



The painting industry is valued at **\$60 billion**

CertaPro®, the largest painting company in North America, owns less than **2%** of the painting market; there's plenty of room for growth!

Own a painting business without ever picking up a paintbrush!

No experience needed in painting or home improvement, CertaPro® ownership is about leading a team!



Why CertaPro Painters®?

- CertaPro Painters® is the largest and most referred residential and commercial painting company in North America
- What truly sets CertaPro® apart is our dedication to your client's personal success
- Last year our CertaPro® Franchisees saw remarkable success, with an average revenue of \$2,086,740.*
- With strategic partnerships, exclusive access to high-quality products, and a corporate culture centered around core values and diversity, CertaPro Painters® primes franchisees to build prosperous businesses

Ideal CertaPro® Owner

- Full Time and Effort
- Leadership Skills
- Hire, Train, Motivate, Retain
- Sales & Marketing Skills a Plus
- Dedication to following a System
- Clean Background
- Financially Qualified
 - o Net Worth \$250K+
 - o Liquid Funds \$85K+



Brennan Conway

GM of Franchise Recruiting

BConway@CertaPro.com

6120.247.2182

Gina Moughty

GM of Franchise Recruiting

GMoughty@CertaPro.com

845.642.7447

CertaPro.com/franchise

CertaPro Painters®
★ ★ ★ ★ ★

Let's Talk Numbers

Start Up Investment (All in)

- Subcontractor Model = \$171,000 - \$246,000*
- Employee Model (CA, AZ, NV, NM) = \$203,250 - \$302,500*

10 Year Initial Term

Initial Franchise Fee = \$65,000

- Protected Residential Territory
- Veteran's discount (20% / \$23,000) = \$52,000

On-Going Fees

- Royalty = 6 – 5 – 4 % tiered of gross sales
- Brand General Advertising Fund = 3 – 2% tiered gross sales
- Technology Fee = 0.35% of gross sales



U.S. home improvement sales reached \$544.6 billion in 2023. According to Statista, this amount is expected to continue to grow, reaching over \$620 billion by 2025.

According to the Bureau of Labor Statistics, overall employment of painting and coating workers is projected to grow 3 percent from 2022 to 2031, slower than the average for all occupations. Despite limited employment growth, about 17,900 openings for painting and coating workers are projected each year, on average, over the decade.

North America Home Improvement Market size exceeded USD 369 billion in 2023 and is expected to witness over 6.2% CAGR from 2023 to 2033 according to Graphical Research. Increasing spending on home improvement projects owing to the strengthening of the economy and recovery of housing prices will drive the market growth.

The most popular home improvement projects in 2023 were painting home interiors, remodeling bathrooms, and minor kitchen remodels. Americans renovate their homes about every three to five years. This is especially true if you consider painting a room a home renovation. It's common for Americans to do minor changes like this every few years, whether it's for upkeep or aesthetic purposes.

*These are Average Gross Sales for US CertaPro Painters® franchisees who were in operation for at least 12 months in the years listed. All figures are based upon information provided to CertaPro® by US franchisees, who operated a CertaPro Painters® business for the full 12 months of the respective year, including those that are certified to perform commercial services. Some franchisees own more than one territory. Your individual results may differ. There is no assurance you will do the same. For more information, please refer to Item 19 of our Franchise Disclosure Document.