



OWN A PROSOURCE WHOLESALE FRANCHISE

ProSource Wholesale[®] is North America's largest wholesale home improvement franchise. We are a low-cost franchise opportunity that generates sales thanks to the relationships we build with trade pro members. We exclusively serve trade pros and their clients from private, members-only showrooms. ProSource is an attractive investment opportunity with a proven franchise model that provides exceptional support designed to help franchisees drive sales and efficiencies.

CONTACT US TO LEARN MORE: FRANCHISE.PROSOURCEWHOLESALE.COM OR 833-852-7327

BRAND PROMISE

Helping our trade pros and their customers complete successful home improvement projects.

Trade pros work hard to find projects, win bids, satisfy clients and end the day profitably. Trade pros need a business partner dedicated to helping them achieve their goals – a partner that works just as hard as they do. Whether it's flooring, kitchen, bath or sundries, we help trade pros and their customers complete successful projects.

\$46,450



FRANCHISE FEE

\$575,000



ESTIMATED SHOWROOM INVESTMENT

UPTO

\$250,000



SHOWROOM FINANCING

\$1,750



AVERAGE TICKET PRICE*

\$5,282,475



AVERAGE UNIT VOLUME*

Own a ProSource Wholesale[®] showroom from a franchise that is owned by one of the **largest flooring and home improvement buying cooperatives in North America.**



In business for yourself, not by yourself

Deeply committed to the success of its franchisees' showrooms, ProSource provides each location with an integrated system of marketing, training, buying, merchandising and operational support. This comprehensive support helps showrooms build traffic, expand their membership base and grab a greater market share in their community.

Support to our ProSource franchises includes:

- Store Opening
- Site Selection
- Marketing
- Merchandising
- Recruiting & Training
- Technology
- Field Support
- National Programs
- Field Business Services

What our Franchisees have to say...

JODY OFFSTEIN

ProSource of Charlotte & Raleigh, NC, Richmond, VA and Savannah, GA



"I have been a ProSource franchise owner for over 10 years. A lot of franchisees have very strict guidelines with no delineations. ProSource gives us a lot of flexibility and support. They have a great leadership team, and they don't have a lot of mandates or requirements. ProSource doesn't get in my sandbox, but they help me build my castle."

KEN NASH

ProSource of Bloomington, Plymouth, and St. Paul, MN



"I think the ProSource concept is great, and it works. I bought my first ProSource franchise in 1992 and have expanded to have three showrooms. Their business model fills a niche in the industry for trade professionals like builders, realtors and remodelers and gives them a great atmosphere for doing business. There is nothing else like it in the marketplace."

NOW IS THE TIME TO START BUILDING YOUR FRANCHISE AND YOUR FUTURE

Call: 833-852-7327 Email: franchise@pswholesale.com Visit: franchise.prosourcewholesale.com



ProSource commits to the success of your new showroom by providing financial incentives.

why join?

Up to \$250,000 in financing for new showroom opening

\$30,000 Marketing credit

\$70,000 Credit toward furniture, fixtures and equipment

3 Months of comprehensive recruiting and training support

MUST MEET PROSOURCE WHOLESALER QUALIFICATION CRITERIA

The winning ProSource formula

1

Trade professionals join from all areas of home improvement.

- Builders and general contractors
- Interior designers
- Installers
- Remodelers
- Property managers
- Real estate professionals
- Architects



3

ProSource showrooms provide one-stop shopping for trade pro members and their clients with guidance from dedicated account managers.

- Flooring
- Kitchen
- Bath
- Decorative plumbing
- Sundries



2

Residential and commercial consumers turn to ProSource members for access to exclusive wholesale showrooms and the expertise of dedicated account managers.

- Current homeowners
- Landlords
- New home buyers



4

Through ProSource, trade pros offer virtually unlimited resources.

- Wider product selection than competitors
- Wholesale pricing on over 50,000 top-notch products
- 24/7 showroom access via ProKey®
- Expertise of account managers and product experts at every showroom
- Free Kitchen & Bath design services



**TOP
 REASONS
 TO INVEST**

-  **Low Start Up Costs**
-  **No Retail Hours**
-  **No Installation Services**
-  **No Accounts Receivable**
-  **Limited Inventory**
-  **Low Operating Costs**
-  **Strong Cash Flow**

Franchise Times
TOP200+

Entrepreneur
 FRANCHISE
500
 RANKED
 — 2019 —


VET★FRAN
 Veterans Transition Franchise Initiative



CCA Global Partners[®]
 enriching the lives of entrepreneurs

ProSource Wholesale is a division of CCA Global Partners, a privately held cooperative with 15 individual brands and more than 2,800 retail stores in North America, most of which are other cooperatives in the home products category. This cooperative business model has empowered thousands of entrepreneurs to succeed in a marketplace that is impacted by widespread consolidation. The mission is to empower entrepreneurs and independent business owners by providing scale, resources, and innovation to create sustainable growth and effective competition in today's evolving marketplace.

**PROSOURCE SHOWROOM
 MEMBERS ARE...**

- General Contractors
- Designers
- Builders
- Remodelers
- Installers
- Real Estate Professionals
- Architects
- Facility Managers
- ...and other Trade Professionals

CALL US TO DISCUSS BECOMING A FRANCHISEE 833-852-7327