



**FRANCHISE INFORMATION
REPORT**



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WHAT IS AN N-HANCE WOOD REFINISHING FRANCHISE?

The nation's premier wood refinishing franchise is ready for the national spotlight

Before N-Hance entered the market in 2001, home and property owners who wanted an affordable, fast and professional solution to spruce up cabinets and restore wood surfaces to their original luster were out of luck. Independent contractors who aren't obligated to customer service standards loomed large, and their approach to wood refinishing required intensive hours of sanding down surfaces and cabinets and treating those areas with chemicals to produce a result. The homeowners, who had to flee their dwellings while the work was in progress, often returned to dusty homes with noxious odors and a disappointing overall experience.

Enter N-Hance – the gold standard for wood refinishing services. Realizing that there was tremendous demand and wide-open opportunity

in the wood refinishing segment, N-Hance was established by the founders of Chem-Dry, today's largest carpet cleaning franchise with thousands of locations across the globe. The executive team set out to create a product and the technology necessary to not only make wood refinishing more affordable and convenient for customers, but also more effective in producing results allowing homeowners to take pride in their investment.

"There is no other brand that is capable of competing with N-Hance for wood refinishing services in the country," says D'Wayne Tanner, Vice President of Franchise Development for N-Hance. "Our Lightspeed® technology isn't sanding down floors, there's no drying time, there's no odor or dust — our customers can literally tap dance on it when we're done. Best of all, our work looks absolutely beautiful and it's one-fifth the cost of the industry standard. We're giving our customers their spaces back. It's a remarkable brand with an even brighter future." N-Hance created the Lightspeed® U.V. curing



device, which dramatically shortens the refinishing process and produces less dust, mess and odor than traditional methods, as well as providing a service at one-fifth the cost of the industry average.

The reason for our growth is simple: N-Hance offers a service that no competitor can equal — beautifully restored cabinets and floors at a fraction of the cost and time of what traditional replacement or refinishing would be, giving you the opportunity to edge out the competition and create a trustworthy reputation in your market. The truth is that N-Hance faces no legitimate competition. Our level of service and patented products are revolutionizing the industry.

“N-Hance is leagues beyond anything out there in the wood refinishing industry,” says D’Wayne Tanner, Vice President of Franchise Development with N-Hance. “Our technology is better, our service offering is better, and with a very small investment in equipment and additional personnel, a franchisee can potentially double the size of their business. Our competition is mainly comprised of independent contractors, and they cannot compete with our nationwide reputation for excellent customer service and the level of trust that comes with being a national brand. Our technicians show up in a van with our logo,

wearing uniforms, and they are trained to be professional, friendly and accommodating. We’ve really brought this growing segment into the 21st century.”

THE N-HANCE STORY

N-Hance was started by HRI, the company behind Chem-Dry Carpet Cleaning. In the early 2000s, many Chem-Dry franchise owners began to notice their technicians were walking across thousands of damaged wood floors. N-Hance franchises began as a separate business to refinish and renew hardwood floors and has grown to include refinishing cabinetry, furniture and trim work. Through innovative research and development, Chem-Dry devised simple and effective processes to clean carpets and floors. HRI created N-Hance with the same principles in mind — innovation, simplicity and efficient methods. Chem-Dry had more than 20 years of franchise and business experience before HRI launched N-Hance. This proved to be a great advantage to N-Hance because there was less of a learning curve — N-Hance avoided the “we-wish-we-would-haves” that often accompany starting a new business.



We launched beta franchises in the Salt Lake area from 2001 to 2003 and quickly realized that many companies can sand the finish right off the floors and refinish them. But very few offer the broad line of products that coincide with other

finishes and cleaners.

In 2006, we launched N-Hance on a national level. We have learned a lot since then, and we have developed a proven system that fosters successful owners, satisfied customers and simply good business.

There has never been a better time to be in business with N-Hance. We have the most thorough training, dedicated corporate team, and a complete line of products and processes in place. Our network strength aids our entire organization into the evolution of a worldclass company.

THE NETWORK'S CURRENT STATE

The N-Hance organization is stronger than ever before and is experiencing more growth every year. As of today, there are nearly 400 franchises in the United States and Canada. At the corporate level, we have 20+ dedicated team members in the sales, marketing, business management and training departments.

PROJECTIONS FOR THE FUTURE

One advantage of being a fairly new company is the huge opportunity for growth. We have sold less than 30 percent of our inventory of available territories in the United States.

The potential for growth is even stronger internationally, where N-Hance has the potential to outcompete and outperform the competition through our revolutionary business model, patented products and proprietary technology. We haven't even begun to scratch the surface of our potential around the world, but through our relationships with entrepreneurs like you, we plan on growing by hundreds of locations in the coming years. The days of completely gutting and replacing cabinets or floors are over. With N-Hance franchises, more frequent, affordable and quality updates are possible. We are changing the way people think about remodeling.

HOW BIG IS THE INDUSTRY?

N-Hance is capturing a significant share of the booming home remodeling industry

The demand for affordable wood refinishing is booming — and going to continue to grow for years to come. According to Statista, there were roughly 142 million homes in the United States in 2021, which means that there are a lot of homes with hardwood surfaces and cabinets.

The recovering economy has placed Americans in a position where they have money to devote to making improvements to not only their investment, but to the places they share with their loved ones.



“Spending by owners on improvements is expected to increase 2.0 percent per year on average through 2025 after adjusting for inflation, just below the pace of growth posted over the past two decades, and about on par with expected growth in the broader economy.”

N-Hance is unique to the home restoration industry. After making significant investments in research, we’ve developed an extensive proprietary product line that we’ve continued to advance for the past decade, and our proprietary technology is revolutionizing the wood refinishing segment. Our powerful Lightspeed® U.V. curing technology shortens the refinishing process, making it ideal for homes and businesses, as our unprecedented growth demonstrates.

The value that we provide to our customers in terms of having an affordable and professional solution to refinishing their wood surfaces and cabinets, our nationwide brand recognition, as well as the booming home remodeling industry, mean that our growth is going to continue well into the future. We expect to double the size of our system again in the coming years.

THE HOME REMODELING MARKET IS BOOMING

The rising popularity of hit programs on HGTV may spark the imaginations of American home and property owners, but nothing is as effective for reinvesting in homes and properties as a solid economy.

The Joint Center for Housing Studies at Harvard University recently reported in their annual analysis of the American home remodeling industry that spending levels are rising and will continue to rise for years to come.

Even before the pandemic, the home remodeling industry had experienced 10 solid years of consecutive growth – but during the pandemic as the rest of the economy shut down, the home

improvement industry continued to grow. This trend is expected to continue. JCHSHU reports that “the home remodeling upturn will continue into 2023,” as homeowners are hiring professionals to tackle large scale projects in growing numbers. MarketWatch reports that home remodeling is a \$450 billion industry and it’s only getting bigger and bigger. In fact, the industry is expected to hit \$500 billion by 2026.

The upshot is that there are plenty of wood surfaces out there to be restored, and Americans finally have the means and interest to reinvest into their homes. N-Hance is in a perfect position to take advantage of the huge market. A top-ranked franchise system with professional, trained technicians, excellent customer service and a main office that keeps its franchise owners trained and stocked with equipment and supplies that lead the industry can easily outpace an independent vendor trying to do business out of a van.

HOW DO WE HELP YOU MARKET YOUR BUSINESS?

N-Hance franchise opportunities has some of the most robust marketing support platforms in the industry

Marketing can be one of the most overwhelming aspects an entrepreneur faces on the way to getting a new business off the ground. Resources, especially at the beginning, are precious and need to be spent wisely in order to generate the most return. In order to address this head on, N-Hance has developed one of the most robust marketing support platforms in the franchise industry.

N-Hance entrepreneurs are provided with a full suite of marketing tools, comprehensive training and ongoing guidance to help your new business grow and prosper over the long-term. Because N-Hance offers franchisees a fast ramp-up to begin operating your new business, our marketing support begins as soon as you sign the franchise



agreement. What truly makes us a unique franchise system is that our support continues for as long as you remain with the N-Hance franchise family.

THIS IS HOW WE HELP YOU MARKET YOUR N-HANCE FRANCHISE

Upon signing your franchise agreement, N-Hance will begin your training in earnest. You will be assigned to a Quick-Start Coach who will help you through the first year of getting your business established. This begins at N-Hance University, which is an online, mobile friendly platform that hosts dozens of hours of training webinars and videos that includes programs focused on marketing. This tool is extremely important, as it is often updated, and you will continue to use it not only to stay on top of the latest best practices, but also to train your team on marketing strategies as you grow.

During your 9-day training session at our headquarters in Logan, Utah, your Quick-Start Coach will also help you to create a marketing plan designed to specifically to be effective in your area.

Included in the new business set is a comprehensive six-month marketing package to help kick start your new business and start generating leads as soon as possible. The program includes:

- Setup and Advertising on Next Door
- Creation and hosting of your website, including local content for SEO
- Listings in 50+ local Business Directories, including Google My Business
- Multiple targeted direct mailers
- Pay Per Click advertising to ensure your business ranks high on search engines such as Google
- Vehicle wrap to showcase your business and the N-Hance Brand

The marketing collateral such as brochures, postcards and mailers are updated on a consistent basis, and we will counsel you as to when to send your materials out in order to be most effective. N-Hance is proud to report that because we've grown so much in recent years, we've created a national ad fund focused entirely on growing



nationwide brand awareness. We work with our franchisees to develop meaningful television, radio and print advertisements in order to help your community know that your business is the one to trust for wood refinishing services.

Our national ad fund runs commercials on DIRECTV and cable on stations including HGTV, DIY, Food Network, Cooking Channel, Travel Channel, TLC, Destination Country, Bloomberg,

CNBC, CNN, Fox Business, Fox News, Headline News, MSNBC and The Weather Channel.

In addition to television, N-Hance also publishes advertisements in national magazines such as Beautiful Kitchens and Baths, Do It Yourself magazine, HGTV Magazine and many others. Recently, N-Hance public relations efforts have won us positive press in outlets such as Good Housekeeping, Martha Stewart Living and HGTV Magazine.

“I’m extremely proud that we offer such significant marketing support to our franchisees,” says Kelly Jensen, President of N-Hance. “We are here to help them succeed from the moment they become a part of the N-Hance family.”

N-Hance is extremely lucky, as our franchisees are determined, driven to succeed, and happy to go out and make relationships, not only with their clients, but also with third party vendors in their community. With our help and your drive, there’s no limit to the potential of your success with N-Hance.

WHAT SERVICES DO WE PROVIDE?

The premier wood refinishing franchise offers an extensive, affordable service menu with the expertise customers deserve

Our franchisees have a truly meaningful role in their communities— not only do they provide their communities with well-paid employment that requires skill, attention to detail and good customer service, they also provide home and property owners with first-rate, unmatched service that is affordable, professional and designed to produce exemplary results.

Our wood refinishing services give new life to customers’ wood surfaces and give customers renewed pride in their home. N-Hance spent years and made significant investments in research to develop products and technology that

we continue to advance on behalf of our franchisees.

Using a patented cleaning product and prepping technique, N-Hance restores the natural beauty of hardwood flooring, trims and cabinets at one-third to one-fifth the cost of traditional re-facing or replacing of cabinets, and much faster than the industry average. The company’s powerful Lightspeed® U.V. curing device shortens the refinishing process.



“We’ve discovered that people don’t want to spend a lot of money on cabinets or on their floors, they just want a new look that they can be proud of and will add value to their homes and properties,” says Kelly Jensen - President of N-Hance. “Our services are affordable, fast and beautiful, and they allow our customers to spend less of their hard-earned money on a home

remodeling project, while enhancing their homes to better enjoy with the people they love.” We offer a great service and opportunity for homeowners to refinish the important wood furnishings they use every day.

CABINET REFINISHING:

Basic Renewal – Over time, wood surfaces begin to fade due to the sun, or they turn gray in areas of heavy traffic. You will be able to restore lost color to the wood.

Color Shift – It’s common for oil-based finishes to yellow as they age. As an N-Hance business owner, you can remove the yellowing and restore cabinets to their original color, or even make them a shade darker.

Color Change – Oftentimes, a cabinet is in great shape, but the customer is ready for a change. You can transform the look of cabinets with our opaque or painted color options.

CABINET DOOR REPLACEMENT:

Updating a kitchen can be achieved in a variety of ways with N-Hance. Our services include replacing cabinet doors and drawer fronts with an improved design and style, installed on existing cabinet boxes.

The exterior make-over is convenient and affordable, achieving a new look in no time with little disruption for the home-owner.

Customers choose wood front designs, materials and finishes and specialty items from our extensive menu. At N-Hance, we’re committed to providing durable, factory-like finishes that will last for years to come.

We see to every detail including accessories and hardware, like soft-close drawer guides, glass cabinets and wine racks just to name a few.

N-Hance can achieve a customized kitchen in less

time and for less price than a complete kitchen remodel.

FLOOR REFINISHING:

- **Basic Floor Renewal** – Floors fade from sun exposure, get cracks and scratches from everyday use, and the finish can wear off. Instead of having to replace the entire floor and start over, you can follow our basic floor renewal process to completely restore and protect floors in just one day.
- **Hammered Floor Renewal** – This service is for floors with extensive damage that have been worn down to bare wood, have deep scratches and gray or black traffic areas or show signs of water damage. During this service N-Hance will touch up needed areas, fill and screen planks and deep scratches, then seal and refinish the floor.
- **Non-Sandable Floor Renewal** – For floors that cannot be sanded – cork, bamboo, hand scraped, or specially engineered – N-Hance is the only solution. We can refinish and protect these floors without sanding.



FURNITURE, RAILINGS AND DOOR REFINISHING:

Although N-Hance is well-known for its innovative cabinet and floor renewal services, you will not be limited in the services you offer. Our unique process can be used to renew virtually any wood surface, including furniture, tables, doors and

more. N-Hance business owners throughout the United States and Canada have had tremendous success and terrific results with renewing many types of wood surfaces.



WHAT KIND OF SUPPORT DO WE PROVIDE?

N-Hance training offers franchisees to be bolstered by one of the most comprehensive initial and ongoing training platforms in the industry

The majority of franchisees in the N-Hance system had no experience in the wood refinishing industry before they decided to change their career path and go into business for themselves. Why did they decide to make a leap into an industry where their only experience had been as consumers — placing a call to a brand that would refinish their floors and cabinets?

The answer is simple: N-Hance is a rapidly growing brand with a glowing nationwide reputation, and the home remodeling industry is booming at an annual \$450 billion. N-Hance has one of the most comprehensive training platforms in the franchise industry, creating a fast track to getting the doors open and beginning to earn revenue.

“One of the biggest strengths with the N-Hance brand is that we’re a family,” says Kelly Jensen, President of N-Hance. “We take this approach to our training platform, which is designed not only to make them experts in their field and their craft, but also to get them into their business and start

earning revenue quite rapidly. We know that our franchisees exit careers and invest real time and real money into their new business. They have high expectations, and we work very hard to give them everything they need to prosper. We take it incredibly seriously.”

THIS IS HOW WE DO IT:

Once you sign the franchise agreement, your training begins: Because N-Hance wants you to begin operating your new business as soon as possible, we’ve developed a Quick Start program that covers your entire first year in business. Within 24 hours of signing the franchise agreement, we will reach out to you with a checklist of items, including scheduling your nine day, hands-on training course at our headquarters in Logan, UT. We also send you webinars to watch so that you can learn more about the business model, the products and the brand.

“While you’re preparing to come for your training session, we are working with you to help obtain any licenses that you need to begin legally operating your business in your territory,” Jensen says.

Weeklong Training in Person: You will attend an intensive, 9-day, hands-on training course at our corporate headquarters. At the training, franchisees can expect to learn everything from tricks of the trade to best practices for marketing, sales and general operation of their business. You learn how to use our technology, how to use our products, how to complete a job and how to interact with customers.

N-Hance University: N-Hance made a significant investment to develop a state-of-the-art online training platform, with hours upon hours of training material about every aspect of the business. Not only are these classes downloadable to your device, but you can use this platform to train your technicians as your business

grows. N-Hance works actively not only to update our university with more relevant content, but also to be sure that our training is always easy to use and easily accessible.

✓ Quick Start Coach: During your first full year of owning your N-Hance franchise, you'll be assigned a personal coach to help you navigate the waters of entrepreneurship. Even after the first 12 months of your participation in our franchise program, our corporate team travels to franchise "hubs" to provide continued personalized coaching and training.

✓ Monthly Check-ins: Each month, we gather individual franchise data. This data is analyzed, and each franchisee is given a feedback report that helps them identify areas to improve, as well as areas where they excel in comparison with others in the N-Hance network.



How Much Does an N-Hance Franchise Cost?

For a deeper dive into the costs & fees associated with owning an N-Hance franchise, please review item 7 from our most recent Franchise Disclosure Document below:

Type of Expenditure	Amount
Initial License Fee	\$22,500 to \$45,000 per franchise
Initial New Business Set: Equipment, Product, Marketing and Operations Package Fee	\$41,500
Business Vehicle	\$0 - \$60,000
Three Month's Rent	\$0 - \$7,000
Telephone and Business License	\$400 - \$4,000
Travel Expenses while Attending Training	\$1,000 - \$4,000
Insurance	\$600 - \$6,000
Additional Funds - 3 months	\$2,500 - \$12,000
Computer System	\$0 - \$2,000
Advertising - 3 months	\$1,500 - \$5,000
Permits and Licenses	\$700 - \$5,000
TOTAL ESTIMATED INITIAL INVESTMENT	\$70,000 to \$192,00

MEET THE EXECUTIVE TEAM

N-Hance is led by a passionate executive team with decades of experience helping franchisees thrive and prosper

Kelly Jensen - President

Kelly oversees business support services for N-Hance's franchisees, including training and business coaching programs designed to improve performance and the implementation of software improvements designed to make business easier and more profitable.

Abby Baker – Vice President of Marketing

Abby has over 16 years of marketing experience. Her strengths lie in developing brand strategies for long term growth and consumer awareness,

exploiting marketing channels and supporting product launches and new strategic investments. Her experience includes providing marketing support for several franchise, co-op and retail-based brands. Wherever she's gone, Abby has increased ROI using data-driven marketing and Market research, growing brand awareness with PR and brand integrations

D'Wayne Tanner - SVP, Franchise Sales

D'Wayne has a deep background in franchising, with over 20 years in the industry, having worked with national brands such as Taco Bell, Wendy's, Ruby Tuesday and Focus Brands (Carvel, Cinnabon, Schlotzsky's and Moe's Southwest Grill). In addition, he has his share of entrepreneurial experiences including partnering in the operation of a fundraising coupon book, called City Saver, in over 5 cities in the Southeast.

David Luke - Franchise Development Director

Davis has had over six years in franchise experience. He was the founder of Two Maids Franchising and has held numerous roles in franchise leadership including VP of Franchise Development and COO. David joined the N-Hance family in 2018 and currently serves as our Director of Franchise Development. He is a relationship builder and problem solver who loves the franchising business, model and helping candidates pursue their dreams.

Laura Martin - Franchise Development Director

Laura has nearly 15 years of experience in the franchising industry. Most recently, she was Business Development Manager at Cruise Planners/American Express Travel Franchise and was responsible for bringing onboard new franchisees to the company. She currently serves as our Director of Franchise Development. Laura's loves problem solving and relationship building as she helps her candidates pursue their dreams. She lives, works and enjoys the warm sunny weather in South Florida and heads to Key Largo anytime she can to go boating and relax. She is also a

professional Sports photographer and freelances for CBS Sports / MaxPreps.

NEXT STEPS

Ready to bring the premier wood refinishing franchise to your community?

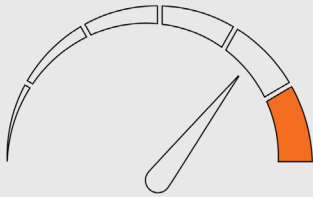
A member of our franchising staff will reach out to you by phone. The first call usually lasts just a few minutes and gives us a chance to introduce ourselves to one another and address initial questions.

Once we determine that you're financially qualified and that you're a good fit for N-Hance, we hit the ground running! We will schedule your training session at our franchise headquarters in Logan, UT, which will cover everything you need to know about the N-Hance business: learning how to network to build a referral base, sell your services, hire the right technicians, manage customer relationships and effectively market your business in your community, including on your social media platforms.

We provide continual reviews to help you meet financial and performance goals, including the development of a business plan before you open your business and obtaining the licenses you need to begin operations. Additionally, we provide ongoing training called N-Hance University to ensure that you have all the tools you need to grow your business.

We are looking forward to hearing from you and are excited that you're interested in getting in on the ground floor of N-Hance brand as we rapidly expand across the nation.

N-HANCE BY THE NUMBERS



The Fastest-Growing

Wood Refinishing Franchise
in the World.

2022 **Ranked**

#1

Miscellaneous Home Improvement
by Entrepreneur.



Operating Franchises around
North America.



N-Hance is One of the Brightest Brands in the
\$450 Billion Home Remodeling Industry. According to MarketWatch.

Low Cost of Ownership

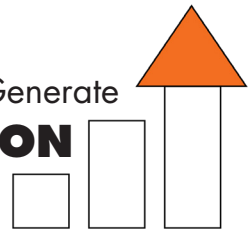
The franchise fee for your first territory
ranges from \$70,700 to \$192,000



Top 25% Franchise's Generate

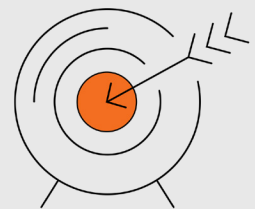
\$1.3 MILLION

on Average in Sales



N-Hance uses **Eco-Friendly** Water-based
Polyurethane Finishes Containing **Low Levels of VOCs** which is Odorless and Safe for Indoor Use.

N-Hance wood refinishing
offers **in-house financing** for
franchisees to cover franchise fees,
equipment and inventory.



Our **Quick-Start** program
guides you through the first year of business with
personalized coaching and
marketing support.

Notes



NO EXPERIENCE NECESSARY- JUST ENTREPRENEURIAL SPIRIT.

For Franchise Information call: 877.425.1415
or visit
nhancefranchise.com

