



LIFETIME
Green
COATINGS

RESIDENTIAL & COMMERCIAL FLOOR COATINGS

THE ONLY ALL-NATURAL BASED
FLOOR COATING SYSTEM

FUTURE HERO KIT

MEET LIFETIME GREEN COATINGS

Let's face it, you have so many brands to look at when it comes to owning a franchise. Stop and ask yourself these important factors:

- Is there a proprietary product within the franchise? If not, what is the offering?
- Is the franchise model a category disruptor? Who doesn't want to disrupt an industry!
- Does the franchise have an adequate support team and training available?
- Are there low liabilities?
- Is this a low initial investment? You should not have to invest hundreds of thousands of dollars to join a franchise.
- Are there high margin returns and a trackable item 19? You should always see at least three years of increased performance in any brands item 19.
- Is it a fast launch? You should not have to take months and months to onboard and launch your franchise.
- Does the franchise have multiple revenue streams? Is the brand you're looking at have you siloed into one selling vertical?

Lifetime Green Coatings can say "**YES**" to every one of these questions. At LGC we provide the following:

- LGC manufactures its own proprietary all-natural base coat that can only be purchased through an LGC franchise.
- LGC is a huge disruptor in the coatings industry. We're not Epoxy, We're not polys....We're our own category, Plasticized Gypsum!
- LGC has a world class franchise team consisting of Franchise Support, Learning and Development, Marketing, IT solutions, Finance, Operations, and a dedicated National Accounts team.
- Low Liabilities – LGC works at the ground level with paint rollers and brushes to help avoid high liabilities on the job site.
- Low initial investment – We believe in keeping the cash flow within our franchisee's businesses. LGC doesn't have a lot of the hidden fees like other franchise models.
- High Margins – LGC is the manufacturer of our base coat. We ship directly from the manufacturing facility to your door. There are no middle people in between, marking up the product. This keeps the margins at the franchise level where they should be.
- Fast Launch – LGC has you prepared to launch your franchise within 9 weeks of starting your onboarding.

GO ANYWHERE FROM HERE

- Multiple Revenue Streams – LGC goes where our competition cannot. We have three verticals we operate in:
 - ♦ **DTC** – Direct to Consumer
 - ♦ **Homebuilders** – We have national relationships with all the major home builders as well as regional and custom builders. This helps bring recurring revenue to your business.
 - ♦ **Light Commercial** – Businesses love us because our product is also waterproof. We can go places epoxy and polys cannot go.

As you can see, we're not just a garage floor coatings franchise like our competitors.

Thanks for your interest during these exciting times. Lifetime Green Coatings is selling out all over the United States, grab your territories while they are still available.



Bill Isenhart
President and Chief Operating Officer
Lifetime Green Coatings



Darla McKnight
Vice President of Franchise Support
Lifetime Green Coatings

ROLL INTO A HUGE MARKET

The home improvement services business is a \$500B industry. Many companies thrive in this industry but none have our one of a kind eco-friendly floor coating. Unlike our competitors, we are not limited to garage floors. Driveways, basements, patios, and walkways are also opportunities for a homeowner to improve their space.

Garage floor coatings have been around for many years and have been widely used. However, it's our belief that the high-end residential market is grossly underserved due to the lack of awareness that a premium solution exists for the garage floor. We believe the category is highly uncontested, unlike other home service industries like landscaping, painting, or garage doors.

At Lifetime Green Coatings, our belief is that the garage floor should be viewed as an extension of the home as any homeowners are looking for renovation projects to improve their existing space. Compared to other desirable upgrades in the premium market, such as driveways, basements, porches, pools, etc., upgrading the garage floor is low cost and high impact — they become the envy of your neighborhood.



\$500B

Home Improvement
Services Category

\$62B

Home Maintenance
Segment

\$2.2B

Garage Improvement
Category

80M

Residential
Garages



SO WHY FLOOR COATINGS?

LGC is a category disrupter. There is nothing like us in the market today which allows us to differentiate ourselves from the competition.

Simple, straight-forward estimating process

Multiple revenue streams are available. In addition to garage floors, we can coat basements, driveways, walkways, patios, and light commercial spaces.

Two-day installation — ability to install several jobs per day

Limited Overhead (Initial investment, facility, inventory, etc.)

WHY LGC?

Established brand and marketplace credibility. We are a clear leader in the industry with more than 25 years of experience in coatings. Our heroes are local businesses with the strength, knowledge and support of a national brand.

Complete flexibility. You'll be in full control of your own destiny without income limitations. Our franchise opportunity allows you to become integrated into your community and foster long-lasting relationships with local home and business owners.

Larger geographic territories. We provide large territories to include targeted strategies on how to grow your business quickly.

Low operating costs. Our heroes enjoy a home-based business without expensive brick-and-mortar showrooms or a retail storefront and light inventory requirements, so you'll save on operating costs.

Other industry-leading advantages. With our patent protected, eco-friendly product, robust operating system, digital marketing strategy, exclusive territories, engaging and extensive training, and unparalleled support structure, our heroes are set up for success.





THE IDEAL CANDIDATE

WHERE YOU COME IN

You have the desire to control your own destiny and live the American entrepreneurial dream with the support of like-minded individuals.

You're not afraid to roll up your sleeves and do what is needed to be successful

You live in close geographic proximity to customers to establish customer credibility through community involvement

You are a professional, articulate communicator who is highly customer-centric, with meticulous attention to detail and strong follow-up skills.

You possess strong business acumen in all areas, including sales, management, operations, and finances.

You have the organizational and project management skills to schedule jobs, determine routing, provide estimates and installations, and multi-task in both the front and back end of the business.

You possess diverse people management skills, whether through human resources to build a reliable team or your continued commitment to provide exemplary customer service.

You're honest, timely, reliable, and have a strong work ethic.

WHAT YOU WILL LOVE AS AN OWNER

Low Initial Investment

High Margins - 60+ % after COGS

**No Minimum Royalties
for 12 Months**

Fast Launch - 12 Week or Less



Multiple Revenue Streams

- Indoor & Outdoor
- Commercial
- B2C & B2B Business

Industry Disruptor

Low Liabilities

Made in the USA

- G Goals:** We know our targets, we achieve them, then reach for new ones.
- R Reasonable Profit:** We execute a sustainable business plan, bringing lasting success and prosperity.
- E Environmental:** We protect our planet and strive to leave the world better than when we came into it.
- E Extraordinary:** We challenge ourselves, doing whatever it takes to get the job done.
- N Nurturing:** We care for our team and our customers as family, creating a professional environment where people thrive.



Built Tough by Mother Nature™

COMMERCIAL & HOMEBUILDER

Your facility or home needs safe, slip-resistant, easy-to-clean surfaces that make it a breeze to please employees, customers, regulators, and homeowners. Our floor coating solution provides the perfect answer to all your needs.

COMMERCIAL & RETAIL



INDUSTRIAL & MANUFACTURING



FOOD & BEVERAGE



HEALTHCARE & MEDICAL



AGRICULTURE



HOMEBUILDERS & ARCHITECTS



Some of
Our Clients

D·R·HORTON
America's Builder

LENNAR

drees
HOMES

ARCO
MURRAY

CRESCO
LABS

WHAT OUR HEROES ARE SAYING

“LGC is unique in the marketplace and isn’t complicated. Onboarding and training was a smooth process.”

- Greg, LGC Virginia

“I wanted to create something bigger than myself. LGC has the only national footprint for what they do.”

- Jim, LGC Colorado

“I am a semi-absentee owner and the support system is very thorough. The installation process is all about simplicity.”

- Michael, LGC Connecticut

“I believe in the product. It’s an easy sell.”

- Jeremiah, LGC Indiana

FINANCIAL REQUIREMENTS

Lifetime Green Coatings offers a relatively low investment opportunity. In addition to below, we look for potential franchisees to have a minimum \$75K liquid, with \$150K total net worth.

\$49,500
Initial Franchise Fee

\$117,000 - \$227,750
Total upfront
capital expenditure

BECOMING A LGC FRANCHISE HERO

STEP 1

Intro Webinar with Lifetime Green Coatings.

STEP 2

Review and disclose the FDD (Franchise Disclosure Document)

STEP 3

FDD and Territory Review call.

STEP 4

Attend an LGC Leadership Call.

STEP 5

Attend a Discovery Day at our Carmel, IN.



Contact us at
franchiseinfo@lifetimegreencoatings.com
or scan the QR code for more details.



HOW FAR WILL YOU GO WITH LIFETIME GREEN COATINGS?

franchiseinfo@lifetimegreencoatings.com

lifetimegreencoatings.com/franchise-opportunities

Thank you for your interest!

