



**PROTEK**  
CONCRETE RESURFACING



# **BECOME A B-PROTEK PARTNER**

Information document

B-Protek is known for its outstanding customer service. We do not take our customers for granted and we are ready and able to meet the many challenges to help you accomplish your projects.

**Nicolas Desjardins**  
President

Dear prospective partner,

To begin, I would like to thank you for taking the time to review some information on our business model. We are pleased to share our passion for entrepreneurship and concrete flooring with you. We also hope to pass this passion on to you.

Here is an introductory information document that answers frequently asked questions on diverse aspects of our franchises. Throughout the review of our business model, we will provide you with comprehensive information. You are welcome to contact us at any moment to ask questions or obtain clarifications; we will be happy to work with you.

Kind regards,

*Nicolas Desjardins*

Founding President

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# FAQ'S - Answers

## The Company

### 1. Why choose B-Protek?

There are many reasons to work in a network of franchises by choosing B-Protek vs. being on your own. Here are a few:

- Owning your own business within a unique network of franchise partners
- Being independent and managing financial and operational processes yourself
- Starting your business with a respected and well-structured brand
- Having your advertisement, marketing strategies, and website already developed
- Benefitting from a range of exclusive and high-quality products with a supply chain already in place
- Benefitting from proven techniques as well as initial and continuous training
- Enjoying high-quality technical and operational assistance
- Benefitting from a system of structures that facilitate the effective management of your business to achieve its operational and financial goals
  - Call Center Service
  - Quotation and Invoice Management Application
  - And more
- Having the opportunity to participate in the decision-making process through your participation in different committees
- Working hand in hand with us to maximise your success

### 2. What type of Franchisor is B-Protek?

There are two types of franchisors; the traditional and the modern.

We define the traditional franchisor as one who focuses on the centralization of decisions, directives and control at head office, much like a control tower. They look for franchisees whose mission is to apply the decisions and directives issued by the franchisor.

The modern franchisor seeks to attract talented people who, through their expertise and experiences, will help influence the structure of the company and develop it to achieve its vision. This is how we define ourselves at B-Protek.

### 3. What is the key to success according to B-Protek?

An outstanding customer service is indispensable for us. Consequently, we choose our franchise partners based on their entrepreneurial mindset while giving them the required tools to lead their franchise like a full-scale SME. At B-Protek, opening a franchise is a lot more than buying a name and equipment, which is why we put a lot of our effort in training.

### 4. How long has B-Protek been active and how many franchises are in its network?

Nicolas Desjardins founded B-Protek in 2014 after over ten years of experience at the head of his former residential and commercial painting company. B-Protek, known as “Béton Surface” in Québec, welcomed its first franchises in 2015 and since then has had two or three new franchises opening every year. There are now 3 B-Protek Franchisee: Kingston (ON, Winnipeg MB and Ottawa ON). Also there are 15 franchises working under the “Béton Surface” brand in Québec, operating 21 territories.

### 5. What is B-Protek’s vision, mission, and values?

*Our Vision* - To be the uncontested leader in concrete flooring solutions in the eyes of Canadian consumers.

*Our Mission* - Build trust, one customer at a time

*Our Values*

**Respect:** We are professional and respectful with our clients and partners. Our actions and words are guided by integrity and transparency.

**Attentiveness:** This value allows us to adapt to the needs of our clients and partners. Problem solving is an integral part of our commitment to maintain a harmonious and satisfying business relationship.

**Rigour:** Each action we take and each decision we make are geared toward obtaining optimal and winning results for everyone.

**Commitment:** We believe that committing to and collaborating with every client, partner, franchise partner, employee and supplier will help us improve and adapt – this is the foundation of our business model.

## 6. What are the results of current franchises?

The success achieved by franchisee depends on numerous factors including, but not limited to, the experience of the franchise partner, their profile and aptitudes in management, employee competence, rivalries, meteorological conditions, tendencies in customer traffic, economic climate, operating hours, customer service, site cleanliness, and so on.

You will find information on average results, proportions of product and labour costs based on the P&L's (profit and lost statement) of the actual franchisees and even more in the Full Disclosure Document (FDD) when you study our business model more closely.

## 7. Do you guarantee clients?

There is no set number of clients guaranteed by the franchisor. Clients for a franchise are defined by their exclusive territory.

Prospective clients who contact B-Protek were motivated by our marketing strategies and referrals.

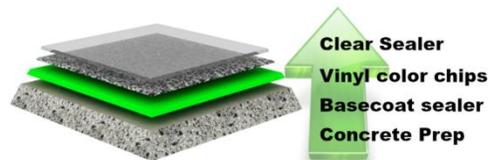
## Products and Services

### 8. What is the range of products and services offered?

#### Polyurea Garage Flooring

Our best-selling product is undoubtedly the polyurea with vinyl flakes, which can be installed in garages or on exterior balconies and stairs.

A garage flooring option that has created quite a stir in the industry in recent years is polyurea or polyaspartic coatings. This type of coating, relatively new, has become the favourite of installers and an alternative to epoxy. It has also created some confusion among homeowners. This system's rapid curing ability is presented as the "Holy Grail" of floor coverings and is billed as the best of all coatings.



## Epoxy Floors

The second product most frequently chosen by clients is metallic epoxy. In fact, we offer three types of epoxy: clear, plain, and metallic.

Metallic epoxy flooring is a new high-tech trend and an interesting option for those looking for a more exotic style. These coatings create a deep glossy floor with a variety of colours and visual effects. Some even create three-dimensional effects that suggest depth and give the illusion of craters, undulations, and swirling metallic rivers.

*\*\*For more information, consult our website at [www.bprotek.com](http://www.bprotek.com)*

## 9. Which markets are served?

We concentrate on the residential market, but we also work on small commercial projects. There is a lot of potential for the residential market; few quality companies focus on this market. Moreover, it is one of the best ways to develop our brand image.

## 10. Can I offer services other than those already offered by the company?

Services offered are stipulated by the franchisor but elaborated together with franchisees. To maintain consistency in our network, you cannot add services in your company unless they are approved by the franchisor.

## 11. Where must I order products?

We work in partnership with renowned suppliers and benefit from substantial buying power. By becoming one of our partners, you will have to work with the products specified by the franchisor and work hand in hand with him for tests and product selection.

## 12. Who handles quoting?

Each franchise partner is responsible for their own sales consultations, quotes, and following up on these to achieve the highest possible closing rate (number of accepted quotes).

## Territories

### 13. How were territories defined?

Territories were defined based on demographic studies, such as the number and age of houses, mean income of homeowners, etc. Territories were geographically determined by postal code. The size of the area varies, but each territory offers similar financial potential.

### 14. Is it possible to own and operate in more than one territory?

Yes, it is possible to own and operate in more than one territory. However, it is not possible to work in a territory that is not yours.

## Becoming a Franchisee

### 15. What are the requirements to become a franchisee?

We are looking for passionate partners. If you are:

- A born entrepreneur
- Respectful and want to offer impeccable customer service
- Dynamic and ready to overcome all obstacles
- Rigorous and well-organized
- Dedicated to improving yourself constantly and like challenges
- Committed to excellence
- A team player
- A person with good credit score and who has a clean criminal record

You might be an excellent candidate!

## 16. What are the steps to become a franchise partner?

1. Complete **Interest Form** (B-Protek web site, Franchise show, Other sources)
2. Receive a **General Information document**
3. Phone call (or videoconference) **Information meeting**
4. **Confirm your interest** in our business model, by receiving our Full Disclosure Document (FDD) for a 14 days review.
5. **Review Full Disclosure Document** (FDD) – 14 days  
You can always contact us during this period if you have any questions
6. Complete **Franchise Request Form** (part of the FDD)
7. **Due Diligence** period for Franchisor and Franchisee
8. **Headquarter meeting** with development specialist and selection committee
9. **Deposit Agreement** with **Deposit** to reserve territory
10. Become a B-Protek partner by **signing the Franchise Agreement**
11. **Set-up your Business**
12. **Complete training**
13. **Operation start-up**

## Investing

### 17. How much do I need to invest to open a franchise?

\$93 500 to \$110 000

### 18. What is included in the initial investment?

Description	Low Approx. amount	High Approx. amount	Method of payment	When due	To whom
Franchise Fee	\$ 30 000	\$ 30 000	Cheque	Upon execution of the Agreement	Franchisor
Initial Training Program	\$ 10 000	\$ 10 000	Cheque	Upon execution of the Agreement	Franchisor
Initial Inventory of Prodeucts	\$ 7 500	\$ 7 500	As required	As required	Suppliers
Opening Marketing Campaign	\$ 17 500	\$ 21 000	Cheque	Upon execution of the Agreement	Franchisor
Equipment	\$ 22 000	\$ 25 000	As required	As required	Suppliers
Vehicule Insignia	\$2 500	\$ 3 500	As required	As required	Suppliers
Travel, meals and board (2 employees)	\$ 2 000	\$ 5 000	As required	As required	Suppliers
Permits	\$ 1 000	\$ 2 000	As required	As required	Suppliers
Legal and Accounting Services	\$ 1 000	\$ 4 000	As required	As required	Suppliers
Miscellaneous and Expenses	0\$	\$ 2 000	As required	As required	Suppliers
<b>Total Initial Investment</b>	<b>\$ 93 500</b>	<b>\$ 110 000</b>			

### 19. How much are royalty fees and what are they used for?

Royalties to the franchisor are 7% per sale. This is put to use in one of our numerous services such as the call center, the integrated management software, research and development, continuous support and training, maintenance of the Operations Manual, and more.

Another 7% is intended for the different marketing funds, including the website, Google ads, social networks, and all other strategies devised by the marketing committee.

## Training

### 20. What do you mean by training?

Your initial investment includes introductory training on:

- How to operate the equipment
- Products and application techniques (classroom and on-site training)
- Management information system
- The different management aspects of your company
- Our marketing strategies
- Sales (classroom training and support in your territory)
- And more!

Various trainings may be added during the year, such as technical, health, and safety trainings or trainings on new products.

## Assistance and Support

### 21. Do you have an integrated management information system?

We work with an information system accessible from numerous platforms. This system was devised to draw up quotes as well as manage your clients and billing. This system makes it possible to better manage your company and gives you valuable real-time data on your results.

### 22. How much support can I expect from the head office?

Each franchise has different experiences, forces, and challenges. At B-Protek, we are aware of these differences and strive to provide personalized support related to each franchise's needs by putting the head office's time, energy, expertise, and experience at their disposition. This support may be in the form of on-site visits, follow-up phone calls on specific subjects, cash-flow calculation exercises, rentability studies, supplementary personalized training, and more.

## Our Team

Currently consisting of more than six passionate and committed employees in diverse yet complementary fields, our head office team's mission is to ensure everything is in place to support and help you develop and manage your company.

Your success is our success!



**Nicolas Desjardins**  
Founding President



**Congie Pengue**  
Sales Director



**Joëlle Archambault**  
Operational Development Coordinator



**Isabelle Bourgeault**  
Administrative Coordinator



**Patrice Bélair**  
Franchise Development Director

Receptionists, Call center

## Award & Recognition

B-Protek franchises has been named a finalist for the **2019 and 2020 Golden Link prize** awarded by the Counsel of Quebec Franchises

*The Golden Link (Maillon d'or) is the annual grand prize awarded by the Quebec Franchise Counsel. It highlights the excellence and innovation of a company at the heart of franchise development in Quebec.*

