

FRANCHISE REPORT | 2020

AMERICA'S PREMIER KITCHEN REMODELING FRANCHISE



www.kitchensolversfranchise.com

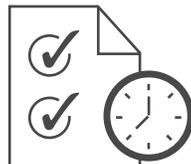
Kitchen Solvers OPPORTUNITY

Our mission is to deliver the most **Pleasant Remodeling Experience**. We live for the “wow” moments our customers have when they step into their new space that has been carefully **designed, crafted, and installed**. We combine quality products, complete and timely service, and unparalleled skill since 1982, to provide homeowners with a pleasant remodeling experience the **whole time, every time**.

We commit to being innovative and energized partners to support our franchise partners with respect and integrity. To start, we offer:



An affordable start-up investment



A customized 3-5 year business plan



A business model that is cash-based



A tailored marketing plan



Preferred vendor discounts



Business models that are home-based

“Kitchen Solvers takes a personal interest in helping their franchisees succeed, and as a relatively new franchise owner, this is especially important to me!”

- Sarah Baumann
Kitchen Solvers of Eau Claire

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Kitchen Solvers

OUR PROMISE

We provide a business experience like no other, by treating you just like we treat our remodeling customers. We take a **hands-on approach** to understanding your individual goals and skill-sets in order to adapt our training and ongoing support to help you **build your legacy**. Our core values emulate our vision:



Partnership

We're a team throughout your entire legacy with Kitchen Solvers.



Integrity

We remodel your expectations for remodeling and franchise systems.



Energized

We feed off of your energy and thrive on collaboration.



Respectful

We respect you and your business as if it were our own.



Innovative

We transform spaces and your business through innovation.

“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.”

-Suzie Crowley
Kitchen Solvers of La Crosse



Before



After

Kitchen Solvers ADVANTAGE

Kitchen Solvers is a **38-year old** brand that has **built its legacy** on both the long-term experience in the remodeling industry and the innovative business ideas brought forward by the expertise of the home office team. This franchise system is driven by one thing -- **providing an unforgettable moment for customers**. The culture that runs deep at Kitchen Solvers is one of compassion. Franchise partners treat clients exactly how they would want to be treated. The home office team also puts themselves in the shoes of franchise partners to continually modify business systems to make it easier for franchise partners to run their business more efficiently and effectively.

“My philosophy is, and will continue to be, driven by one simple question -- if I were looking to start a franchise, what would I want and need to be successful? In 2017, when I took over as President of Kitchen Solvers, I was able to instill a culture that drives success through three things: franchise satisfaction, innovation, and per unit metrics.”

- Zach Nolte
President of Kitchen Solvers

Kitchen Solvers is unlike any other business opportunity, in that the home office team customizes training and support to YOU. When you leave training, you receive all of the tools you need to bring the pleasant remodeling experience to homeowners. As well as:

A franchise vision plan customized to you and your 1-, 3-, 5-, 10-year business goals and the steps we will take together to accomplish them.

A quoting tool that allows you to complete an estimate in 30 minutes or less and provide a quote before leaving the home.

A customer relationship management tool that keeps track of your contacts, manages their status in the sales process, and sends automatic communications.

A full scope of products at discounted vendor rates that allows you to never have to say “no” to a project request.

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Kitchen Solvers MARKETING PLATFORM

We combine the platforms of **5+ digital giants** with **fresh content created by the Home Office** to put you in front of your **prime target audience**. From the day you launch, you receive:

- Professional ads created by the Home Office to advertise on Google, Facebook, Instagram, YouTube, and over 2 million websites and apps.
- Complete advertising transparency and optimization.
- An app to manage your budget and review performance.

Tech-enabled and cost effective

Easy to use and read analytics

Constantly updated ad creative

Quick onboarding done by Home Office



“ The Kitchen Solvers marketing platform is like having a full marketing team in your back pocket. Unless you are a digital marketing expert, it is very hard to build and implement digital ads. The Home Office takes care of creating the ads and franchise partners have full transparency in the app to see the ads and their return on investment. ”

-Kali Morgenthaler, Director of Marketing for Kitchen Solvers

Kitchen Solvers

INDUSTRY NEWS

Kitchen Solvers has tapped into the **\$347 billion home remodeling industry**. Kitchen and bath remodeling has seen its ups and downs throughout the years, but it is never going to go away. Most people have a kitchen and whether it is something that they moved into, or something they've created, chances are they will want to update at least one kitchen throughout their lifetime. It is estimated that **\$130.8 billion is spent on kitchen and bath remodeling**.

Kitchen Solvers has been around since 1982 and has seen volatility in the economy. The kitchen remodeling franchise has been recession resilient and has always been able to flex with the ever-changing demand. It is **continually growing** and Kitchen Solvers fits a niche that allows us to provide simple upgrades, as well as a full kitchen remodels. This allows for fluidity in offerings, while we have a consistent pulse on the latest trends and industry changes. Some of the most recent information about the kitchen and bath remodeling industry are:

In March 2020, home
refinance applications surged by
79%

Kitchen and Bath
Industry Valued at
\$130.8 Billion

Average kitchen
remodels from
\$23,452 - \$135,547



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BY THE NUMBERS

INVESTMENT

The initial investment of \$91,584 - \$116,720 includes:

- Franchise Fee: \$60,000 per territory
- Exclusive large territory
- Pre-opening training
- Initial Marketing & Advertising
- Vehicle
- Insurance
- Installation Tools
- Technology
- 3-Months Working Capital

Royalties are on a sliding scale starting at 6% and sliding down to 2.5%.

SBA Approved

VetFran Discount Available



PROFITABILITY



Average Ticket
\$15,059



COGS
42%



Labor
14%



Gross Profit
45%



Average Gross Sales with 2+ Full-Time Employees **\$636,635.87**

Kitchen Solvers

BUILD YOUR LEGACY

Do you think you have what it takes to bring the **pleasant remodeling experience** to homeowners in your area? Kitchen Solvers is made of franchise partners from many different career and personal backgrounds. One thing they all have in common is their drive and dedication to serving their clients. Who makes an ideal franchisee?

Our franchise partners share common qualities and traits, including:

- ✓ Extroverted
- ✓ Unyielding dedication
- ✓ Excellent communication skills
- ✓ Customer-oriented
- ✓ Hands-on management style
- ✓ Servant leadership

“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 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
Kitchen Solvers of Frederick

Kitchen Solvers

STEPS TO OWNERSHIP

When you call us at **888.484.8468** or email us at **franchise@kitchensolvers.com**, we take you through the following discovery process:

1 Initial call and walkthrough of Kitchen Solvers and the opportunity.

2 Overview of Franchise Disclosure Document (FDD) for detailed financials.

3 Executive call with Kitchen Solvers leadership and a few franchise partners.

4 Final Overview on Decision Day with Home Office team at Kitchen Solvers.

“ I knew Kitchen Solvers was the right fit when I met all of the wonderful staff, and spoke to some of the franchisees. I could see it was like a big family, which is important to me. ”

-Mark Langley
Kitchen Solvers of Raleigh



CONTACT US

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