



**SPRAY·NET**

Custom **Chemistry**. Smarter **Painting**.

# Join North America's *most innovative home improvement franchise.*

Become a Spray-Net franchisee and build a \$1M+ home improvement business with a real competitive edge.



Forbes



FranchiseTimes

Entrepreneur  
MAGAZINE

Inc.  
5000



# The concept

We all know that renovations can be a major nightmare and often end up costing a lot more than anticipated. At a fraction of the cost of replacing doors, windows, brick and exterior sidings but with practically all the benefits and done in a day,

*Spray-Net is the quickest and most cost-effective way to boost a home's curb appeal and increase property value!*



**OUR PROMISE**

- FACTORY FINISH
- QUICK & COST-EFFECTIVE
- NO-PEEL WARRANTY
- NO SURPRISES
- SUSTAINABLE

# The Spray-Net difference

	CONVENTIONAL PAINTING	SPRAY-NET	PERMANENT PAINTS	BRAND-NEW SIDING, DOORS & WINDOWS
Done in one day	✗	✓	✗	✗
Factory finish	✗	✓	✗	✓
No-peel warranty	✗	✓	✓	✓
Environmentally friendly	✓	✓	✓	✗
Cost effective solution	\$	Only slightly more expensive than conventional painting but with the benefits of replacement	\$\$\$\$	\$\$\$\$

**NO DIRECT COMPETITION**

[Click here to watch our explainer video](#)

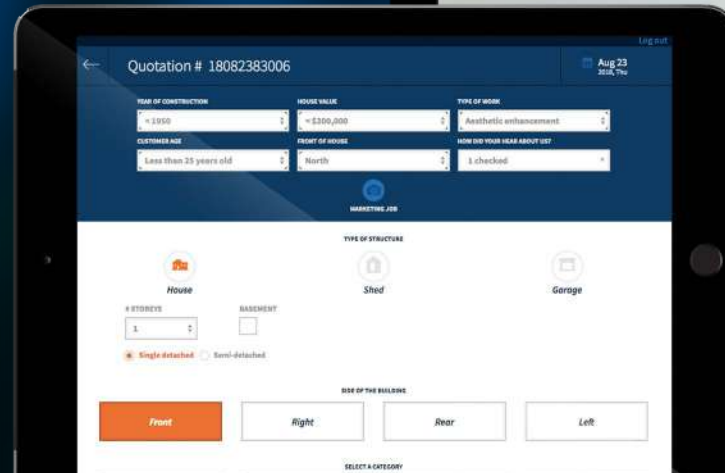
# The process



# The tech for a smarter franchise!

Technology has been a revolutionary force in other industries and marketplaces, and the same is occurring in the remodeling industry.<sup>1</sup>

<sup>1</sup> Abbe Will (2014). Achieving Scale in the Residential Remodeling Industry: Findings from Interviews with Industry Leaders. Joint Center for Housing Studies Harvard University



## FEATURES

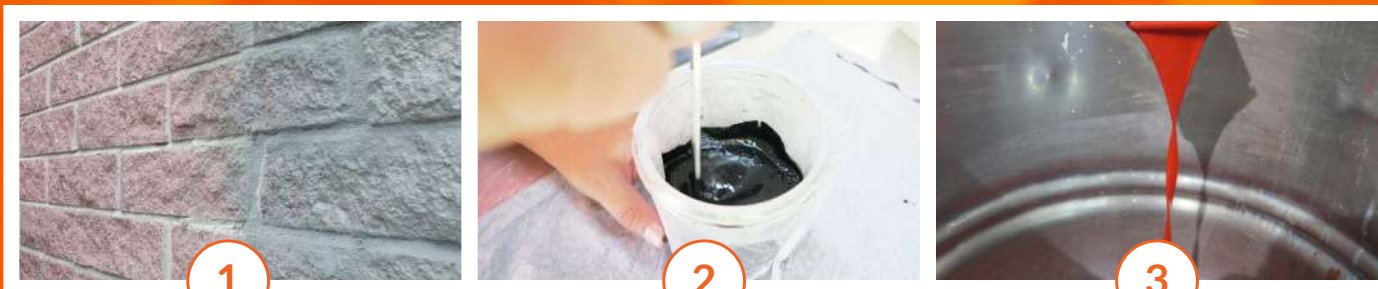
- KPI Dashboards
- Customer & Prospect Database
- Jobsite Scheduler
- Net Promotor Score Customer Survey
- Online Work Order & Fulfillment
- Employee Time-Clock
- Lead Capture & Online Booking Tool
- Smart Scheduler
- Customer Contract
- eSignature
- Custom Product Order Recommendation
- Smart Quotation Tool

▲ [Click here to see the Spray-Network live!](#)

# The chemistry

Introducing the most **customized** exterior coating system in the painting industry.

See how we make our paints ▲



1

### CUSTOMIZED TO THE SURFACE<sup>1</sup>

Some surfaces require a flexible and breathable coating while others require heat resistance and hardness. Each coating is formulated specifically to match the needs of the surface being revamped.

2

### CUSTOMIZED TO THE WEATHER<sup>2</sup>

Dry time is actually one of the most important factors that affects paint adhesion. We adjust our coatings on-site based on the weather that day to ensure proper dry time for a like-new factory finish and long-term durability.

3

### CUSTOMIZED TO THE COLOUR

An optimal resin to pigment ratio is key to ensure color retention. Each coating is specifically formulated to ensure maximum exterior fade resistance!

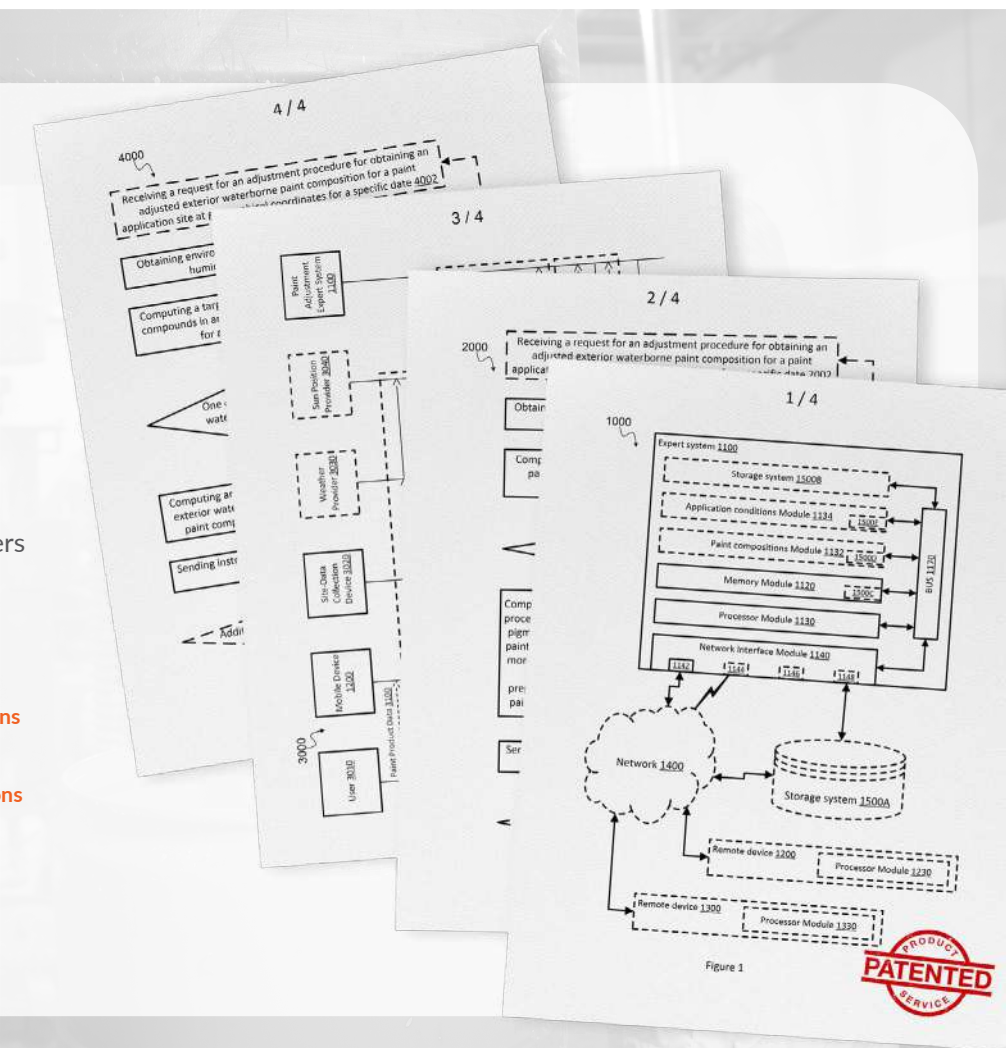
# The patents

Because there aren't any products on the market for what we do, we've engineered our very own line of industrial-strength exterior paints and coatings. By inverting the rules of how to formulate and apply coatings, we've created a new patented process that allows us to provide customers with a home transformation that leaves their home looking like-new... and not repainted for years to come.

<sup>1</sup> System and method for selecting paint compositions per layer based on substrate conditions

<sup>2</sup> System and method for selecting paint compositions based on expected paint application conditions

[LEARN MORE](#)



# Exterior transformations

The most cost-effective way to increase a home's curb appeal.

SURFACES

STUCCO · BRICK STAIN · ALUMINUM & ENGINEERED WOOD  
VINYL · DOORS & WINDOWS

“ I am just beyond thrilled! My favorite thing about Spray-Net was the guarantee. No chipping, peeling, fading... you just can't beat that! ”

- Jaclyn Colville, Interior Designer

[Click here to watch how we do it ▲](#)



# Kitchen cabinet refinishing

Experience all the benefits of replacing your kitchen cabinets without the price tag.

SURFACES

THERMOFOIL · LAMINATE · MELAMINE · WOOD

“

*Our kitchen went from average to amazing. The customer service was top notch, we saved a fortune, and most importantly, our kitchen cabinets look absolutely beautiful! Thank you Spray-Net!*

- Jason & Natalie

[Click here to watch how we do it ▶](#)



BEFORE



NOW



BEFORE



NOW

# The opportunity

The specialty trades or replacement segment of the industry is much more conducive to scaling than full-service contracting

1 Abbe Will (2014). Achieving Scale in the Residential Remodeling Industry: Findings from Interviews with Industry Leaders. Joint Center for Housing Studies Harvard University

## INDUSTRY TRENDS

As a Spray-Net partner, not only will you deliver a unique service to your customers, you'll operate your business within the home-improvement and serviced-based industries, two of the fastest growing markets for business in the US.

In 2015: \$65.3 billion was spent on exterior replacements and property improvements.<sup>1</sup>

## Homeowners renovate to enhance the LOOK of their home!

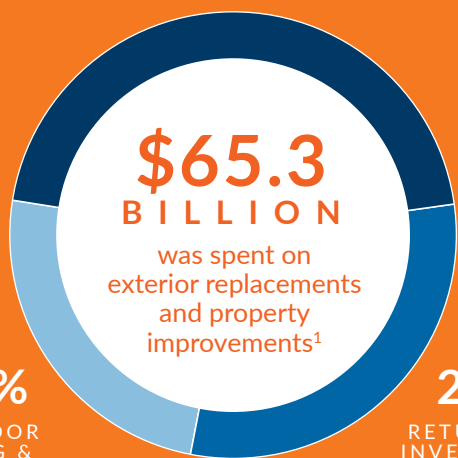
Here's what homeowners had to say when asked which one factor was the most important when considering their exterior renovation:<sup>2</sup>



1. Improving America's Housing 2015: Emerging Trends in the Remodeling Market Joint center for housing studies of Harvard University

2. Harris Poll on behalf of CertainTeed, March 2015

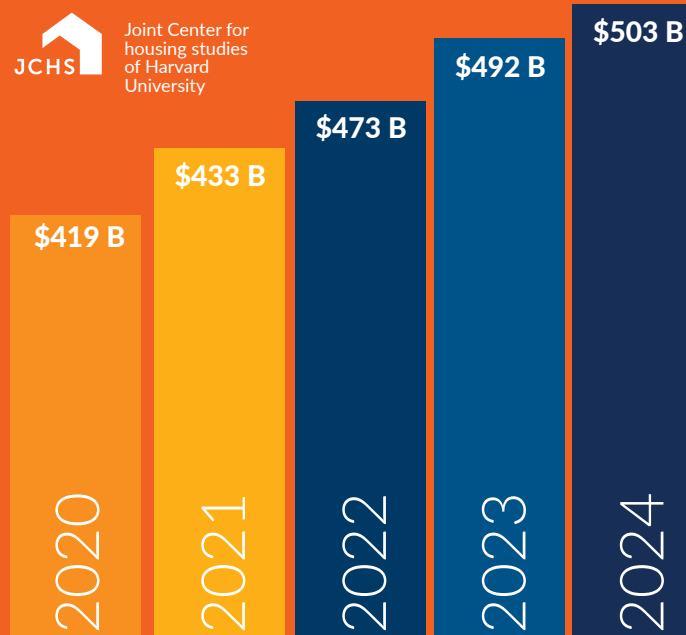
39%  
CURB APPEAL



21%  
OUTDOOR LIVING & LIFESTYLE

26%  
RETURN ON INVESTMENT

## GROWING INDUSTRY



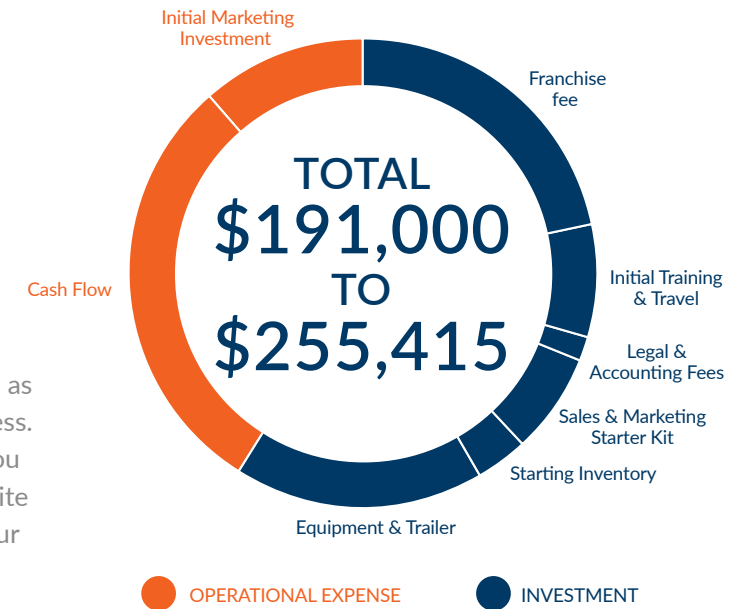
## THE SPRAY-NET ADVANTAGE

- Niche & Specialized In-Demand Service
- High Sales to Investment Ratio
- High Average Job Size & Margins
- Low Investment & Overhead
- Multiple Revenue Streams

# The numbers

## INVESTMENT

Our total investment includes both operational costs that are needed up-front to run your business as well as all initial investments required to start up your business. Our turn-key start-up package includes everything you need from business cards to the drill needed for on-site work. The investment range is detailed in item 7 of our franchise disclosure document.



## FRANCHISE PARTNER RESULTS

61% AVERAGE FRANCHISEE GROSS MARGIN\*

26.6% AVERAGE EBITDA



AVERAGE SALES  
**\$782,580**

	SALES	PRODUCTION
12-19 MONTHS:	\$469,436	\$442,678
20-36 MONTHS:	\$782,580	\$710,687



AVERAGE SALES  
**\$1,438,626**

	AVERAGE SALES	AVERAGE PRODUCED
	\$1,438,626	\$1,253,259
	HIGH SALES	HIGH PRODUCED
	\$2,985,551	\$2,794,680



\$5,984<sup>USD</sup>



\$5,530<sup>USD</sup>



All financial performance is available in Item 19 of our franchise disclosure document.

## ROYALTIES

Our royalty fee allows us to provide you with:



Research & Development



Proprietary Coatings



Business Coaches & Mentors

7%  
ROYALTY FEE

# The Spray-Net support

## MANUFACTURING NO MIDDLEMAN


By cutting out the middleman we are able to transfer those savings to formulate and manufacture our high quality coatings for about the same price it would cost to buy off-the-shelf conventional paint. These savings are passed on to the homeowner to provide maximum value!





## Bringing factory quality results right to your customers.

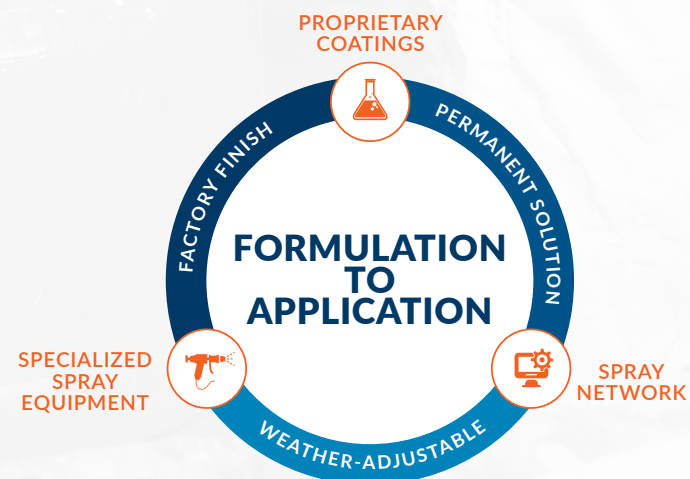
How exactly do we deliver a permanent factory finish directly on-site to homeowners?  
The combination of our coatings, our software and our equipment!

Our industrial-strength coatings are the result of thousands of hours of research and rigorous lab and field testing in extreme weather conditions. Each coating is specifically tailored to an exterior surface, which allows us to guarantee our projects and consistently deliver a permanent factory quality finish. Our formulations are even weather-adjustable, giving us the ability to speed up or slow down dry-time on-site to deal with the heat, humidity and wind on the very day of your project.

 Our proprietary coatings are at the cutting-edge of paint technology, formulated using only the highest grade industrial pigments, resins and additives.

 The Spray-Network tracks the real-time parameters of every project and tells you exactly how to adjust paint formulation on-site. This allows us to consistently ensure permanent results across our entire franchise network.

 Our coatings are strategically formulated for our specialized spray equipment, resulting in optimal viscosity and a flawless, streak-free finish that looks just like-new.



## SPRAY-NET ACADEMY TRAINING PROGRAM

With thousands of homes under our belt we've been able to come up with optimized processes to ensure consistent quality and timely execution. All of our learning tools are available online to serve as a refresher and to help onboard new team members.



### PREPPING FOR LAUNCH

- New Owner Checklist
- E-learning Modules
- 101 Virtual Classroom (13 webinars over 3 weeks)
- 101 Live Classroom (5 days)
- Business Planning
- Sales & Field tech recruiting
- Hands on production



### OPERATIONALIZE

- 3 Training Webinars
- 201 Live Classroom (5 days)
- 2 weeklong production
- Training Field Visits



### PREP FOR THE NEXT STEP

- Business Planning Series
- 4 Webinars (Oct-Dec)
- Feedback Calls with coach
- Planning Day Session at Annual Conference



## ON-GOING SUPPORT

Owning a franchise business is being in business for yourself but not by yourself. Our role is to fast track your way to profitability by allowing you to leverage our years of experience. If you're having issues on a job-site, need business coaching or help with sales, our experienced support team is only a phone call away!

## SPRAY-PAL AI ASSISTANT

Spray-Pal is our internal AI assistant designed to support franchisees and team members by providing quick, reliable answers to questions related to training, products, surface prep, and production. Whether you're on-site or in the office, Spray-Pal is your go-to resource for real-time help with processes, technical details, and best practices across all aspects of our services.

## IN-HOUSE CALL CENTER

Our in-house call center team is trained to pre-qualify customers in order to streamline your customer consultations and sales process. Our team tracks important customer data, so we can tailor our future marketing campaigns according to the latest consumer trends. The immediate care of each customer is a major reassurance and comfort for our partners.

# Marketing

Our internal marketing and communications agency takes care of your entire marketing strategy from A-Z. From print to digital advertising, we build a full marketing plan tailored to your specific market to ensure maximum brand exposure within your territory. This allows you to focus on delivering our service and satisfying each and every one of your customers.

INSERT YOUR NAME HERE  
 FRANCHISE PARTNER  
 SPRAY-NET TERRITORY NAME  
 t/ 1.877.45.SPRAY  
 m/ 123.456.7890  
 first.name@spray-net.com  
 www.spray-net.com



HOME SHOWS



SALES TOOL  
 SAMPLE BOARD



ON THE GROUND  
 MARKETING  
 TOOL-BOX



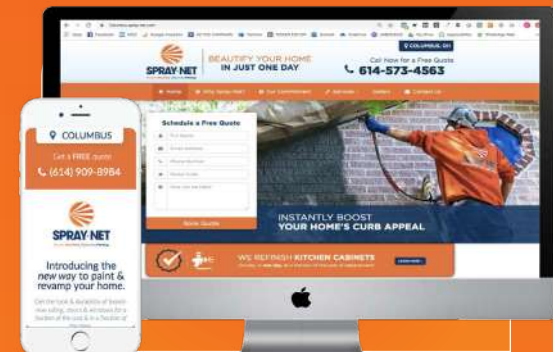
NETWORKING WITH  
 PROFESSIONALS



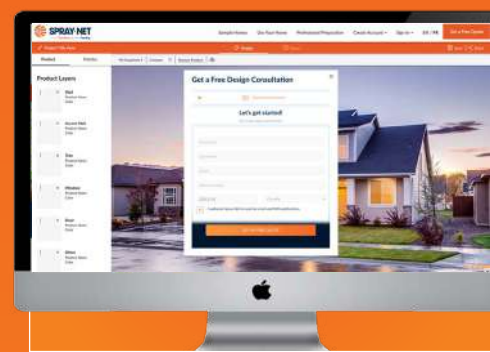
BRAND ADVERTISING  
 CREATIVES



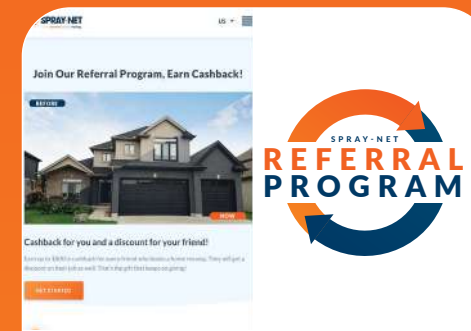
DIGITAL MARKETING  
 SERVICE



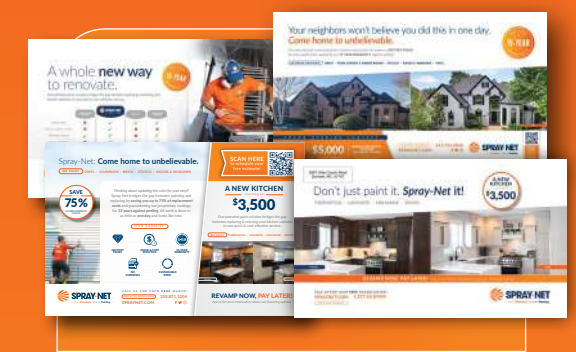
LOCAL CAMPAIGN  
 LANDING PAGES



ONLINE VISUALIZER



REFERRAL PROGRAM

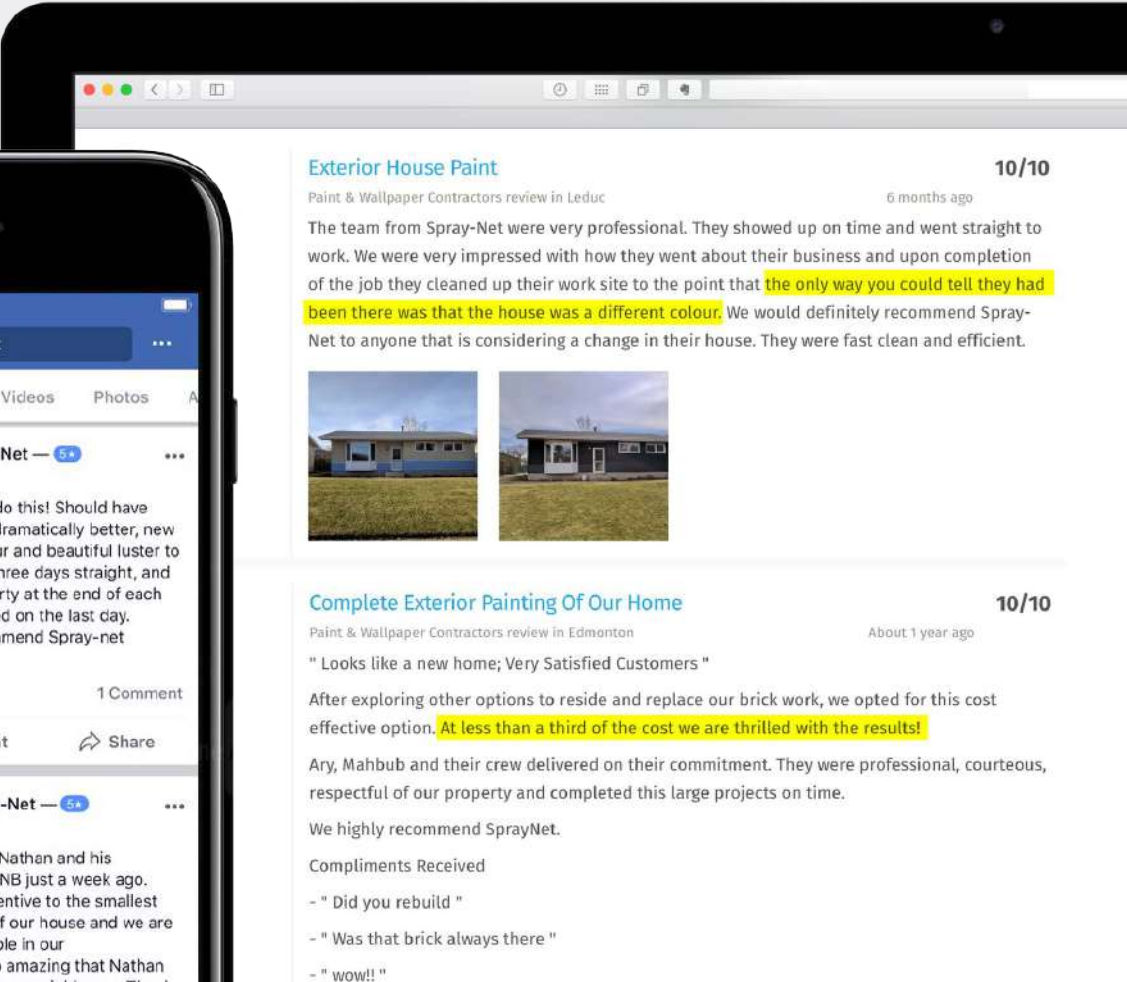
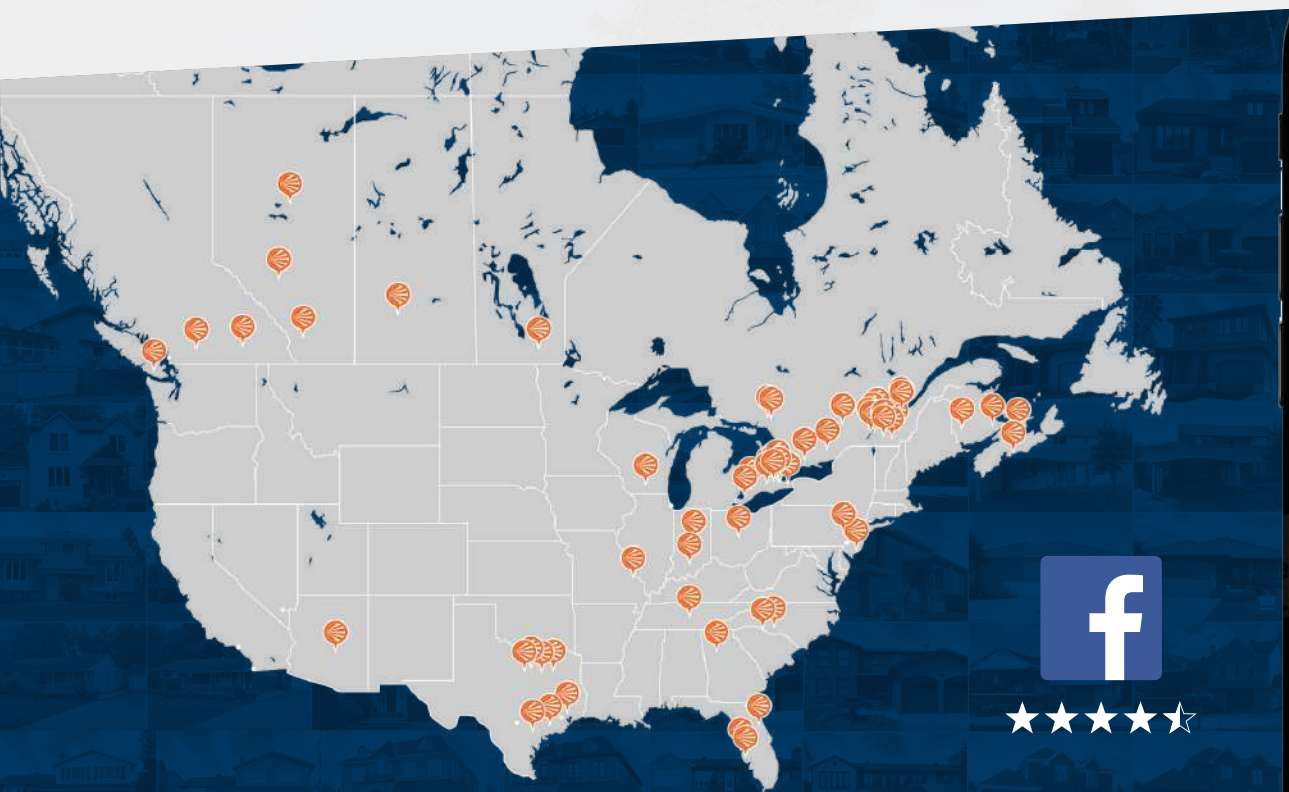


DIRECT MAIL



NATIONAL  
 PARTNERSHIP

# The customers *love it...*



# And our franchisees *love it too!*



► **DALE TOMALIN**  
Spray-Net Southern Wisconsin

"The product & brand have a very strong value proposition & early feedback from consumers in my market is extremely positive. I believe in the product, technology, vision & leadership of the franchise. That's what separated Spray-Net from other concepts."

[READ DALE TOMALIN'S STORY](#)



► **MELLANIE JOY & TERESA ARTECA**  
Spray-Net North Phoenix

"There was nothing like this in our market. We knew we had to jump on the chance to bring Spray-Net's patented paint solutions to Phoenix!"

[READ TERESA & MELLANIE'S STORY](#)

## FranchiseBusinessREVIEW™ Sharing the franchise experience

FBR surveyed *over 4,000 franchisees* in the home services space — *here's how we stacked up against the benchmark.*



## Why franchisees choose Spray-Net.

At Spray-Net, our franchise partners are at the heart of everything we do. In our latest independent survey with *Franchise Business Review (April 2025)*, our franchisees rated us significantly higher than the **2025 FBR industry benchmark** across every key category

These results reflect a franchise built on **strong support, values, and results.**

Our score ranks us in the top percentile of the **2025 FBR Benchmark**, which includes data from **337 brands, 34,770 franchisees, and over 161,000 locations**

# Even the media loves us!

## WE DID IT AGAIN!

Have you heard the amazing news? Spray-Net's founder & president, Carmelo Marsala, recently had the opportunity to pitch in front of over 3000 of the top franchise executives from around the world at the 2020 International Franchise Association annual convention. Spray-Net was a finalist in the NextGen competition that spanned 5 years (this was the all-stars edition) with over 1000 global contestants. **WE MADE IT TO THE TOP 3 AND THE AUDIENCE VOTED SPRAY-NET AS THE OFFICIAL 2020 WINNER!!**

CLICK HERE!



## SPRAY-NET & SARAH RICHARDSON DESIGN LIFE COLLABORATION

We partnered with award-winning designer and TV personality Sarah Richardson to present one lucky family with an exterior colour consultation and a complete Spray-Net home exterior transformation!

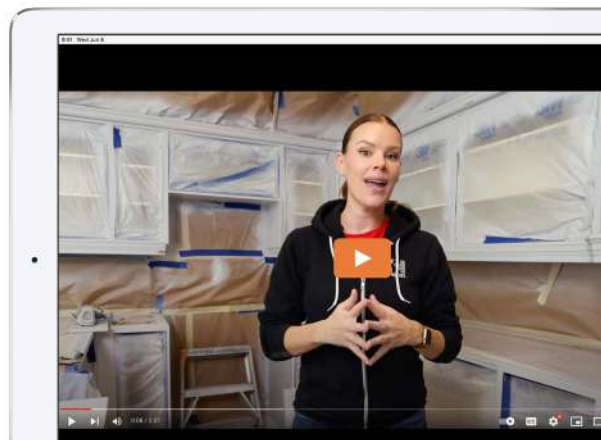


## SPRAY-NET ON NETFLIX!

Watch Spray-Net on the Netflix hit series *Instant Dream Home!*

## SPRAY-NET & SHERRY HOLMES KITCHEN CABINET PAINTING COLLABORATION

We love how this kitchen transformation turned out! Grateful to Sherry Holmes who partnered with us to complete the design and co-creation of this kitchen. She added brand-new countertops, backsplash and Gold hardware! Here's a sneak peak at the final look in Hale Navy...



# Who we are



## SUSTAINABLE

Think not only of today but of tomorrow.



## HUMBLE

Thirsty for learning and knowledge sharing.



## AGILE

Move quickly and easily.



## RESOURCEFUL

Get it done!



## PROGRESSIVE

Promote change and innovation.

## SPRAY-NET

*noun* the most cost-effective way to increase a home's curb appeal

*verb* I've Spray-Netted my home and it looks new!

*synonym* beautify, revamp, refinish, transform

*adj.* **SHARP**; the word and acronym that describes us best!

## MISSION

To offer renovation solutions that maximize value for our customers and, as a result, our franchise partners.

## VISION

To be widely recognized as the most cost-effective way to modernize a property.

# The support team



# The ideal candidate

You might be surprised to learn that when you start a Spray-Net painting franchise, you don't need much of a background in painting or home-improvement. Our franchise partners come from a variety of backgrounds, and we're excited to welcome franchisees from many different professions to our company.

**ENTHUSIASTIC ABOUT OUR BUSINESS MODEL**

**FINANCIALLY QUALIFIED**  
Required Liquidity - \$100,000  
Required Net worth - \$250,000

**GOOD LEADERSHIP & PEOPLE SKILLS**

## 7 SIMPLE STEPS...

- 1 QUALIFICATION CALL**  
Brand history and what makes us unique  
WEEKS 1-2
- 2 UNIT ECONOMICS**  
Startup & operating expenses, reported earnings, send FDD
- 3 FDD REVIEW & Q&A**  
FDD signed, item review, questions answered  
WEEKS 3-4
- 4 TERRITORY MAPPING & CONFIRMATION DAY INVITATION**  
Territory analysis, C-Day invitation, C-Day preparation call
- 5 CONFIRMATION DAY**  
Meet the Zor team, brand approvals, decision day call  
WEEKS 5-6
- 6 FRANCHISE AGREEMENT DELIVERY**  
Personalized franchise agreements delivered & signed, fees transferred
- 7 WELCOME CALL**  
Celebrate & discuss first steps as a Franchisee

Learn more on our portal. ▲



Our service offers a great return on investment for our customers and, as a result, our franchise owners!



Carmelo Marsala, Founder and President of Spray-Net Inc.



BEFORE



NOW

DISCOVER THE NEXT GENERATION OF EXTERIOR PAINTING  
[SPRAYNET.COM](http://SPRAYNET.COM)      1.877.45.SPRAY      f t i



**SPRAY·NET**  
 Custom **Chemistry**. Smarter **Painting**.

JOIN THE FRANCHISE THAT'S CHANGING THE WAY HOMEOWNERS RENOVATE WHILE YOU STILL CAN!



"We are very excited to see that our NextGen In Franchising top winner, Carmelo Marsala, is bringing his Spray-Net franchise to the U.S. As one of twenty winners in the NextGen In Franchising Global Contest, sponsored by the IFA's Franchise Education and Research Foundation, he is an excellent example to young entrepreneurs around the world who are choosing the franchise model to grow their business."

John Reynolds, President of the IFA Educational Foundation