

THE SHUTTER HOUSE™

EXTERIOR SHUTTERS INTERIOR SHUTTERS SHUTTER HARDWARE

FRANCHISE PROGRAM OVERVIEW

FRANCHISES



Welcome to The Shutter House



We would like to take this moment to officially welcome you to The Shutter House franchise opportunity. This is a brand and concept that has its beginnings in Alabama, and to date has reached places as far away as Europe, Canada, the Middle East, and Panama.

Since the start, the originating concept behind The Shutter House franchise brand was established as a resource where any home or business owner, or builder, designer, or contractor, could find exactly what they wanted to shutter their windows and doors, no matter the material or size, or whether their need was inside or out.

The vision all along has been to become a one stop shop for shutters, blinds, and shades. We were determined to create a model run on efficient technology, simplified sales processes, consumer convenience and satisfaction, and professional fulfillment.

With The Shutter House franchise program, we have done exactly that. We want to help you do what we do. You can be a changemaker in the industry with a company like ours. We're glad you're here.

Edward Terry and Eric Grimes
Co-Founders and Leaders of The Shutter House Franchise Team



What is The Shutter House All About?

We're thrilled to say that we are more than anyone expects a shutter company to be.

Since 2007, we have worked hard to become a leading player in the shutter market, providing both interior *and* custom exterior shutters. That's kind of a big deal. Most of our competitors sell one or the other, but not both. Not only that, but we also offer interior blinds and shades options, all of which can be customized with nearly every possible material and hardware combination available anywhere.

Finally, we make sure to install it all to our customers' satisfaction.

Simple concept. Huge impact.

This is your opportunity to provide something beautiful, durable, and personal for your customers, with a premier home improvement concept that stands alone in its variety of products and outstanding customer service.

At The Shutter House, We're Constantly Focused on Providing Versatile, High-Quality Products

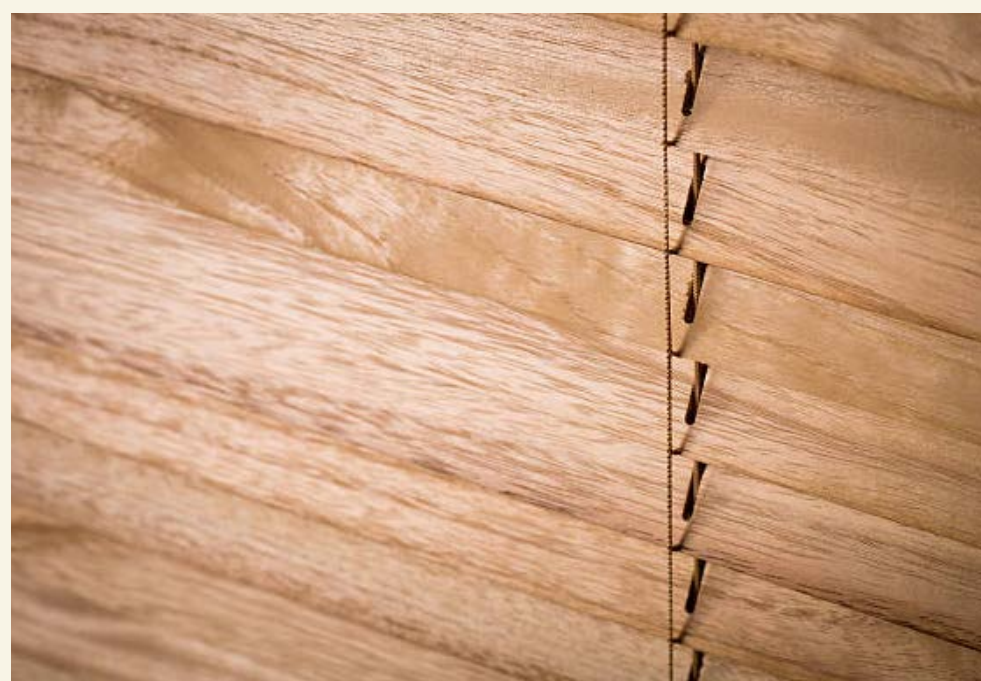
THE SHUTTERS

All shutters are made by skilled craftsmen from carefully curated manufacturers and are available in a variety of sizes and 40 standard colors but can be matched to any color, to distinguish the exterior of your customer's home or business.



THE WOOD BLINDS

As a complement to the shutters you offer, you'll be proud to offer beautifully crafted interior wood blinds, interior plantation shutters, and window shades in a variety of colors. The superior grade blinds and shades you'll offer to your customers come with a hands-on approach to quality and construction for the perfect fit every time.



THE HARDWARE

There are various styles of shutter hinges, pintles, locks, bolts, and holdbacks for your customers to choose from. Hardware is offered in multiple materials including forged steel, wrought steel, aluminum, plain steel and stainless steel. The best part? The Shutter House makes available the skills of an in-house blacksmith who can customize any creation your customers can dream up.



Exterior Composite Shutters	Exterior Wood Shutters	Interior Shutters
Vinyl	Pine	Basswood
Composite	Cedar	Poplar
PVC Composite	Redwood	Composite
Fiberglass	Mahogany	Polywood
Aluminum	Cypress	Acrylic Block

Two Stories, One Vision

Edward Terry began his career as a software developer and IT Manager for a financial institution. With a degree in Business Administration and an MBA in accounting, it wasn't long before he decided to start his own Software company. His first software client convinced him to work full-time for a manufacturer that fabricated both Interior and Exterior window shutters. After 5 years, he founded a Global distribution company supplying Interior and Exterior window treatments to Architects, Builders & Building Supply yards. He co-founded The Shutter House in 2022 with his business partner, Eric Grimes. Today, The Shutter House is the only Exterior & Interior window treatment franchise in the world.



Eric Grimes was an eight-year veteran of the cabinet and furniture making trade when he came upon an opportunity for a position as a construction superintendent in the high-rise residential construction industry in South Florida. That experience catapulted him toward business ownership of a remodeling and residential construction company, where he would remain for the next decade. In 2017, Eric began working with a global distribution company, learning the intricacy of the window treatment industry. Three years later, he established a prototype that became a model for the current day TSH franchise.



Today, The Shutter House is backed by a global distributor of interior shutters, exterior shutters, and shutter hardware. The founding team has decades of combined experience in measuring, procuring, and installing shutters of all types. The goal of The Shutter House concept is to help customers make the right decision when it comes to fulfilling their shutter and other window treatment needs, and to give franchise owners the opportunity to own and operate a fulfilling business in their communities.

What Makes Us Different

The Shutter House is a full-service window treatments company and arguably the ONLY exterior shutter franchise in the world! You will be proud to be a part of a company that supplies every possible variety of interior and exterior shutters, plus complementary lines of blinds and shades, to customers near and far.

This is a company globally recognized for sourcing high quality, durable, gorgeous products that can be locally shipped and installed anywhere in the world.

Today, we offer our market-tested business model ready to be duplicated via our strategically developed and streamlined franchise program, so more people can leave the grind of their careers and be their own bosses, or simply join us on our journey to be the best shutter franchise on the planet.

Being a franchise owner of The Shutter House can be an exciting, personally and professionally rewarding experience. We invite you to explore the possibilities with us.





More Key Reasons to Join Us at The Shutter House

- Limited direct competition, particularly in the custom exterior shutter space
- A flexible start up model: work from home with added warehouse space or commercial space, all with reasonable startup costs
- Flexibility in hiring, either employee or 1099 contracted installers
- An established line of products and has negotiated favorable pricing with manufacturers and distributors
- An established, strategically positioned operating model that you can deploy in your local protected territory
- Excellent training and support from a highly experienced team

Industry Outlook

Take Advantage of a Dynamic Marketplace

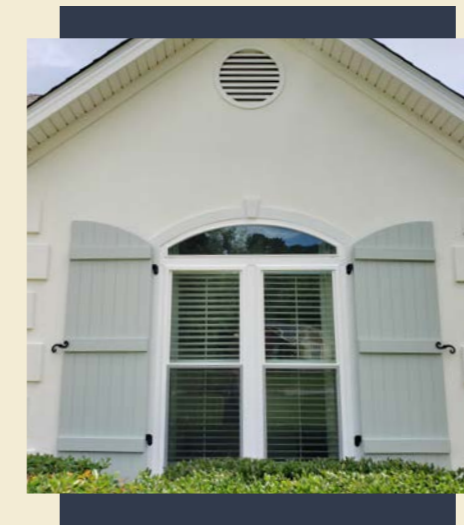
You can play an important part in the enormous home improvement services industry, which is expected to reach over \$585 billion in revenue by 2030. And you can be a rising star in the global shutter market, which is estimated to grow to \$80 billion in the coming years.

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More Than Just Shutters

At The Shutter House, you'll do more than just sell and install shutters and other related products. You'll provide a means toward higher property values, more efficient utility bills, better home protection, and **most of all, a sense of pride**. All of these can be made possible with the high-quality products you'll provide as a franchise owner of The Shutter House.

It's an exciting time in the industry.
Are you ready to be a part of it with your
own franchise with The Shutter House?

It's All About Pleasing Your Customers

Customers Love Us!*

At The Shutter House, the customer service you will provide will be just as important as the finished product.

"We have done business with [them] for many years... honesty, integrity, and passion are second to none in the industry. We have worked with [them] on jobs all over the world, and have been extremely pleased with [the] attention to detail and willingness to go the extra mile..."

- D.P. -

"So glad I found [them]! It was so nice to find a place that offered fully customization sizes... a great pleasure to work with. I had a lot of questions on the color, hardware and accessories... Super prompt responses over the phone and via email. Great price and great quality. Would definitely recommend the vinyl shutters ...to anyone!"

- C.M. -

"...A pleasure to work with. I needed a hard-to-find color/style/size combination to replace a damaged shutter... super agreeable and professional... double-checked everything with me to make sure that the work was done right the first time. Was always very responsive, whether by phone or by email. Great price and great quality. Shutter arrived on time and in great shape. Would definitely recommend the vinyl shutters ...to anyone!"

- S.R. -

"The best deal on wood shutters in the nation. Great to work with."

- T.R.G. -

"My husband and I began our shutter research in January 2020 and by March had... committed to do business with [them]. ... We had a number of obstacles along the way, but were finally able to order in August ...By the time we did our installation in November I felt I had a new friend on the other side of the US! And the shutters are perfect, exactly what I've wanted for many years."

- M.B. -

"...Very professional. Beautiful shutters [came] quickly and were installed without any problems by the company. Very pleased with product quality and service!"

- T.R. -

*NOTE: Google Reviews are attributed to the originating company behind The Shutter House franchise brand.

Imagine the View From Your Window

Will you choose to work out of your home office, with available warehouse space? Do you love the idea of a showroom? With The Shutter House, you have options to operate your business the way YOU want to.

This is a specialized franchise model created with both the construction and business professional in mind.

The Shutter House franchise is backed by an organization with experience worldwide; but you can operate from your home office. There's no need for a showroom unless you want one and have a high foot traffic location to showcase it.

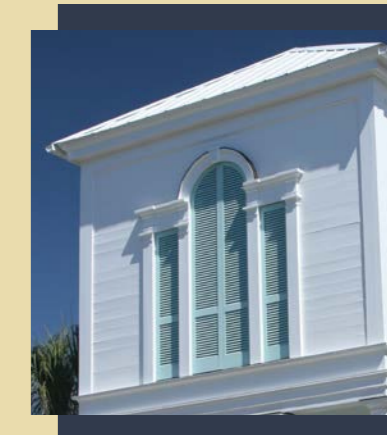
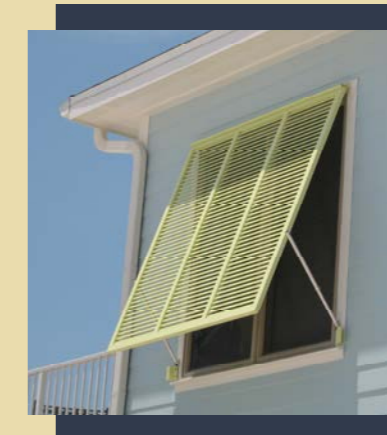
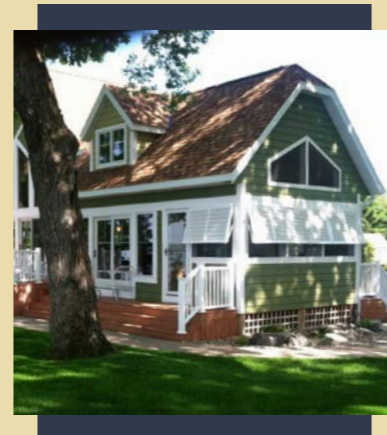
However, if you do like the idea of a commercial space, you may consider a typical franchise location consisting of a warehouse with approximately 1,500 square feet of floor space. This space may include a 500 square-foot office that can also be used as a showroom for customers to view samples, by appointment.



Now is the time to invest in yourself with a uniquely-positioned franchise opportunity with The Shutter House.

Your Investment

We are looking for financially qualified people who are excited about our brand, and the idea of franchise ownership, to open the next local operation with The Shutter Company.



ESTIMATED INITIAL INVESTMENT: \$97,500 to \$198,325

This includes an initial franchise fee of \$60,000 for a single unit start-up operation (discounted to \$50,000 for a conversion franchise of an existing window treatment or other similar business)

OTHER FRANCHISE PROGRAM DETAILS

ROYALTIES: The greater of 5% of gross sales (or an annual minimum flat fee starting in Year Two of operations)

BRAND MARKETING FUND CONTRIBUTION: 1% of gross sales

LOCAL MARKETING REQUIREMENTS: \$2,500 for Grand Opening marketing, plus an ongoing 5% of gross sales on local marketing with half of that a digital marketing requirement through an approved third party marketing vendor.

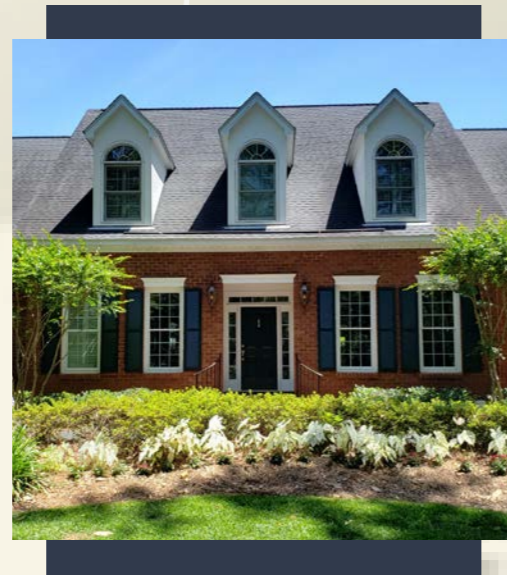
*Please see our Franchise Disclosure Document for details.



Where We Are Growing

The Shutter House seeks enthusiastic construction, remodeling, home improvement, and other business professionals looking to apply their skills and build a compelling business in key target markets throughout the Southeastern U.S.

Of course, if you have a view for this business in another area, we'll be happy to discuss further with you.



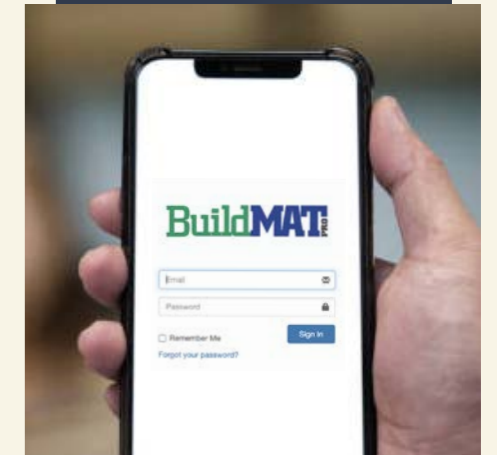
Optimized Training and Support

We take the support of our franchise owners very seriously. When you do well, we do too. We want you to thrive as a business owner and can't wait to work with you.

Backed by a team with decades of construction, technology, business ownership and management, distribution, and with access to a network of suppliers and fellow franchise owners, you couldn't be in better hands.

- **INITIAL TRAINING:** We are excited to welcome you to our flagship location in Alabama where we will spend five days immersing you in classroom and on-the-job training, covering sales, operations, installation, inventory, and so much more.
- **ONSITE TRAINING:** We'll be with you from day one, either onsite or via video conference to make sure your business launches with the best possible outcome.

- **COMPREHENSIVE DOCUMENTATION & TECHNOLOGY TOOLS:** Our confidential operations manual details the important aspects of running your business, including contractor management, marketing, scheduling, product knowledge, and more. You'll also have access to pre-approved technology tools – including our proprietary platform called BuildMatPro – designed to streamline important procedures, from estimating and invoicing, to ordering and installation and more.
- **ONGOING SUPPORT:** We will be there to provide guidance when you need it, from emails and phone calls to refresher training, field consultant visits, and more.
- **MARKETING GUIDANCE:** We'll guide you as you plan your marketing campaigns to the local community, with brand guidelines and sample materials you can follow with ease.



What's Next?

1. Continue to Talk More About The Shutter House Opportunity with Our Team

2. Review the Franchise Disclosure Document

3. Meet The Shutter House Team in Person

4. Sign the Franchise Agreement

5. Attend Training at Our Flagship Location

6. Set Up the Ideal Franchise Space that Suits You

7. Start Selling and Installing Shutters and Other Solutions in Your Own Territory – with Confidence!



Are You Ready?
Let's Take the Next Step...

THE SHUTTER HOUSE™

EXTERIOR SHUTTERS INTERIOR SHUTTERS SHUTTER HARDWARE

800-617-3577

eterry@theshutterhouse.com

egrimes@theshutterhouse.com

<https://theshutterhouse.com/franchise/>

The Shutter House Franchising, LLC
9844 Milton Jones Road
Daphne, AL 36526

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