

Join the #ditchtheDiY Revolution



HARDING'S

YOUR IMPROVEMENT COMPANY

FRANCHISE INFORMATION



PAINTING | HANDYMAN

The Benefits of Franchise Ownership

A few of our other key benefits of a franchise are:

Our franchise partners are business leaders with a passion for customer service, great people skills as well as expertise in business and business operations. Experience in the vocation is an asset but not a prerequisite. Notice how we said, *Franchise Partner*, not Franchisee. At Harding's our franchisees are our partners, we stand shoulder to shoulder with them, supporting them at every step.



There are a multitude of benefits for owning a franchise system. Many of these may be generic from franchise to franchise and some are specific to our industry or to our specific brand. Our ownership team started in the painting business in 1996 and we have learned every trick in the book to make your franchise a success. The addition of our handyman division in 2011 has only diversified our experience in developing a winning franchise system.

Harding's operates uniquely compared to most franchise systems. This system allows you, the franchise partner, to reduce your overall operating costs and concentrate on estimating/sales and training/motivating your people. Harding's support helps you achieve the profitability and success you desire.



A key benefit to Harding's is accepting payments, so that you do not have to. All payments from clients are sent directly to our head office via e-transfer or credit card through the client's invoice or online. Did you accepted a cheque? No problem, deposit it to our account and you are good to go. This simplifies your life with not having to worry about or pay for payment solutions, tracking payments, and reduced fees.

Quick Opening Process

From the time you request information to the time you are open can be just a few months

Franchisor Experience

The support system in place comes from decades of experience in the painting and handyman industry, not to mention strong leadership in entrepreneurship and franchising

Cost of Entry

Being a home-based business, your overhead is low, in fact, you can write off your mortgages interest! It is also a low start-up cost, with most franchises costing under \$50,000 CAD

Vendor Pricing

As your partner, Hardings negotiates volume-based pricing for product and tools that off independent contractors cannot receive

Lead Generation & Lead Management

Our marketing funnel includes a multitude of avenues that populates leads right to your CRM software. The software then allows you to create, edit, and track client data through the sales process from the date of entry to follow up campaigns days, months, and years after a lead enters the system.

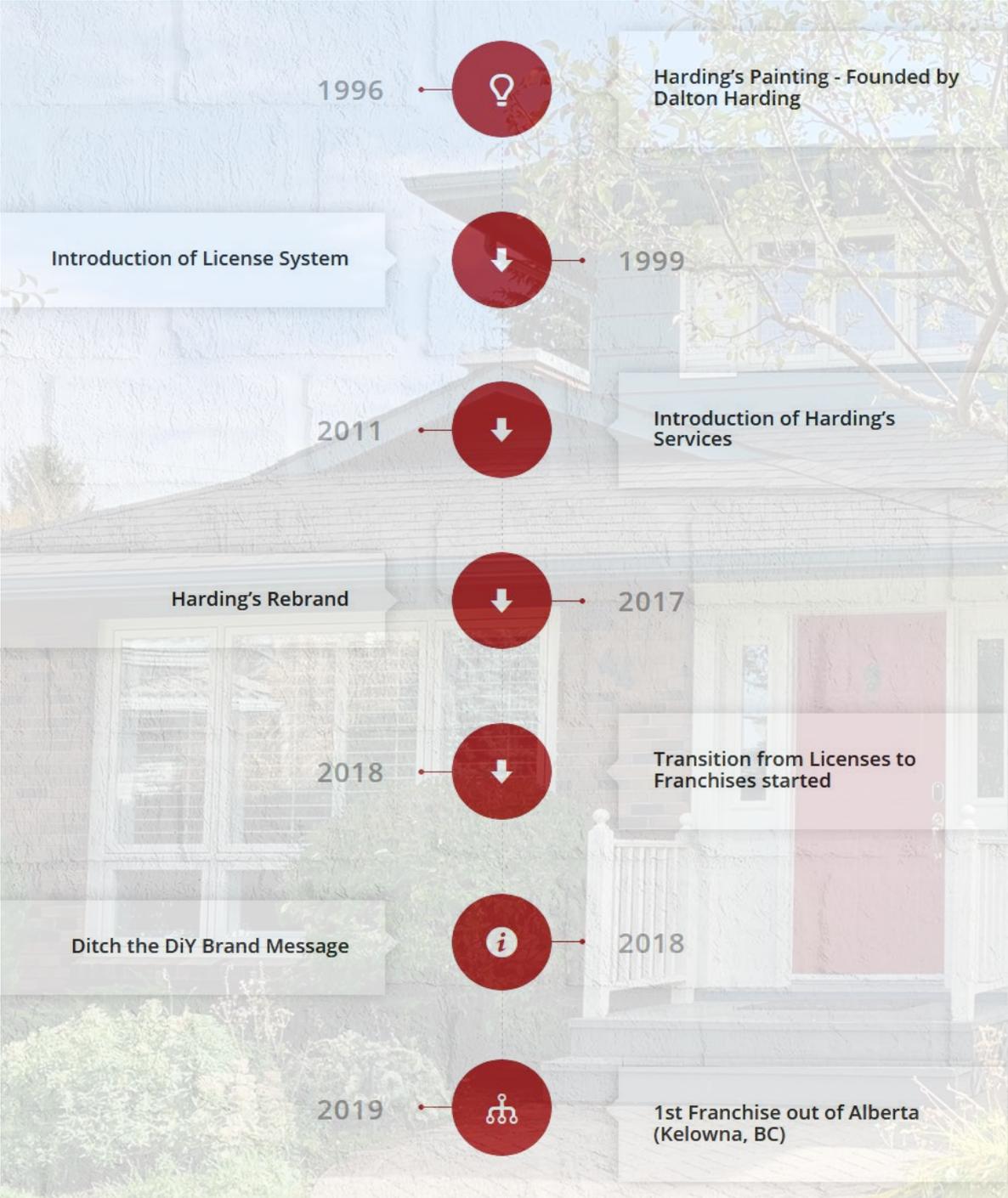
Marketing Materials and Apparel

Your royalty fee pays for an allotment of signage, uniforms, and marketing materials to use on job sites and in your franchise territory to market your business locally

Digital Marketing

Our media team is constantly working on our content and publishing material for use in all markets. From social media posts to digital advertising, we take care of it all so you can concentrate on closing leads

Our History...

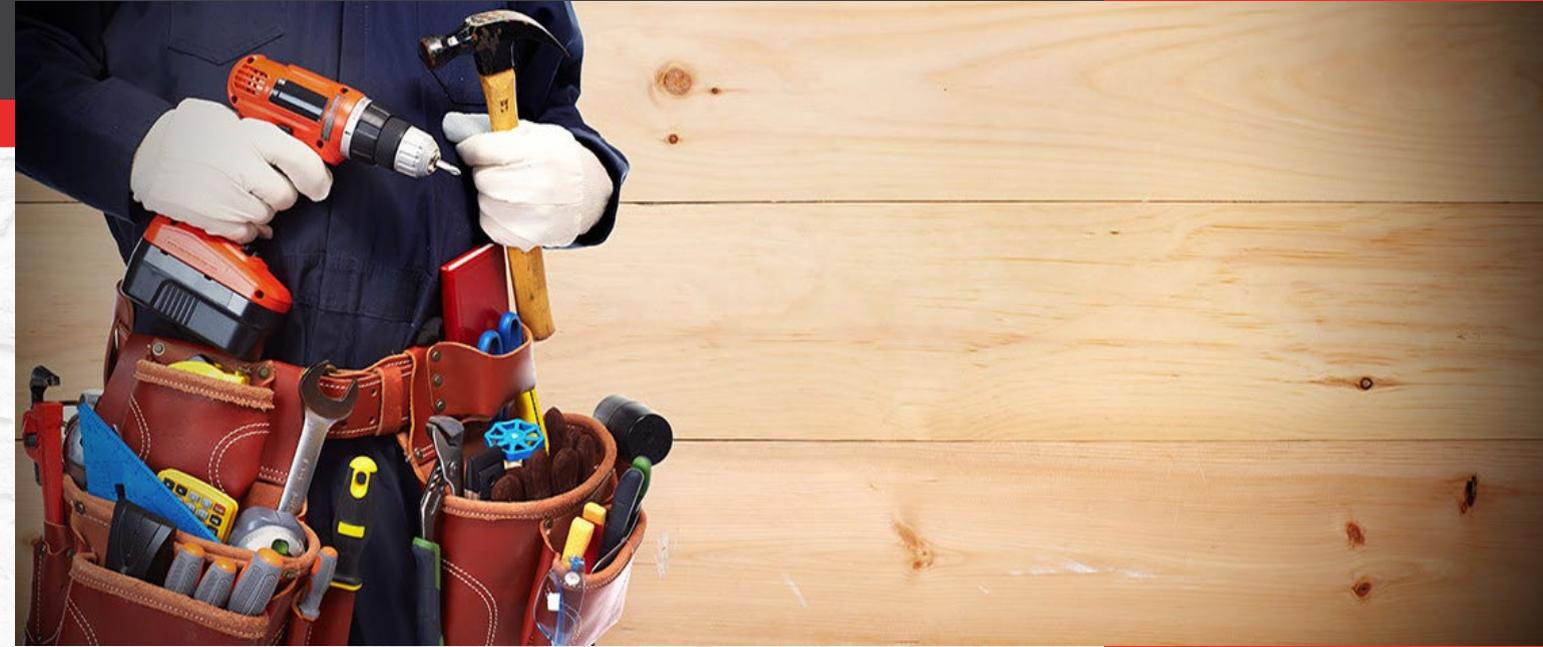


"Ditch the DiY...."



Our Story...

Canadian made, Canadian proud! Hardings Painting was founded in a household garage in Midnapore – Calgary, Alberta in 1996. Our founder Dalton Harding noticed a void in Calgary for a professional painting company that delivered a consistently high-quality product all while providing exceptional service. At the time there were plenty of painting companies operating in the market but most offered workmanship of part-time and seasonal employees. These companies were seemingly fly-by-night operations. Dalton started a philosophy for Hardings Painting bringing 'Peace of Mind' to his clients paintwork, ensuring a worry-free service at competitive prices. As the company continues to grow, the goals and ideals put in place by Dalton in 1996 are still very much evident.



"Home Improvement is hard, so #ditchtheDiY and #hirehardingsinstead"

Dalton started hiring more and more employees and sub-contractors to help him complete projects in the growing company. As the leads came in, he quickly realized he needed help, but rather than hire more, he hired smarter. He did not realize it at the time but what he was creating was a fledgling licensed business on its way to becoming a full-fledged franchise system.

The company grew under Dalton over the next several years, taking on new licensees and expanding the range of services. In 2011 when Dalton sold Harding's Painting to his Licensee team and began to slowly step away from the day-to-day operations of the business. Dalton acted as Chairman of Hardings during this transition period, allowing the management team to grow Harding's into the multi-service company it is today. Offerings now include handyman, interior and exterior cleaning, ceiling texturing, and renovations. Which is now our Painting and Handyman Franchise.

"Home Improvement is hard, so #ditchtheDiY and #hirehardingsinstead"

The Hardings family of Licensees are excited to carry on Dalton's vision. Managing Partner, Rob Hilditch, came on board in 2017 to develop and launch the Harding's Franchise system. Rob brings over 20 years of franchise experience and acumen in construction trades as well as business development.



PAINTING | HANDYMAN

The Investment...

The Investment cont...

Franchise Fee

A Harding's Franchise Fee starts at \$25,000.00 CAD for standard territory of up to a population base of 250,000 people and increases to \$35,000.00 CAD for population bases greater than 250,000 people.

LOW

\$25,000

HIGH

\$35,000

Marketing Fee

The marketing fee is attributed to your initial marketing campaign to promote your new business in your community and is based on your market size. The fee is used for digital, visual and direct marketing within your territory.

\$5,000

\$15,000

Training

Costs may vary based on your territory location and travel costs. There is no fee charged by Harding's for Training. The estimate provided is your hard costs for the training period for your travel, accommodation and food allowance.

\$2,000

\$4,000

Vehicle

There are a few options available with your vehicle. All must meet Harding's professional and colour criteria: Implement a current vehicle you already own, Finance a truck or van for use with your company or lease a truck or van for use with your company

\$0.00

\$45,000

Vehicle Graphics

The estimate to decal and/or wrap your company vehicle with Harding's branded decals

\$500

\$2,500

Equipment

This estimate is to include such items as a computer or tablet to work from and complete estimates with, your cell phone, printer and other office equipment you may require. *Of course, you may choose to utilize equipment you may already have on hand.

\$500

\$3,500

Total Start-Up Estimate

\$38,000

\$105,000

Ongoing costs to consider with your franchise...

Administration Costs: There are few banking fees to consider. HSI accepts all payments on behalf of the franchise partners, therefore HSI recovers these bank fees from the franchise partners. These include credit card fees and transfer fees to accept and process Electronic Fund Transfers ("EFT"). Ask us for details.

Software: HSI utilizes third party software systems to integrate our lead funnel directly into the estimating and CRM funnels. Software charges range from \$50 CAD to \$200 CAD per month depending on the number of users in your system.

Franchise Royalties: The Harding's system is unique compared to other franchise systems and utilizes a flat franchise royalty fee of 12% of gross sales. Royalties are calculated and paid weekly. All payments received by HSI are paid out to the franchise partners every Wednesday* at the difference of the total of gross sales collected less the franchise royalties. All payment made to the franchise partners are directly by EFT to their financial institution.

Marketing: There are various local market initiatives that are encouraged, such as; local signage, door knockers, bus benches, vehicle decals. To name a few. Ask for details.

Vehicle Insurance: You will be using a vehicle with HSI graphics and will require the proper insurance through your company with HSI listed as an additionally insured party.

Cellular Connectivity: A cellular telephone is a necessity in this business to be able to connect with clients quickly and efficiently. We also suggest a data plan that is sufficient to either include tethering for a laptop or tablet in order to do real-time estimates with your clients.

NOTE: These are estimated costs for an individual only, showing a low to high range of investment. Harding's Services Inc. cannot guarantee the exact costs of opening each individual painting and or handyman franchise. Multiple franchises purchased together will vary in cost. Estimates are compiled using previous Harding's licenses or franchises. Your franchise may vary based on, the present-day economy and various other factors beyond Harding's Services Inc. control.

* Subject to change based on market conditions. Regardless, payments are made weekly but may be changed to adjust for such things as holidays and/or month end dates.

How big is my franchise territory?

Harding's uses several factors in determining the size of a specific territory for each of its Painting and Handyman franchises, sometimes combining the two. Demographic information is assessed such as population size, household incomes levels, commercial/industrial access, as well as other regional considerations and then designates specific postal codes to establish a territory.

What is the term of the Harding's franchise agreement?

Harding's franchise agreement is for a period of 10 years, with renewal options of 5 year increments.

How will I attract customers?

Harding's provides leads through brand recognition across a multitude of avenues such as digital advertising, direct mail, email campaigns, and signage, among others. Your continued operations will also develop word-of-mouth good will as well.

Who and how do I hire employees?

The Harding's system is set up to help you navigate who and how to hire your labour. A mix of hired employees and crews or sub-contractors is typically the best fit. An administrator will be required as you grow to accept and schedule leads provided by Harding's. Crews and or sub-contractors will be used to complete the labour portion of the work.

How many employees do I require?

The number of staff, crews or sub-contractors you will require will all be determined by your sales volume. Harding's will help you scale this during your franchise tenure.

How long and where is the training?

The Harding's training program currently consists of classroom, field, and webinar sessions. Travel to Calgary, Alberta is necessary for a period of 10 days. Classroom sessions consist of financial, operational, roleplay and systems training while field sessions consist of estimating and service procedures with seasoned franchise partners in the Harding's systems. Harding's will maintain contact throughout your training and after along with regular field visits.

Does Harding's provide a vehicle?

The franchise partner may be responsible for purchasing an approved vehicle to accept Harding's graphics. Harding's will assess your current vehicle for suitability. If you are required to lease or purchase a vehicle we suggest a truck or service style van.

Where do I get supplies?

Harding's has established a strong partnership with the most reputable paint manufacturers and negotiated preferred pricing for Harding's franchise partners, such as: Sherwin Williams, PPG / Dulux, Benjamin Moore and Cloverdale Paints.

Where do I work from?

On the outset, the majority of franchise partners work from a home office and eventually move into a small office within their territory as they grow and hire more administrative staff. The latter is preferred to take full advantage of our friends at Google.

Who is Harding's?

Harding's is owned and operated by several of its franchise partners, we liked it so much we bought the company (...heard that somewhere before?). Harding's was established by Dalton Harding in 1996 in Calgary, Alberta. In 2011 he sold the company to several of his Licensee's and they have grown it into the franchise system it is today. The Managing Partner that oversees the day-to-day operations is Rob Hilditch.

I have never worked in this vocation before, how am I going to paint or do handyman work?

Painting and/or handyman experience is an asset but you are buying into a business system that operates under the principles of building relationships, completing estimates, hiring the appropriate labour and scaling a profitable business. You may choose to produce projects on your own at the beginning of your tenure but the goal is to be a sales and operations person building a professionally managed business.

What are the Royalty fees?

Harding's has been set up to be as simplistic as possible. The royalty fee is 12% and includes a multitude of services and marketing initiatives. At Harding's we want you to concentrate on making the sale with your client and not have to worry with the peripheral business. We take care of the marketing, payments, social media content and creation, digital advertising, business license(s), general liability insurance, work place insurance (depending on provincial restrictions), yearly uniform allowance, and yearly street signage allowance.

What are the ongoing fees?

In addition to your ongoing royalties, you are responsible for your vehicle insurance, monthly estimating software subscription and your tools and/or supplies to name a few.

So You Want to Buy a Franchise?

What We Look For in You!



Here is what you can expect...

We get your number: People only do business with people they like, so we start off with a phone interview to see if we are fit for each other and discuss the opportunity.

The Date: Our first date consists of getting your details in the way of a franchise application

Location Study: Once we review our first date and we both decide there may be another, we choose where it should be. We work together to understand and develop a plan for the right area (your territory) to focus on and make sure it is a fit for you and us.

Business Plan and Projections: Our third date, (wow we move fast!) we now help you establish a baseline on your budget projections that you will then create your business plan from. Then we review it. Is it realistic? Have you covered all your bases? Where will you find funding and operating capital for your business?

Meet the Family: We think it is integral to your success and your decision to move forward that you meet our other franchise partners. So, at this stage, we encourage you to reach out to our franchise family and get their feedback on their experience with us.

Legal Stuff: Now that you have shown us yours, we show you ours. We call this the prenup, it is when you receive our Canadian Disclosure Document (the "CDD"), which is required in many Provinces under franchise law. We distribute it for all provinces as an act of good faith for all of our potential franchise partners

At the Alter: Once you complete your thorough review of the CDD (consult with your lawyer!), we award the franchise territory and present the franchise document for execution.

The Honeymoon: Wow, Road Trip! Now it is time to arrange for your training in beautiful Calgary, AB. The one place you have always wanted to honeymoon.

You will be marriage material if...

- You believe in yourself
- You act with integrity
- You have a positive "get er' done" attitude
- You work independently but also play nice with others
- You have a realistic understanding of the franchisor – franchise partner relationship
- You are charismatic with strong interpersonal and communication skills
- You have a passion for success and to grow as a franchise partner and person
- You are organized and efficient in your work
- You have good credit and understand an Income Statement
- You are emotionally intelligent
- You understand the Value Equation
- You believe in the culture we are trying to cultivate in our franchise family and clients

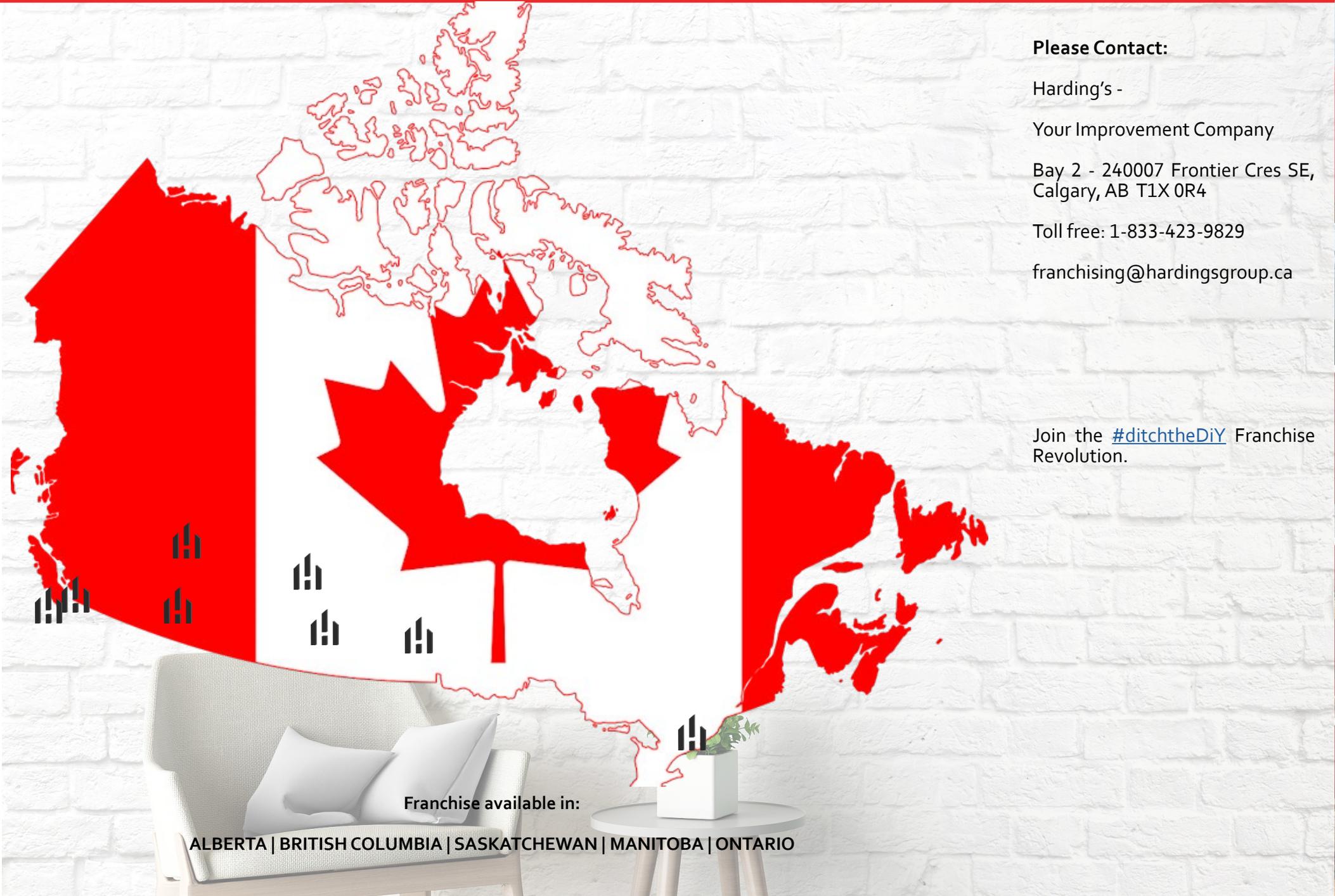


Available Territories

Please Contact:

Harding's -
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Calgary, AB T1X 0R4
Toll free: 1-833-423-9829
franchising@hardingsgroup.ca

Join the [#ditchtheDIY](#) Franchise Revolution.



Franchise available in:

ALBERTA | BRITISH COLUMBIA | SASKATCHEWAN | MANITOBA | ONTARIO



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