to the Core of Success – The Business Model

The Brothers That Just Do Gutters has multiple recurring revenue streams that provide franchisees tremendous support and growth from day one. Between gutter cleanings, which require between two to four cleanings per year, and contractors/commercial, servicing roofers, builders and remodelers, the job opportunities are endless as both a B2B and B2C brand. As a home-based, quick-to-open franchise with few employees needed to start, franchisees have the flexibility to

build their businesses to fit their needs. The Brothers That Just Do Gutters supports owner/operators, executive owners and multi-unit owners.

This brand says exactly what it does – promoting family, quality, high value, and gutter-ly amazing products and services.



SCAN TO LEARN MORE



## Ideal Franchise Candidate

- Net Worth \$250,000 / Liquidity \$100,000
- Full of Passion & Grit
- Has Hunger & Drive
- Has Integrity
- Is Great with People
- Enjoys Following Systems
- Brings Value to Others & Lights Up a Room When They Walk In
- No Gutters or Home-Services Experience Required!



# The Grass is Always Greener on Our Side

**F**ounded on the principles of water conservation, Conserva Irrigation has been delivering professional, innovative and environmentally responsible irrigation services to its clients, including both residential homeowners and commercial property owners since 2012. From repairs, maintenance, system redesigns, upgrades of existing irrigation systems, design and installation of new irrigation systems, and drainage projects, Conserva Irrigation is making a splash with franchisees!



## A Sustainable Sprinkle of Success!

This year, Conserva Irrigation is sprouting with success! The company reached 80 franchisees with 180 territories that are now both open and operational. You heard that right – 100% of the awarded territories are OPEN and OPERATIONAL. What does this mean? Conserva Irrigation is focused on the success of the franchisees and growing in a responsible, healthy way. Oregon, Michigan, New Jersey, Delaware, Texas and Nebraska have all

seen expansions with this first-to-market irrigation franchise. With this growth, Conserva Irrigation has already seen systemwide sales up 52% year over year. In addition to this incredible growth, Conserva Irrigation was ranked

#128 in *Entrepreneur's* 2023 Fastest Growing Franchise List, ranked #55 in *Entrepreneur's* 2023 Top Home-Based and Mobile Franchises List, and received a top 100 placement coming in at #93 in Lawn & Landscapes Top 100 List.

## Grow-As-You-Go Mentality: The Business Model

The majority of Conserva Irrigation's revenue comes from irrigation repairs and maintenance with a small percentage encompassing new system installations, making this business model simple yet scalable. Of this revenue, 85% is derived from the residential sector and 15% from the commercial sector. As both a B2B and B2C brand offering multiple revenue streams and recurring revenue opportunities, Conserva Irrigation enables franchisees to launch quickly with few employees and expand and grow their businesses at their own pace. It's a grow-as-you-go mentality!



**Russ Jundt**

## Support & Resources

Conserva Irrigation is backed by Empower Brands, a world-class franchise platform consisting of industry-leading commercial and residential brands serving homes and businesses across North America. "To be one of the 10 incredible brands at Empower Brands only validates our proven franchise models," says Conserva Irrigation President Russ Jundt. In addition to this powerhouse,

Conserva Irrigation has outstanding franchisee validation, proven through third-party confidential validation research. With water restrictions becoming more prevalent, Conserva Irrigation will be the solution to this growing problem, water responsibility! It is definitely Go-Go-Go Time!



**SCAN TO LEARN MORE**

# The Sweet Escape from Corporate America!



**T**he first food brand in the FastLane is making the world sweeter, one donut at a time!

DonutNV is the first and only donut franchise to offer a 100% mobile business model. This brand is interactive, fun, and provides flexible opportunities for business owners. Serving delightful products like hot mini donuts, fresh squeezed lemonade and other juices, plus hot and iced coffee including the signature NVous iced coffee, DonutNV can operate year-round with both hot and cold menu options for any season!



Scan to hear from  
DonutNV Franchisee  
Darlene Ortega



## Operational Efficiency

DonutNV's key to success is its turnkey, one-of-a-kind trailers, built entirely from the axles up, paired with proprietary donut equipment. An acquisition in early 2023 allowed the brand to move trailer production in-house, increasing trailer output and providing complete control of the manufacturing line from start to finish.

The customization of the donut trailers allows franchisees to be set up in less than an hour and service customers in 45 seconds from the time they order to the time they are enjoying the sweet products. The centerpiece of the DonutNV trailer is the LED-lit "Watch the Donuts" window, providing guests with a behind-the-scenes look at everything being made fresh, from delicious mini donuts literally flipping before their eyes to citrus being squeezed, mixed and turned into the tastiest lemonades and juices – available frozen or classic in seven refreshing fruit flavors. DonutNV's proprietary

donuts are produced on-demand and have high margins with low waste.

## A Simple Business Model

This franchise opportunity is truly sweet! Franchisees set their schedules by booking public vending events, such as fairs and food truck festivals, pre-paid catering events, or setting up in a fixed location, such as an outdoor outlet mall – almost always going where the customers are to create demand! By servicing both B2B and B2C customers, the opportunities are endless for events. In addition, franchisees pay flat weekly royalties (there are no penalties for success!). DonutNV's quick-to-open business model requires franchisees to hire minimal labor, roughly two or three employees.

## A Recipe for Success

As we prepare to enter our fifth month of operations, we're reminded every day why we made the decision to invest in a DonutNV franchise: The process to succeed is repeatable, scalable and easy to follow. DonutNV has provided us with a business-in-a-box, or in this case, a trailer, that truly sells itself. The product is insanely great, the presentation is equally great, and we're realizing just how easy it is to follow the process and be passionate about this brand as owners. We love our DonutNV business and we're so excited to be a part of this incredible growing family."

- Michael & Haylee Malagon  
Fort Myers Franchisee

Scan to  
learn more







# EVERLINE COATINGS AND SERVICES PAVES THE WAY TO SUCCESS

**P**avement is everywhere. From city streets to parking lots, pavement is an ever-present element in our daily lives. It is the foundation upon which we traverse and leaves a lasting impression on our experiences. We've all witnessed uneven roads, potholes and so many other pavement issues that speak volumes about a place, affecting our safety, comfort and overall perception. Safe and well-maintained pavement influences our decisions of where we shop, eat and more. As North America's first-to-market and fastest-growing line striping and pavement maintenance franchise, EverLine Coatings and Services is paving its way to success with a commitment to delivering exceptional craftsmanship and innovation.

By combining the use of TBL durables, a proprietary traffic marking paint that lasts two to four times longer than standard

traffic paint, with a successful project guaranteed, EverLine Coatings and Services has awarded over 300 territories with over 65 franchisees across the U.S. This brand continues to paint an entrepreneurial mindset and was recently ranked in *Entrepreneur's* 2023 Top Global Franchises as #141.

Founder John Evans shares his excitement about the growth and development of EverLine.



**JOHN EVANS**  
FOUNDER

**Q: What New Technology & Support Has EverLine Developed for Franchisees?**

**A:** "We utilize EOS, Entrepreneurial Operating System, as a foundation for our support to franchisees. In addition, we've recently brought on ZoomInfo, a B2B database that helps maximize prospecting abilities. As franchisees grow with their businesses, we recognized the need for financial literacy education and have added extensive programs to help franchisees budget and strategically plan to achieve their expansion goals. We have also introduced a concept called "Royalty Return" where we quantitatively measure how much franchisees receive in value for every dollar they pay us in royalties and how much they get back. We are devoted to supporting our franchisees and have added 18 staff members to do just that."

**Q: How Has EverLine Developed So Much as An Emerging Franchise Brand?**

**A:** "I am often asked this question and the answer is simple. Our model was developed, tested and adjusted for 10 years in Canada prior to stepping foot over the border into the U.S. This gave us the leg up over other emerging brands. The amazing part is that while we have outstanding high-performing franchisees in Canada, our U.S. franchisees are outperforming the Canadians' early-year performance by a considerable amount. These statistics tell us that this business is going to explode, and we can't wait for this wild ride to continue. Pavement maintenance and repairs are required, needed and wanted by businesses, cities and citizens. As this is recurring revenue, the need for a sophisticated business model is desired and EverLine Coatings fits the niche perfectly."



## Hear More From EverLine Coatings and Services Franchisees



"Getting sales has been relatively easy, and that was my biggest concern upon starting. I followed the process outlined by EverLine, and things have been working out and falling into place."

— Jon Laskowski, Grand Rapids Franchisee



"Having struggles is to be expected when starting a business, and we were no exception. We expected it. However, I am happy with how the business has performed based on the response we have received in our market and the demand that appears to be present."

— Charlie Mimms, Columbia Franchisee

"It's been great being a part of an existing business. I'm used to building businesses from the ground up, but EverLine has created a business model I believe in and look forward to launching in my market."

— Jarad Bar, Columbus Franchisee



Scan to learn more



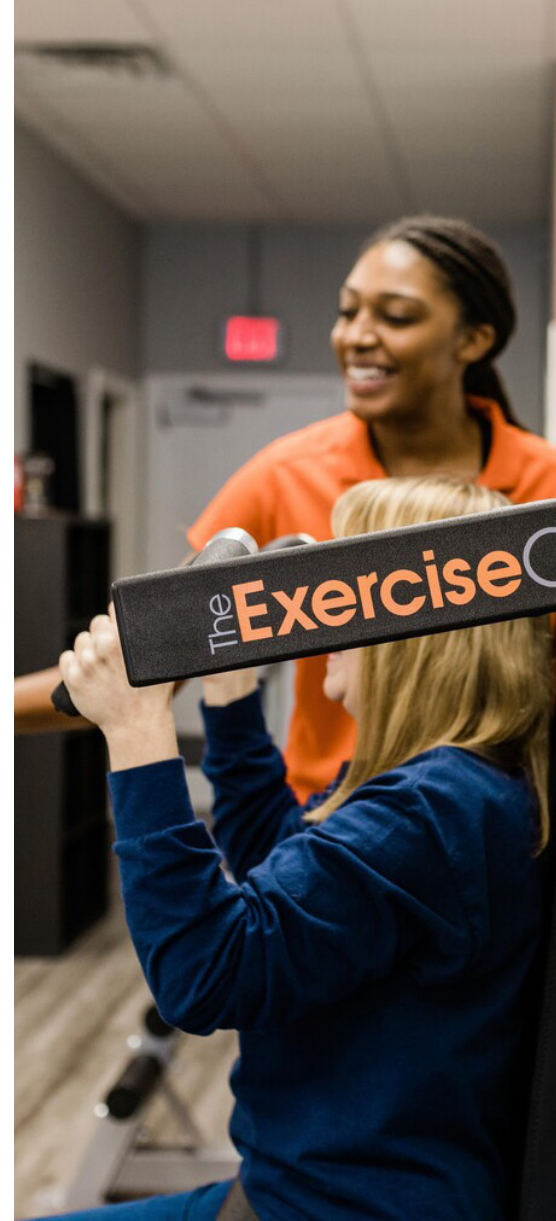
# PROVEN & IMPROVING, EACH AND EVERY YEAR



ongoing, each and every month, leading to the potential for very strong long-term retention.

Many franchise buyers are looking for a long-term business solution, and they need look no further than a recent Exercise Coach studio transfer. In 2022, the original Exercise Coach studio in the Chicago area, which opened in 2000, was sold to the studio's manager. The manager had worked there for over 15 years and partnered with a client who had been a member for over a decade! This manager-client investment team is planning on running the studio for another 20 years with nothing standing in their way.

Proven, yet on-trend, and tried-and-true, yet surprisingly fresh, the Exercise Coach is a smart fit for investors who want to invest in a long-term success story with plenty of runway to come, and a leadership team dedicated to innovation and always striving to capture new market opportunities for their partners. Sometimes you truly can have it all.



The Exercise Coach has been a Franchise FastLane long-term success story. In just five years since partnering with the largest FSO in the industry, the brand has gone from 50 to nearly 300 territories awarded, and from 40 to nearly 200 units open and operating across the U.S. As of 2022, the brand's footprint made it the nation's largest personal training franchise and a proven and beloved option for consultants, candidates and franchisees who wanted a feel-good business that performs well financially and is supported by a proven system and executive team.

In 2023, The Exercise Coach received more recognition – *Entrepreneur* magazine placed The Exercise Coach in its top 150 brands in the Franchise 500, and in the top 100 brands on its Fastest-Growing and Top Global Franchises lists as well! While killer tech is always going to steal the headlines, the brand's focus on small and simple buildouts and

low employee requirements still makes this one of the lowest initial investment opportunities in the fitness industry. An Exercise Coach studio can be fully built out in as little as 1,000 square feet, in retail, office, medical office, commercial office buildings or office parks.

Staffing is simple, as well, only requiring approximately three to six employees for a fully mature location. The brand fully certifies and trains the coaches on their own Exercise Coach Certification, meaning that franchisees are not looking for a "unicorn" personal trainer. Many franchisees hire college and graduate students, people with hospitality and customer service backgrounds, stay-at-home-moms looking for part-time work, and many other profiles. Always known for its impressive consumer marketing chops, The Exercise Coach has begun to explore alternate client acquisition channels. Focusing on the needs of the aging adult population, it only made sense to begin to

approach third-party payers who would have a large population and a vested interest in improving the lives of its members. In March 2023, The Exercise Coach officially launched its participation in The Optum Fitness Passport program. This program serves its members in both commercial health insurance and Medicare networks under the trade names of One Pass™ and Renew Active™.

These comprehensive wellness initiatives are designed to promote health and well-being among Medicare and commercial insurance beneficiaries across

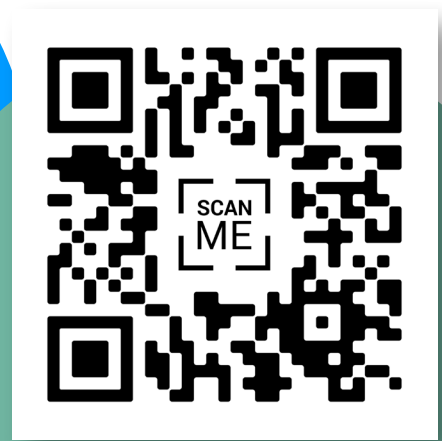
the country. With a focus on preventive care and lifestyle management, Optum's programs aim to empower individuals to lead active and healthy lives. By providing access to fitness resources and personalized support, these programs strive to improve overall health outcomes and enhance the quality of life for Medicare and commercial insurance members. One Pass and Renew Active members on premium tiers have access to four personal training sessions at The Exercise Coach per calendar month. Local franchisees are already seeing clients sign up under this program, and members receive this benefit

## CUTTING EDGE AI POWERS THIS FITNESS FRANCHISE'S FUTURE



The franchise's utilization of Exerbotics – an AI-driven strength training platform – has continued to not only keep it ahead of the competition but recently allowed the company and its founder, Brian Cygan, to be featured in a Fox News story highlighting how AI is powering breakthroughs in the fitness and wellness industries. A brand more than 20 years old, with hundreds of units open, provides franchisees with cutting-edge technology – that is truly the best of both worlds; it's both emerging and proven.

# TRANSFORMING BATHROOMS, UPLIFTING LIVES: THE IMPACT OF FIVE STAR BATH SOLUTIONS



SCAN TO  
LEARN MORE

From sunup to sundown, our bathrooms play a starring role in our daily routines – the stage for our fresh beginnings and soothing ends. Whether it’s home to belting out tunes or having an “aha” moment in the mirror, we all deserve a five-star oasis. For some, the bathroom is viewed as a mere space inside a home. For others, its peaceful and calming nature resets and rejuvenates the soul.

With a mission to design and build dream bathrooms through expertise and trust, Five Star Bath Solutions offers beautiful, yet affordable, one-day transformations for every need, every budget and every timeline. Through its innovative technology, custom products and outstanding customer service, Five Star Bath Solutions has quickly become the premier bath transformation company in the home remodeling industry.

Finding a perfect match for Five Star Bath Solutions and taking potential franchisees through Franchise FastLane’s proven Discovery Process serves mostly as a time of self-reflection. During this process some are driven by the outstanding financials, while others are focused on the lean and quick-to-open business model. For Fort Worth, TX franchisee Greg and Christa Hodnett, their purpose was greater than all.

Early in 2023, the Hodnetts received news no parent ever wants to hear. Their son, Jarrett, had been shot in the head while in college. Jarrett was immediately rushed to the hospital and underwent surgery, with a slim to no chance of survival. In that moment, the Hodnetts’ lives were forever changed. Greg, a West Point graduate, went on leave from his Federal Law Enforcement career, Christa went

on emergency family leave, and they placed their time together above everything else, preparing for the worst.

After experiencing a miracle with Jarrett not only surviving, but also thriving, Greg and Christa reprioritized their life and started exploring franchise ownership. Learning the benefits of franchise ownership, Greg and Christa found themselves intrigued with

Five Star Bath Solutions. Through the Discovery Process, they saw the benefits the franchise could offer them in terms of time with their family, while positively impacting the lives of others.

Five Star Bath Solutions goes beyond transforming bathrooms. This franchise opportunity helps uplift lives through business ownership.



“What I thought was going to be the worst year of our lives, has turned into the most blessed year we have ever experienced,” says Greg. “Our family has grown closer together and we have gained a new perspective on life. We cannot wait to positively impact our community like this franchise did for us.”

– **Greg & Christa Hodnett,**  
Five Star Bath Solutions Franchisees of Fort Worth, TX





# FastLane's Franchise Specialist, Connor Castleman, Expands Franchise Ownership with Gameday Men's Health



SCAN TO LEARN MORE



**A**t Franchise FastLane, we pride ourselves on partnering with amazing brands and responsibly driving accelerated growth. Franchise FastLane's Franchise Specialist, Connor Castleman, and his parents, Scott and Vicki Castleman, expand their franchise ownership by adding Gameday Men's Health to their resume, investing in three territories in Phoenix, AZ.

Gameday Men's Health helps men get back to the top of their game with their 3-step signature process: determining testosterone levels, creating a game plan, and beginning treatment. This brand is for men on-

the-go and is dedicated to high-quality and effective treatment programs delivered through a quick and simple process. With a focus on delivering premium testosterone replacement, ED treatment, weight management, and vitamin therapy, Gameday Men's Health ensures that convenience and results are the cornerstones of the experience.

Connor, Scott, and Vicki couldn't be more excited for this new adventure as business partners and look forward to growing their business in the Phoenix, AZ area. Hear from Connor about his excitement with Gameday Men's Health!

**Q: What excites you most about this brand and being a franchisee?**

**A:** There are many things that excite me about being part of the Gameday Men's Health franchise organization. I have always wanted to own a business that makes a significant impact in the lives of the customers I support. Within this business model, I think there is great opportunity for franchisees to provide men with services that are vital to their health and wellness. Knowing that I may play even a small role in improving someone's fitness, confidence, relationships, or overall life satisfaction is what makes me most excited about being a franchisee with Gameday.

**Q: How would you describe the initial training with Gameday Men's Health?**

**A:** Our onboarding and initial training process with Gameday has been seamless. Despite the unprecedented interest the brand has seen, weekly one-hour training & onboarding calls with new franchise owners tackle all business startup objectives. Everything has been in line with what franchisees need to be successful in their initial stages of franchise ownership.

**Q: What sets Gameday Men's Health apart from other franchise concepts?**

**A:** I think Gameday Men's Health is a franchise brand that sets itself apart from others in many ways. I love the tailored approach they have taken to the health and wellness industry by finding a model specifically centered around men. With a topic such as low testosterone, erectile dysfunction, or even weight loss, it's my belief that many men are looking for a support system that specializes in their needs. I think Gameday does that better than any brand in its industry.

**Q: What franchisee support does Gameday Men's Health offer that stood out to you?**

**A:** The two things that I have been most impressed with Gameday support about are the following:



1) Gameday provides franchise owners with referrals to Medical Directors in their area, which takes away one of the biggest pain points franchisees without a medical background may be concerned about before entering the discovery process.

2) Gameday has partnered with a site selection team that provides franchise owners with a list of real estate options that fit the brand standards of 1200-2000 sqft of medical space. The site selection team works step by step with franchisees for each territory they plan to open.

**Q: How do you see Gameday Men's Health being an www industry disrupter?**

**A:** From my research, I think Gameday has tapped into the perfect market. Their branding, product offerings, and expertise targets a pain point many men begin facing between their 30's and 60's. Although studies show that men oftentimes

have more health-related issues than women, they're less likely to go to the doctor, less often speak about their problems, and rarely seek help in a traditional medical environment. The need for men's health-related services is there; what needs to be solved and how healthcare providers can address issues within that demographic. I think Gameday has found a way to do exactly that.

**Q: Why Gameday Men's Health?**

**A:** I am a big believer that regardless of the industry or the differentiators a brand has, it is always the people within an organization that truly set it apart from any other. I think more than anything else I've mentioned, the internal team at Gameday is poised to support and grow alongside franchisees. I believe ethically Evan Miller and the Gameday corporate team want to build this brand the right way. Those things to me, are what make me most confident in the future of Gameday Men's Health.



## Franchisee Spotlight: Melissa & Josh Reuter Invest in a Hallmark Homecare Franchise!



SCAN TO  
LEARN MORE

**H**allmark Homecare is a referral agency for caregiver recruitment and client matchmaking, the eharmony of homecare! With an industry-disruptive business model, Hallmark Homecare has seen tremendous growth and will for years to come as the market demand is expected to continue to outpace supply. The Reuters share their entrepreneurial adventure in their own words.

### How Did You Come to Be Franchisees?

For years, we've dreamed about owning a business where we can compassionately serve the seniors in our community. Due to our own personal experience with family members needing in-home support, we knew there was a need for more affordable, quality home care. When we learned about Hallmark Homecare, a spark ignited. With the low overhead costs, booming senior care industry and resilient,

recession-proof business model, we knew that Hallmark's direct-hire model of care was the perfect solution for us.

### What Excites You as a Hallmark Homecare Franchisee? What Purpose Does it Bring You?

We feel good about being owners of a business that revolves around making a real, impactful difference in the lives of the people we serve. We feel honored to help seniors stay safe and comfortable in their



own homes, and at the same time, we are helping the professional caregivers who come to us for placement in finding passion and greater satisfaction in their own careers. When the caregivers are happy, that shows up in their quality of care for others. For our clients, the Hallmark model not only offers them affordability, but also greater control, consistency of care, and increased peace of mind and trust in the caregiver providing services for their loved ones.

### Share a Memorable Moment for You as a Hallmark Homecare Owner.

We have so many powerful stories of our experience so far with Hallmark Homecare. Many of the stories revolve around how the caregivers we place in clients' homes are able to create peace of mind for families and keep our clients living comfortably in the home they've lived in for 50 or 60 years. We've seen clients who have just lost a spouse and feel lonely and isolated gain a whole new zest for life through the support of their new relationship created by the perfect match with their caregiver. We have

helped clients with ALS, Alzheimer's disease or in hospice care be able to stay at home with the support they need, while allowing family members to enjoy being a daughter, son or spouse, rather than carrying the heavy burden of being the sole caregiver.

One client experience that sticks with us involved a sweet lady whose family reached out to us after she was recently diagnosed with a terminal illness and had just moved from her house of 50 years into assisted living. She desperately missed her small dog that she was unable to bring with her, as well as the comfort of her home, lavish outdoor gardens and neighbors. Her family reached out and were surprised that they could move their mother back home to her dog and house that she loved by directly hiring a live-in caregiver, and it was less expensive than her assisted living costs! She was able to live out the rest of her life in the comfort of her home.

**Hallmark Homecare is "not your mama's homecare," but it should be!**

## Tell Us About the Discovery Process. What Attracted You to Hallmark Homecare?

The Hallmark Homecare corporate staff are knowledgeable experts with many years of experience in the senior care industry. We are supported consistently with in-person and virtual training and coaching calls, proven systems, and industry resources and partnerships. We know that we can always pick up the phone and speak directly with a coach, consultant, or the Franchisor himself, Steve Everhart!



## Garage Gurus Continue to FLOOR Expectations

The garage, a space once solely reserved for parking cars and storing an abundance of rarely used items, has evolved over the years into the untapped potential to create additional and usable living space in homes. Due to an increased focus on home improvement, many are looking to maximize space in their home. Converting a garage into a functional space offers many possibilities like a home office, hobby room, home gym, entertainment space, and so much more. The garage is now seen as the home's true front door.

Hello Garage's mission is to transform garages and create remarkable customer experiences – elevating a garage from a cluttered junk drawer to America's true front door. The garage renovation is a booming \$2.2 B COVID-resistant industry, consistently growing around 5% annually. Being a home-based business model, franchisees have the ability to launch in as little as 60-90 days with just a few employees.



Learn more about the Franchising Opportunity with Hello Garage



## Flooring Franchisees!

Hear what some franchisees have to say.

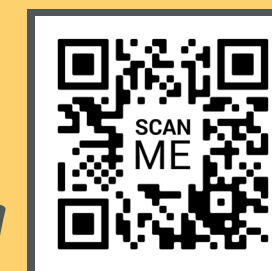
“I chose Hello Garage because I felt it strikes the ideal balance between autonomy and support while providing a product/service in high demand. I appreciated the transparency throughout the process and responsiveness as well as the overall knowledge provided about the Hello Garage brand.”

– Austin, TX Franchisee

“Starting a business has been on my mind for quite some time as part of a multi-pronged approach to self-sufficiency and financial freedom. I am a “hands on” kind of guy, enjoy learning new things, and am comfortable fixing, building and maintaining things. Of all the brands shared, Hello Garage spoke to me from the outset. During the due-diligence process, the brand's culture, processes, and opportunity to scale into something substantial just sealed the deal.”

– Arlington, TX Franchisee

The possibilities for residential garage transformations are endless and consistently growing. Backed by more than 45 years' experience and the research and manufacturing power of Supportworks, Hello Garage is also transforming the relationships between contractors and customers. The Garage Gurus continue to raise the bar for their franchisees and customers in the contractor space.



Scan to Hear From Hello Garage Franchisees



# The Marsupial Magic of Koala Insulation



**W**hen it comes to building a successful franchise, Koala Insulation knows how to climb the ladder as it has responsibly awarded and opened over 400 territories nationwide! Since 2018, Koala Insulation has provided high-quality insulation services to homeowners, contractors, and business owners alike. Their process and products have been tested, refined, and well-defined to meet (and exceed) the needs of its franchise partners and customers at the same time.

## Koala-fications for Success!

The marsupial magic doesn't stop with changing lives through franchise ownership; it goes far beyond for Koala Insulation. This year, Koala Insulation received two rankings on *Entrepreneur's* Franchise 500 List. The brand ranked #4 on Top New and Emerging Brands, which recognizes the world's most innovative and forward-thinking franchise brands, and #52 on Top Home-Based and Mobile Franchises.



## Koala-ties that Support Franchisees!

Getting started with Koala Insulation is simple. With the training and support provided by the franchisor, there is no need to have insulation experience prior to becoming a franchise owner. The Koala Insulation team is dedicated to ensuring franchise owners develop their business model to meet their needs, and has set the foundation for success. Franchise owners can start small and climb the ladder of marsupial success as they go! The internal B2B team at headquarters has established national partnerships

with vendors including **Lowe's**, **Sam's Club** and more, making the leap into starting easier. Now backed by the resources and management depth of Empower Brands, a world-class franchise platform consisting of industry-leading commercial and residential brands serving homes and business across North America, Koala Insulation is one of Franchise FastLane's nine brands to reach its ultimate goal of being acquired. With the support of Empower Brands, Koala Insulation is focused on the success of the franchisees. The brand is committed to creating a clear path for franchise partners

to achieve personal, professional and financial goals, all while doing so through a simple business model during normal business hours and with a great work/life balance.



SCAN TO LEARN MORE





# WHERE DREAMS BECOME REALITY

**D**ribble, shoot, score – and slam-dunk into the world of business ownership and franchising with M14Hoops! Just like an all-star basketball team, successful entrepreneurs know that strategic moves and solid teamwork are essential to scoring big in the competitive market. M14Hoops isn't your ordinary basketball training program; it's a winning franchise opportunity that equips aspiring entrepreneurs with the tools needed to create a prosperous business. It's not a basketball opportunity – it's a business opportunity.

M14Hoops offers basketball development for youth grades K-12 in year-round programming dedicated to teaching transferable basketball and life skills. The company has a unique way of systematically integrating old-school fundamental skills training with new school advanced moves, allowing youths with all skill sets to participate. With quality as their #1 priority, M14Hoops ensures every player will learn and be challenged in a positive environment.

## FROM HOOPS TO HIGH PROFITS

In the game of entrepreneurial success, M14Hoops is the star player. By solely focusing on the training and development of young players, M14Hoops attracts and hires professional trainers and prepares them with top-of-the-line training material, something that is desired by basketball coaches as there are few jobs in this field. M14Hoops' recurring revenue business model is not only attractive to aspiring basketball athletes but has a 90% re-enrollment rate. Through camps, clinics, academies, team



and private trainings, M14Hoops provides numerous opportunities to keep customers engaged and coming back for more.

The best part is no build-out is required! With a rent-as-you-go mentality and no long-term lease contracts, franchisees experience low overhead costs and can expect high-margin results right from the start.

## A BUSINESS MODEL BASKET-FULL OF SUCCESS

Stepping onto the court of business ownership, whether as a rookie or a seasoned vet, can be daunting. But not with the M14Hoops business model, which is designed to meet franchisees where they are by matching their desired ownership strategy. Franchisees have seen success both ways: by hiring and training operators and functioning as executive owners or as owner-

operators. From nurturing talent to fostering a winning culture, M14Hoops has cracked the code of turning a passion for the game into a slam-dunking entrepreneurial venture.

**“As we began the onboarding process with M14 we have honestly had the closest relationship with the management team and the M14 franchise personnel. We have had weekly meetings and sometimes daily meetings. Honestly, we have had our hands held the whole way through. Anytime I had a question I was able to call or text immediately. We had help with the website and even small details that no one really thinks about like making sure our signature was set up on our email, our bank account was set up properly, and getting everything tied together to get our social media account set up. If I had a question about it, they were right there the whole time, and it's been so smooth.”**

– Sheryl Judd, Salt Lake City, UT Franchisee



## Q&A WITH FRANCHISEE RICHARD HERRMANN:

- Q: Why M14Hoops?**  
**A:** M14Hoops provides a great business model with low upfront capital requirements run by great people in a sport I love.
- Q: What franchisee support does M14Hoops offer that stood out?**  
**A:** From the moment I signed, the support has been tremendous. They've walked me step-by-step through the onboarding process and hiring process and have always been available, even on short notice, when needed. I'd heard of franchisors that don't follow through when you sign up, but that is certainly not the case with M14Hoops!
- Q: What excites you most about this brand & being a franchisee?**  
**A:** The M14 championship culture! The ability to help young people grow in basketball and in life, while building a sustainable business for my family.
- Q: What sets M14 Hoops apart from other franchise concepts?**  
**A:** 1. It is basketball-related. 2. Matt and Kelly and Scott and Nick G and Nick D and all the others are smart, thoughtful people that I'm excited to work with and learn (a lot) from. Their prior experience and success and all-around congenial attitude made me want to partner with them. If I hadn't run into M14 (thanks, Joe White!), I wouldn't be a franchise owner today.





# WHAT'S THE BUZZ ALL ABOUT?



**M**osquito Shield continues to lead the way in the mosquito-, tick-, and pest-control industries. Since its acquisition by Five Star Franchising, Mosquito Shield has garnered accolades for industry-leading technology, know-how and customer satisfaction. With continued growth across the country, Mosquito Shield has recently been recognized by *Entrepreneur* magazine as the #9

Fastest Growing Brand out of 1,321 entries, #1 in Pest Control, #144 overall in the Top 500, and most recently #26 in Home-Based and Mobile Franchises. With many of the top most desirable territories still available, there remains unlimited potential for the original mosquito control company.

As the original, longest-standing mosquito control company, Mosquito Shield offers more to its

franchisees than any other pest-control franchise available. From the industry's largest territories, the lowest fees, an in-house 24-hour sales center and more, Mosquito Shield delivers more value than any other concept. As a result of its partnership with Five Star Franchising, Mosquito Shield has been able to add additional investment into the necessary infrastructure and value-added benefits for its franchisees.



Mosquito Shield has given me the opportunity to jump into business ownership with the feeling of having a safety net below me. The operations system, product and training they provide in regard to getting you up and running have been a major help in my success. Business ownership has changed my life in many ways, but mostly, it has given me the opportunity to create my own financial freedom."

**Des Stephens**

Mosquito Shield Franchisee of Northwest Los Angeles



## Multiple Revenue Streams

In 2016, Mosquito Shield launched Decorate with Lights, a turnkey, high-margin holiday lighting service. In 2023, Pest Shield, an exterior perimeter pest service, was added. Both of these services allow franchisees to generate more revenue from their existing customer base while continuing to offer their customers best-in-class services. This forward-thinking approach has allowed Mosquito Shield to continue to evolve over its 22 years in business.



For me, it was really important to know there is a team around that I can rely on for guidance in marketing and servicing to help me execute what has worked well, building a reputable business and service that ultimately helps my community. I chose this brand over others because of the people I met. There is a genuine camaraderie and caring that came right through from the leadership team, all the Franchisees I spoke with and those associated with the brand."

**Theron Butler**

Mosquito Shield Franchisee of Central Tampa, FL



**SCAN TO LEARN MORE**





## FRANCHISE FASTLANE'S CO-FOUNDER/CEO CAREY GILLE IS AWARDED TWO TERRITORIES IN NEBRASKA

**S**hrunk 3D is bringing memories to life as the world's first and only 100% mobile 3D scanning booth franchise. Recently, Franchise FastLane's Co-Founder/CEO Carey Gille and her husband, Chris Gille, were awarded two territories in Nebraska — Omaha and Lincoln! Carey and Chris are excited to start their new journey with this first, fresh and futuristic one-of-a-kind business.

**Q: What excites you most about this brand and being a franchisee?**

**A:** The thing that excited us the most about the Shrunk 3D concept was that it brought a cool and innovative element to something that was already relevant to our family life — capturing the moments of our kids and our family. Outside of our busy professional lives, there hasn't been anything that has come close to the amount of time that we have spent with our kids at their sports and activities. It is how we have spent most of

our evenings and weekends for the last 20 years. Anytime there has been an opportunity to purchase a picture, t-shirt, etc. to memorialize the event, we do (Carey could cover her body head to toe in all the button photos she has of the kids). We believe Shrunk 3D is absolutely next-level for capturing these moments!

**Q: How would you describe the initial training with Shrunk 3D?**

**A:** The thing that we appreciated the most about the training was that it was truly hands-on. It wasn't just conceptual, and we literally got trained in Charleston, SC on the very trailer that we were bringing back to Nebraska.



**Q: What sets Shrunk 3D apart from other franchise concepts?**

**A:** Simplicity. Everything you need is in the trailer. There is no inventory to order and keep track of and there is no service or product to fulfill on the backend. You book the trailer at the events, you take the scans (which only takes a couple seconds), you collect the funds, and the home office does the rest from there. Our college-age kids were able to run an event with almost no training. It is that simple.



SCAN TO LEARN MORE

**Q: What franchisee support does Shrunk 3D offer that stood out to you?**

**A:** Zak, Micah and the team have been very accessible when and if needed. Also, the entire business is run off a simple laptop, which they are able to remote into if needed, which makes troubleshooting easy and quick. And as already mentioned, they have taken one



of business's greatest challenges off our hands — fulfillment.

**Q: How do you see Shrunk 3D being an industry disrupter?**

**A:** As we see it, there are really two different opportunities with Shrunk 3D. First: the 3D figurine printing (which is the core offering). Shrunk 3D is a disrupter by combining the power of a

fast-growing franchisee network with the advantage of a centralized printing operation on the backend that provides scale and efficiency. However, longer-term, we believe Shrunk 3D will be well positioned in its local markets as the place to go to get your 360-degree digital scans for utilization in applications like the Metaverse.

## WHY SHRUNK 3D?

**A:** It is a very simple business model that is innovative, has a real "cool factor" and focuses on what I would term "emotional spending" by consumers. What kid wouldn't want to have a life-like figurine in their favorite sports uniform or dance outfit? And what parent wouldn't want to capture that memory?

While Shrunk 3D might be small in terms of the size of its statues, its impact is anything but. By offering a low-cost entry, high-profit margins and comprehensive support, Shrunk 3D has empowered franchisees to bring the magic of three-dimensional memories to communities across the nation. It's as simple as strike a pose, get scanned and get shrunk!





# A SHINING STAR IN 2023!



**S**occer Stars, the renowned franchise founded in 2000 in Manhattan, has taken the world of youth soccer by storm. With its focus on skill development, positive impact on children and rapid expansion through franchising, Soccer Stars is making waves in the youth sports industry. As the franchise continues to grow, its commitment to empowering children and fostering a love for the big game remains at the core of its mission.

### SHOOTING FOR THE STARS & GROWING!

The first half of the year proved to be recordbreaking for Soccer Stars, with an impressive addition of 37 new locations and 23 new owners across 13 states within the franchise's portfolio. This expansion demonstrates the strong demand for the franchise's programs and

the confidence entrepreneurs have in its success. Soccer Stars has forged valuable partnerships within the franchising industry, including a fruitful collaboration with the International Franchise Professionals Group (IFPG). Notably, four franchise owners have come from IFPG so far this year, highlighting the credibility and expertise the organization brings to the franchise network. This June's Confirmation Day, a significant monthly event for Soccer Stars, saw the participation of four franchisee candidate groups, two of which were introduced by IFPG. This demonstrates the strength of the partnership and the mutually beneficial opportunities it provides for both Soccer Stars and aspiring franchise owners.

### SOCCKER STARS DIFFERENTIATORS:

- Specialized soccer programs to provide children with a fun and educational experience that promotes growth and the love of the sport
- Curriculum designed by experienced coaches and child development experts that focuses on building essential skills
- Only franchise that includes children as young as 2 and as old as 14
- A unique strategy that does not compete with clubs, leagues, and academies
- 20-plus years of developing systems for success

Soccer Stars has made a significant positive impact on the lives of more than 2 million children globally.



SCAN TO HEAR FROM A SOCCER STARS COACH

### SOCCKER STARS VISION

As Soccer Stars continues to expand its franchise network, it remains dedicated to its mission of empowering children through soccer. The franchise's growth trajectory allows more children to access high-quality soccer

programs and benefit from the positive impact they offer.

By leveraging its expertise, proven business model, and strong support system, Soccer Stars equips franchise owners with the tools and resources they need to succeed. This commitment to supporting and nurturing franchisees ensures that the positive impact on children continues to grow in tandem with the franchise's expansion.

Soccer Stars has solidified its position as a global leader in youth soccer franchising. With a remarkable impact on over 2 million children and a rapidly growing network of franchise owners, the franchise has successfully combined its passion for soccer with a commitment to positive youth development.

With the franchise's continued dedication to empowering children, Soccer Stars is set to impact even more lives in the years to come, solidifying its legacy as a true champion both on and off the field.



SCAN TO LEARN MORE



# Transforming Surfaces, Changing Lives: The Spray-Net Revolution

Welcome to Spray-Net! Not just a paint job, but a revolution! Spray-Net offers three innovative lines of business: **exterior**, **interior**, and **roof services**, each promising a 15-year, no-peel guarantee and aesthetic transformation. What makes this so special? Beyond being three franchises in one, franchisees get the support of a massive HQs staff, a \$1.5M proprietary software system and a history of very satisfied owners!



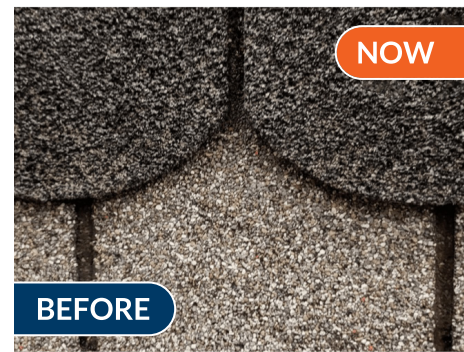
## 3 Lines of Business



Discover Spray-Net's exceptional **exterior** services. This industry-leading approach transforms bricks, doors, gutters, stucco, window frames and sidings with a superior coat that doesn't peel for 15 years. Reinvent the curb appeal of any property with this innovative service.



Breathe new life into those old cabinets. Spray-Net's specialized **interior** services take worn-out cabinets and transform them into stunning pieces of art, adding a touch of modern elegance while extending their shelf life by almost two decades.



Extend the life of roofs by 15 years or more with Spray-Net's unique re-granulation service. This advanced technique revitalizes aging **rooftops**, enhancing their durability and look while ensuring longer-lasting protection against the elements.

### Franchisee Fortification: Support that Elevates Success

Our franchisees are the heartbeat of our operations, and their success is our primary goal. We support our franchisees with robust training at our HQs and in their territory, **a no-cost national call center**, an extensive online learning library, and dedicated business coaches. We do so much more than sell franchises; we foster success stories to ensure your candidates will call and thank you for introducing them to Spray-Net 10 years from now.



### Spray-Network: Franchisees Comprehensive Business Companion

Spray-Network, our proprietary software, is a testament to our commitment to innovation. This comprehensive platform covers every aspect of business operations, from hiring and payroll to marketing and scheduling to KPI and marketing dashboards, making business management seamless and efficient.



### New Partnership

Spray-Net is piloting a partnership with Lowe's that will provide candidates with a new MASSIVE source of customers!



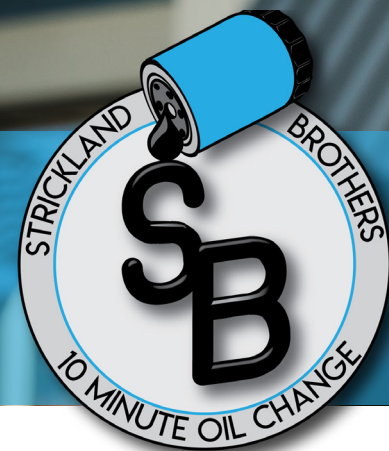
Scan to learn more



**The beauty of Spray-Net** is that it's a tangible product that consumers can experience. Having a real and tangible product is exciting to me as I spent the latter part of my career positioning insurance products (basically a promise on paper to pay in the future). I love the idea that I'm able to continue doing what I enjoyed most about my corporate job. I spent nearly 20 years in the cooperative/credit union industry where the mission is people helping people. That's what got me jazzed for 20 years. Now I get to do the same thing with Spray-Net: help people fall in love with their homes again."

- Dale,  
Spray-Net Franchise Owner of Wisconsin





## FOR STRICKLAND BROTHERS, THE CUSTOMER EXPERIENCE IS EVERYTHING

America has always had a love affair with cars. When brand new vehicles became affordable for the middle class, they proliferated like wildfire — often becoming status symbols. But times have now changed, as the average age of a car today **has reached a record 12.5 years of age.**

With people holding on to their cars longer, they require more routine care and upkeep. And that's been a boon to service providers like **Strickland Brothers 10 Minute Oil Change.** Since launching in 2016, Strickland Brothers now boasts 168 locations. The marketplace for oil changes is extremely competitive, worth \$7.5 billion in annual revenue. Beating the competition requires a well-defined value proposition and key differentiators.

Which is exactly what Justin Strickland created.

### A Superior Customer Experience

Strickland Brothers has a single-minded mission to succeed in the highly fragmented marketplace by providing the highest levels of customer service. Thankfully, the competition has played right into their hands, as getting an oil change has become an increasingly frustrating experience. Brands that promise lightning-fast service often can't deliver. As most competitors continue to badger customers with high-pressure upselling, they're driving customers away in droves.

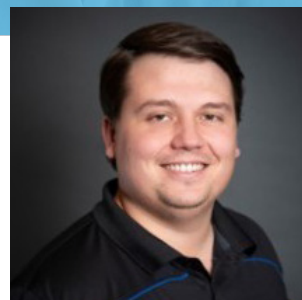
### A Better Way

Strickland Brothers 10 Minute Oil Change was created to become a breath of fresh air. Customers can expect the highest standards of service in a no-pressure environment conveniently delivered in a high-volume, drive-through setting. "We're disrupting

a vulnerable marketplace," states Mason Bennett, Strickland Brothers' VP of Franchise Development. "The key differentiator is in how we treat our customers with a commitment to be honest, accommodating, friendly and affordable."

### Not Your Typical Brick-and-Mortar Business

New owners are presented with several options for establishing their locations. "We're a convenience-based, drive-through model, which requires us to meet some specific real estate needs to support our business model," says Bennett. To address these needs, Strickland Brothers has developed several strategic partnerships that make this challenging process easy for franchisees while keeping



Mason Bennett,  
Strickland Brothers' VP of  
Franchise Development



SCAN  
TO LEARN  
MORE



start-up costs low. "We can acquire and convert an existing location or construct a new location through our build-to-suit program. Franchisees can buy their own property or have our development partners put up 100% of the capital and lease it back to them. That leaves only equipment, inventory and operational items, making it convenient and affordable for our franchisees." Strickland Brothers' start-up costs are two to three times less than the competition.

### High-Tech Solutions for a Low-Tech Offering

Automotive services may be low-tech, but Strickland Brothers' training and support systems are anything but. The brand provides franchisees with a state-of-the-art learning ecosystem where franchisees have 24/7 access to coaching and resources to support their



SCAN TO HEAR FROM  
STRICKLAND BROTHERS  
FRANCHISEE JOSH HILL





## TIPPI TOES DANCES INTO ACTION BY BUILDING A HOME AND HOPE IN GUATEMALA!



SCAN TO LEARN MORE



Since 1999, Tippi Toes Dance Company has been bringing a unique program of dance and creative movement to childcare and community centers, schools, daycares, playgroups, churches, gyms and various after-school programs. Believing in a future where all people have the chance to thrive, CEO Sarah Nuse and COO Megan Reilly knew that Tippi Toes was destined for more.

For several years, Tippi Toes has partnered with World Help to sponsor children in need. After a year in the making, Nuse and Reilly traveled to Guatemala in July to make an even bigger impact. Working alongside World Help, Tippi Toes changed the lives of a family of four, soon to be five, by building them a home.

For the last 15 years, Manuel Morales had been praying for a home to provide for his family,

and with the help of Tippi Toes, his dream came true. Prior to their new home, the growing Morales family was sleeping on rocky soil under a metal roof held up by sticks. They had no clean water or bathroom. They were living alongside chickens and pigs in unsanitary conditions. When it rained, much of the inside of their home was washed away, leaving them with almost nothing. The most desperate and horrific conditions were their reality.

**By partnering with World Help and raising \$12,500, Tippi Toes Dance Company was able to provide a home, beds, table, chairs, stove, and toilet.** Things that we expect here in America are truly a gift for those living in impoverished conditions like the village in remote Guatemala where the Morales family resides. Nuse and Reilly know that this house will not be the last one

The best part about building a successful business is the opportunity it creates to give more to others in need."

- Megan Reilly  
COO of Tippi Toes



built by Tippi Toes. For every 12 franchises sold, Tippi Toes promises to build a home for a family in need in Guatemala. They have witnessed first-hand the devastating conditions so many in the remote villages of Guatemala experience, and they are determined to make a difference and change the lives of many.

Tippi Toes Dance Company has truly combined its passion for instilling confidence, positivity and joy into the lives of children with an even greater purpose – spreading it across the world.



This is the first house of many we plan to build. It is life changing for the family and also their village in remote Guatemala. Surround yourself with good-hearted people who are experts in their field and anything is possible."

- Sarah Nuse  
CEO of Tippi Toes





## The Brand that is Delivering Efficiency with a View Near You!

**W**allaby Windows is quickly becoming one of the hottest brands in home service and franchising as a whole! Wallaby Windows is the window and door replacement solution, brought by the same franchisor responsible for the unprecedented success of Koala Insulation, and is now backed by home service powerhouse Empower Brands!

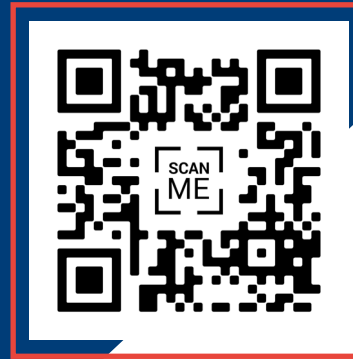
Growing at an incredible rate while adding franchisees coast to coast, Wallaby Windows has awarded over 50 territories in its first 6 months of development. The brand is averaging over three territories per franchisee, and working with empire builders who love the simple scalable business model. Not only is Wallaby awarding franchise territories at a rapid pace, but it is also opening these businesses in as little as 60 days. The

first location in Myrtle Beach, SC was up and operational exactly 60 days from signing agreements, and closed a sale on its first day in business!

### What Drives this Incredible Growth?

As mentioned, a key aspect of this brand is that it is backed by a proven franchisor and a parent company that has a track record of success. Wallaby Windows was started by the team behind Koala Insulation, which was recently ranked #4 on *Entrepreneur's* List of 2023 Top New and Emerging Franchisors, and Wallaby is growing even FASTER! Not only that, but as of April, Wallaby Windows is now a part of the Empower Brands family. With this, Wallaby franchise partners benefit from amazing benefits that come with the platform of brands including best practice sharing, accelerated

growth through expanded resources, cross-promotion and shared services, franchisee collaboration, and the ability to expand their businesses not only vertically but horizontally across their suite of commercial and home service concepts! This merger with Empower Brands, along with continued improvements at the franchisor level and location openings, are sure to fuel continued growth



SCAN TO LEARN MORE

through the remainder of 2023 and beyond.

### National Sales Coach, National Partnerships, + MORE!

At the franchisor level, Wallaby Windows recently hired a national sales coach, providing market training opportunities for our franchise partners. Wallaby has also begun to pilot national partnerships at the flagship location with major national players including **Sam's Club**

and **BJ's Wholesale**. That same flagship location has experienced tremendous second-year growth, outpacing the first-year Item 19 financials that show over \$2M in gross sales! This coupled with franchise locations popping up coast to coast lends to first-class validation that candidates will love!

With a first-class franchisor, a simple business model designed for flexible ownership, low employee headcount, subcontracted labor, low initial investment and incredible first-year financials highlighted in the Item 19, Wallaby Windows truly checks all the boxes! Wallaby's right-fit franchisee needs to be a sales-oriented, empire builder who is obsessed with the customer experience. This business was designed with the executive owner in mind who wants to GROW!

## Why Consultants Enjoy Working With Wallaby Windows

**//** Ben Rickord of Franchise FastLane was fantastic to work with! He is a true professional and a top-notch developer. Working with a young fearful couple takes a level of patience and professionalism that many developers don't have. He is extremely knowledgeable about Wallaby Windows and did a fantastic job putting my clients' minds at ease, helping them every step of the way. Ben provided consistent and thorough communication at every step in the process. My clients were blown away by what Scott Marr is building and couldn't say enough about Franchise FastLane's process. Thank you to Ben, Patrick, and the Wallaby Windows team! Consultants, this brand should be on your shortlist."

### Our First Franchise Partner Shares His Experience:

**//** The Wallaby team and track record are really what got my ears perked up. I feel more confident day in and day out because they truly do have the support we need. Everyone there is on top of it!"

– **David Beckham,**  
Owner of Wallaby Windows Myrtle Beach, SC



# FOCUS ON ZOOM DRAIN IN 2023!

**Z**oom Drain has grown to 48 franchisees, and zooming ahead with 39 locations open. Zoom Drain attracts enterprising people who recognize the unique benefits of this niche business. Drain work is essential, honorable and decidedly non-trendy. It's recession-resistant, and pandemic-proof (Zoom only got busier!), and it will never be outsourced. There are plenty of opportunities for enterprising business builders as lots of exceptional territories are still available.

Specializing in the cleaning, inspection and repair of drains and sewers, Zoom Drain stands apart from traditional plumbers who must handle a multitude of services. Think of plumbers as

general practitioners and the Zoom Drain professionals as brain surgeons! The marketing efforts focus on the highest "Lifetime Value Customers", plumbers who don't like to clear drains or can't do it as Zoom Drain can do it. They refer the specialty drain work to Zoom Drain, and they steer leads for plumbing work back to them.

The dynamic leadership duo at the helm of Zoom Drain is Chief Executive Officer Jim Criniti and President Ellen Rohr. These two industry icons have a combined 50-plus years of successful contracting experience. Even better is the powerhouse team assembled to run the \$14 million company shop, which serves as the model center for training and supporting franchisees.



*"We love our franchisees and we are committed to helping them create prosperous businesses. Our systems, training and support are grounded in our values: Energy, Grit, Responsibility, Performance and Community. This is an exciting time for us. We've got the basics dialed in, and our franchisee partners share our vision: a truck in every neighborhood and the first choice for service."*

- Ellen Rohr, Zoom Drain President



SCAN TO LEARN MORE

## FAST. FOCUSED. FIXED. That's Zoom Drain.



"We are offering a needs-based service. This means that customers aren't calling us because they want to. They're calling us because they need to. It is our goal to ease the burden a little bit by delivering superior service while resolving their issue. Our aim is to be the premier drain cleaning and sewer repair company in the Atlanta area by taking exceptional care of our associates on a daily basis and by delivering exceptional service to our customers during each and every visit."

- WILL CLAY, Zoom Drain, Atlanta, GA



"The last thing that I thought I wanted was to join a franchise. I'd heard the stories. I snuck into Zoom Drain's trade show booth only to see the new service truck they created. And what I found out was they'd created way more than just a truck. They have a system for everything, from creating service calls to training and developing technicians. And I was blown away by their leadership."

- JANAЕ KNIGHTON, Zoom Drain, Kaysville, UT



"To contribute to the community, to provide a specialized service, and to do it well and represent a brand as the best out there, that means a lot – it's something to brag about."

- JUSTIN JERIS, Zoom Drain, Detroit, MI



SCAN TO HEAR FROM ZOOM DRAIN FRANCHISEE TONY GOMES

Whether a franchise is just getting started or well established, Zoom Drain focuses on helping franchisees get more calls, grow their teams, and manage the fleet and equipment, which are the essential elements of building a profitable, cash-flowing business.

Referrals are the bedrock of marketing systems. However, Zoom Drain stacks it up when it comes to generating leads.

Good news! Franchisees don't need to be marketing experts. The marketing team will outline what needs to be done for each

franchisee, and who will handle it while offering a proven lineup of direct mail to cutting-edge digital marketing campaigns. Zoom Drain has a recruiting team to help franchisees find and hire those first key team members. And when it comes to the super trucks, they procure and outfit the trucks from the tires to the signature wrap. The vehicles are completely stocked with all the specialty equipment needed to tackle tough drain problems. The franchise support managers choreograph each step of the franchisee's journey to get launched, measure progress

and grow sales and profits. Franchisees hit the ground running so they can start serving customers and making money.

*"Our promise to our customers is that we solve drain problems fast, and promote a safe and clean place for them to live and work. How cool is that? I am proud to be part of such an important industry and work with the amazing people in our franchise community," says Rohr.*



FRANCHISE  
**FASTLANE**

**CONNECT WITH US**



[www.franchisefastlane.com](http://www.franchisefastlane.com)