



KITCHEN  SOLVERSSM

America's Premier
Kitchen Remodeling
Franchise Company

WHY IS KITCHEN SOLVERS A GREAT BUSINESS OPPORTUNITY?

HOME-BASED BUSINESS **NO STOREFRONT REQUIRED**

You avoid huge start-up costs and ongoing expenses that come with a brick & mortar storefront by operating completely at home. This allows you to achieve your breakeven goals faster.

CASH BASED BUSINESS-NO RECEIVABLES

Your materials costs are paid upfront eliminating the need for the business to fund projects. 90% of cash flow revenue is collected before the project installation even starts.

NO INVENTORY

You will have little to no money tied-up in inventory. All our materials are custom-ordered to fit the specific needs of the customer and are manufactured singularly as individual projects.

USUALLY 1-2 EMPLOYEES

Most franchise owners successfully operate their business with less than two employees so payroll related expenses are kept to a minimum.

PREFERRED VENDOR DISCOUNTS

Our preferred vendor program allows us to offer franchisees with substantial and exclusive discounts on all materials. This serves as a powerful advantage you have as being part of Kitchen Solvers franchise.

INDUSTRY EXPERIENCE

33 years of industry experience and over 45,000 kitchens remodeled

STARTING OUT...WHAT WILL IT COST? **

Typical Start-up Costs: \$40,000.00 - \$50,000.00*

Fees Paid to Kitchen Solvers

| | |
|-------------------------|--------------------|
| Franchise Fee | \$25,000.00 |
| Supplies Package | \$ 3,900.00 |

Additional Cost

| | |
|---|----------------------------------|
| 90 Day Minimum Advertising Spend | \$ 5,000.00 |
| Miscellaneous Expenses | \$ 5,000.00 - \$10,000.00 |

**This does not include living expenses incurred during the ramp up of your business*

***See the Kitchen Solvers Federal Disclosure Document for complete details*

FRANCHISE VISION PLAN

The FVP creates a vivid picture of the business that the franchisee hopes to build, and it will define exactly what “success” really means to individual franchise owner. The FVP will provide the big picture details of what a franchise owner hopes to achieve. Having a 3-5 year vision plan in place will guide short-term business strategies.

As we work with you in our initial discovery process, we help define your FVP. This allows both of us to ensure that we are a good fit for each other.

The FVP serves as the foundation to establish your Kitchen Solvers business plan.

LEAD GENERATION

Kitchen Solvers recognizes that lead generation serves as the foundation for successful franchise outlets. The trick is developing a methodology that will drive consistent lead flow. That’s where the Lead Generation Action Plan “LGAP” comes in. It is a documented planning process that serves as the premise for local marketing and advertising. Important components of LGAP include; media strategies, budget development and allocations by media, campaign development, implementation and measurement.

At Kitchen Solvers we strive to stay at the forefront of online lead generation technologies. As part of our system you have access to a cutting edge lead generation tool. There are multiple facets to this program. Some of which includes Pay Per Click (PPC) management and implementation. We will customize local landing pages and make sure that your ads are at the top of your customer’s internet browser. This also comes with full performance metrics so that we can optimize the best performing key words. We also monitor the internet presence of your competitors in your area 24/7. With real time results, you will know how your internet advertising efforts are doing compared to your competition.

Social media is also a big player in internet marketing. We have an in-house employee that will manage your Facebook, Twitter, etc. for you.

Along with social media there are other local listings webpages that capture your information. We will push your information out to over 500 different websites and make sure that at all times, your information stays up to date.

In addition to internet marketing, we also utilize the traditional local marketing campaigns. This includes radio, print, TV, direct mail strategies, etc.

Networking and prospecting is also a key element in lead generation. We have the coaching to help you.

Bottom line is that lead generation is a key factor in the success of your business. We give you the tools to be successful in your lead generation efforts.

COACHING AND TRAINING

We continuously work with you, until you feel comfortable with your business. We like to look at this training as “customized coaching”. Different people have different strengths and weaknesses. While we build on your strengths, we also concentrate on improving your weaknesses.

We are not a “train and go” franchise system. There is some “training” that happens as you launch your business but we know that to ensure the most success you will need coaching on an ongoing basis. This also incorporates a lot of on the job training for the mechanical side of the business. We also realize the importance of business management coaching that will help you maximize your business success.

Our president, Gerry Henley, likes to say “You start this business to sell the business”. This means that building the equity of your business is the most important aspect. In the Kitchen Solvers business model, that equity is built by your profitability.

Everyone at the home office is just a phone call away. We are eager to help franchisees grow their business. We truly believe that your success is our success!

NEXT STEPS

After you request information from Kitchen Solvers, Gerry Henley or his associate Zach Nolte will contact you to schedule a one-on-one call. This is our prequalification call. We want to find out how long you have been looking into franchising, what you know about Kitchen Solvers, what is your time frame, and also any other basic questions you may have.

After the first initial meetings, when you are ready to learn more about Kitchen Solvers, we will send you a few documents/questionnaires. One of those documents is our Franchise Disclosure Document (FDD). The FDD is an in-depth document containing government regulated information about our franchise system. The two questionnaires that you will see are a Spot-On assessment tool and a financial questionnaire. The Spot-On assessment tool allows us to learn more about who you are from a business perspective. The financial questionnaire gives us a good look at your financial assets.

After receiving those documents and reviewing them, we are now able to take you even further into our process. We will work on your FVP, your business pro-forma “how much can you make”, and finally we want you to call our existing franchisees. We call this the validation stage of our process. As we are validating you as a potential partner, you are validating us and our existing systems.

As we progress and we both feel that we will be a good partnership, we ask you to visit us at Kitchen Solvers headquarters in La Crosse, WI. There's simply no replacement for a face-to-face meeting, and we want franchisees to know the people who will be helping them as they launch their business.

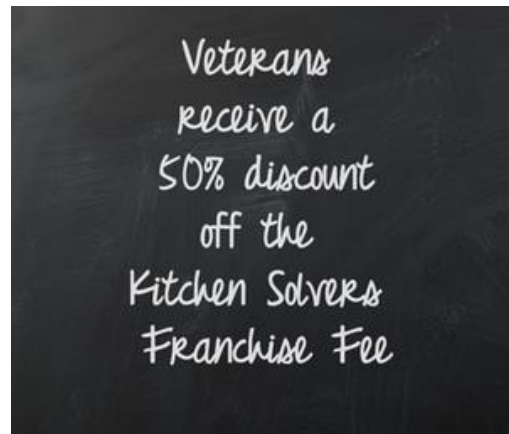
A GOOD FRANCHISE FOR VETERANS

Kitchen Solvers Franchise Offers Discounts for Veterans



Veterans Transition Franchise Initiative

Veterans make excellent business owners, and Kitchen Solvers is determined to help them begin new careers that will allow them to prosper, which is why Kitchen Solvers participates in the International Franchisee Association's VetFran program, and offers veterans a discount of 50% on the franchise fee.



The remodeling industry is built on trust, and no one is more trusted or better respected than a veteran who has spent years of his or her life serving the nation. Communities embrace veterans, and are eager to see them succeed.

Kitchen Solvers provides an excellent system that, when followed, generates results for franchisees. Veterans themselves excel in franchise systems because they are highly motivated, proactive and excellent at following a successful system.

TESTIMONIALS FROM OUR FRANCHISEES



Owning a Kitchen Solvers franchise has been a wonderful and successful experience for Brian and me. They always provide the support and guidance necessary to help us operate our business profitably – Brian & Suzie Crowley, Kitchen Solvers of La Crosse, WI

As a relatively new franchise owners William and I couldn't be more pleased with our decision to purchase a Kitchen Solvers franchise. From the time we first expressed an interest in Kitchen Solvers it was apparent to us that they have the best interest of their franchisees at heart. From the very start, they provided the guidance we needed to make this life changing decision, and their support hasn't stopped. Kitchen Solvers provides many valuable benefits to owning a franchise. Their preferred vendor program, marketing support, IT services, and business management systems have all been tremendous assets. In the short 2 years we've owned a franchise, these programs have contributed to the tremendous growth we are now experiencing today. We have always found the home office especially responsive to our needs. They promote a spirit of cooperation and are always willing to do what they can to help us succeed – Shane Svarczkopf & William Newkirk, Kitchen Solvers, Gulf Coast, FL



When Jeanne and I decided to purchased our Kitchen Solvers franchise back in 1997 we really had no idea where the road to owning a business would take us. Like any investor, in many ways we took a leap of faith; hoping for best in spite of the many challenges we knew were in front of us. We can honestly say, the decision we made back in '97 has changed our lives. What a great and rewarding business venture. It has helped us achieve both our financial and personal goals. We can't say enough about the wonderful support and guidance we receive from the home office. They have always made a concerted effort to reach out to us regularly; they openly accept ideas, feedback, and yes, constructive criticism. The Kitchen

Solvers support team has been a tremendous asset for Jeanne and I and we can always depend that they will be there for us when we need them.

“I couldn’t be more impressed with the willingness of the support staff to embrace the ideas and feedback from franchisees. They have a real understanding of the challenges franchisees face and deliver the systems to help overcome those challenges. As a franchise owner since 1998, I have always been impressed by the new and innovative support programs they continually provide.”

Larry Schaffert, Myersville-Frederick, MD

