BRAND OVERVIEW

Our Story

The Footprints Floors Founder and CEO, Bryan Park, grew up in South Denver. He attended the Air Force Academy in Colorado Springs, CO, and served this country in Omaha, Nebraska. Like most who serve, Bryan's military experience strengthened his belief in, and commitment to, integrity, duty, and leadership.

When Bryan and wife Kelli settled in Littleton, Colorado they started a family, having three energetic girls and three very big dogs — all of whom were unforgiving on his wood floors. When looking into the various flooring restoration and installation options available to him, Bryan noticed that the industry was highly inefficient and unscrupulous. It was nearly impossible to find providers who worked with a true sense of honesty and fairness. Changing this was not only an opportunity for Bryan, but it was practically a calling.

Over the last decade, Bryan has focused on changing the flooring industry, and while on that journey, he built a business that is highly profitable, systematized, and scalable. In the last five years, Bryan found a new calling in business mentorship, having now helped several first-time Franchise Owners find levels of success that they did not before believe could be possible. In 2018, Bryan was committed to deepening his new sense of purpose by sharing the Footprints' recipe for success and ongoing support with new Franchise Owners all across the country!

What is Footprints Floors?

Footprints Floors has excelled as a family-owned and operated, one-of-a-kind, versatile flooring business. Great floors and great impressions are what we are all about! Over the past decade we have managed crews that are mastered the installation of vinyl, laminate, tile, stone, and specialize in the installation and restoration of hardwood. At Footprints Floors, we operate with a true sense of honesty and fairness and pride ourselves on providing outstanding customer service from the initial call to the final payment. Our dedication to the services we provide has allowed us to quickly become the largest flooring contractor in the state of Colorado!

Footprints Floors might sound like a traditional flooring company, but we are far from it. We have taken the standard idea of a flooring business and reinvented it to be simpler, more efficient, and extremely cost-effective for our Franchise Owners. We are a home-based opportunity with minimal overhead as we do not have any showrooms or samples. Our Franchise Owners simply act as consultants while working with customers. They determine what their client is looking for, complete the estimate, and then allow the customer to source the flooring from anywhere they see fit, there is no hardcore selling with our concept!

To make it even more straightforward, our corporate team makes the phone ring and then answers it! This is a highly assisted franchise concept where corporate not only helps to generate customers but also provides Franchise Owners with a call center that fields all customer calls and completes scheduling. We have truly laid down all the necessary footwork to ensure our Owner's success.

How It Works

1. Acquiring Jobs
Customers request work through the Corporate Call Center.
The Corporate Call Center then refers work to the Franchise Owner.

2. Confirming Jobs
The Franchise Owner meets customers, confirms work and collects down payment.
Confirmed work is then referred to the Production Coordinator.

3. Completing Jobs
The Production Coordinator then refers confirmed work to the Subcontractors.
Subcontractors then complete all work.

4. Confirming Completion
Production Coordinator confirms work has been completed.
Franchise Owner confirms satisfaction and collects remainder of balance.

What will it cost?

Investment Range
$68,130 – $95,580

Franchise Fee
$60,000

Royalty
6% Monthly

What can I make?

Average Gross Sales
$747,401*

Top Location Gross Sales
$1,191,087*

*Numbers found in our 2020 FDD

Why Footprints Floors?

Low Investment & Quick Returns
Footprints Floors Owners can start their business for under $69,000 that only that but when they follow our proven and successful model, they can recoup their entire initial investment within 3-6 months.

Outstanding Economics
System-wide in 2019, we saw Average Gross Sales of $747,401 with our highest performing territories hitting almost $1.2 Million!

Home Based & Minimal Employees
Our Franchise Owners don't have a showroom (mobile, or brick and mortar). This concept is home-based. Owners hire subcontractors to perform all jobs while overseeing the business from a management standpoint. This means there is no rent, no build-out, and no HR costs, making our overhead extremely low and margins very attractive.

Lead Generation Assistance
Our corporate team is dedicated to ensuring the success of Franchise Owners by helping them obtain customers before the business even launches! We assist in lead generation in a few different ways including Yelp, BBB, Google Adwords, Portals, SEO and Social Media.

Call Center
Once the corporate team generates customers from the various platforms above, they are all directed through our call center which answers all incoming calls, sets customer appointments that meet the Franchise Owner's schedule, and directs inquiries to the appropriate Owner based on territory. Not only does this significantly reduce the workload for Franchise Owners but it also guarantees every customer's first contact with Footprints Floors is professional and handled correctly.

*Numbers found in our 2020 FDD

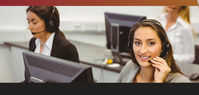
The Footprints Floors Foundation

Home based opportunity with minimal overhead as Owners have no showrooms or samples.

Corporate assists in finding customers for the Owner. Also, no hard selling with this model!

No employees and no experience necessary! All jobs are completed by subcontractors.

Subcontractors install all kinds of flooring including laminate, vinyl, tile, and restore hardwood.



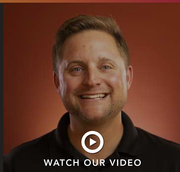
Our Corporate Call Center fields all customer inquires and handles scheduling for all our Owners.

Ideal Partner

- **No service or flooring experience required!**
- **Business acumen**
- **Sales & management experience**
- **Customer service oriented**
- **Ability to multi-task**
- **Organized, punctual, accountable**
- **Multi-unit capable**
- **Strong communication skills**
- **Motivated & outgoing**

Required Liquid Capital
$50,000

Required Net Worth
$350,000



Support

Our initial training program is held at our corporate headquarters in Colorado. It consists of 56 hours in a classroom and 67-hour on-the-job training.

After initial training Owners go back to their territories and work for three weeks, then return to training so we can dive deeper and answer more specific questions.

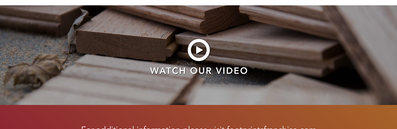
We assist in helping Owners find customers and offer the corporate call center as a way to simply the business.

We host regular support calls, webinars, and Owners have access to online training modules.

We also foster a support network among our existing Franchise Owners. Like any family, our Owners constantly look out for each other offering a unique support system rarely found in the franchise industry.

We assist in the creation and maintenance of promotional materials including direct mail and print ads, consumer relations, website development, search engine optimization, and the development of technology.

We host our annual meetings either in late winter or early spring.



For additional information please visit footprintsfranchise.com