

# The Floor Shield Opportunity

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Join a fast-growing industry by becoming a Floor Shield dealer today.

POLYASPARTIC COATING SYSTEM  
SUPERIOR ADHESION, QUICK DRYING





POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

# about us

**For more than two decades, AmCoat Industrial has helped grow and develop dealerships across the U.S.**

AmCoat Industries is a leading manufacturer of high-performance coatings for walls, concrete, roofs, and specialty industrial applications. AmCoat is home to some of the most recognized coatings brands in the U.S., most notably Rhino Shield Ceramic Coating and Floor Shield 100% Polyaspartic Coating. Through a network of independent dealers, AmCoat distributes its products nationally and internationally, coating thousands of homes, buildings, as well as commercial and industrial applications.

*“For more than two decades, we have helped develop and grow independent dealerships into multi-million-dollar businesses. We can help you launch and grow your business too.”*

*Terry Andre  
Chief Executive Officer*



**On demand support from both our tech and sales teams**



**Unlike a traditional franchise system, your profits are yours**



**Online access to marketing assets and templates**

EXCEPTIONAL DURABILITY AND LIFETIME VALUE

# our team



our leadership team has over  
100 years experience in  
growing successful businesses



**Terry Andre**  
Chief Executive Officer

Terry Andre has led AmCoat as its CEO since 2010. With more than twenty years of contract manufacturing experience, he is uniquely qualified to help dealers develop their businesses and keep the supply chain moving. Terry and his wife Kathy reside in Destin, Florida and have three adult children.



**Jason Crawford**  
Managing Partner

Jason Crawford has a strong background in entrepreneurship with combat-proven leadership. Prior to his business ventures, Jason served 8 years in the U.S. Army as an Infantry Team Leader. With tours in South Korea, Bosnia, and the initial occupation of Iraq, Crawford was awarded the Commendation Medal x3, Combat Infantry Badge, and Purple Heart. Jason and his wife Heather live in Pensacola, Florida with their three daughters.



**Bryan Ley**  
Partner

Bryan has participated as a partner/advisor in multiple successful entrepreneurial endeavors that have growing annual revenues, debt free balance sheets, and healthy profit margins. Bryan and his wife Emily live in Pensacola, FL and they have two sons and a daughter who love the beach life.



**Jerold Hall**  
Vice President of Sales & Dealer Development

Jerold has more than thirty years of Sales Leadership experience with Fortune 500 Companies and small businesses alike. He is an avid offshore fisherman, a die-hard New Orleans Saints Fan and lover of all things BBQ. Jerold and his wife Becky have two children and call Pensacola, Florida home.



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# the opportunity

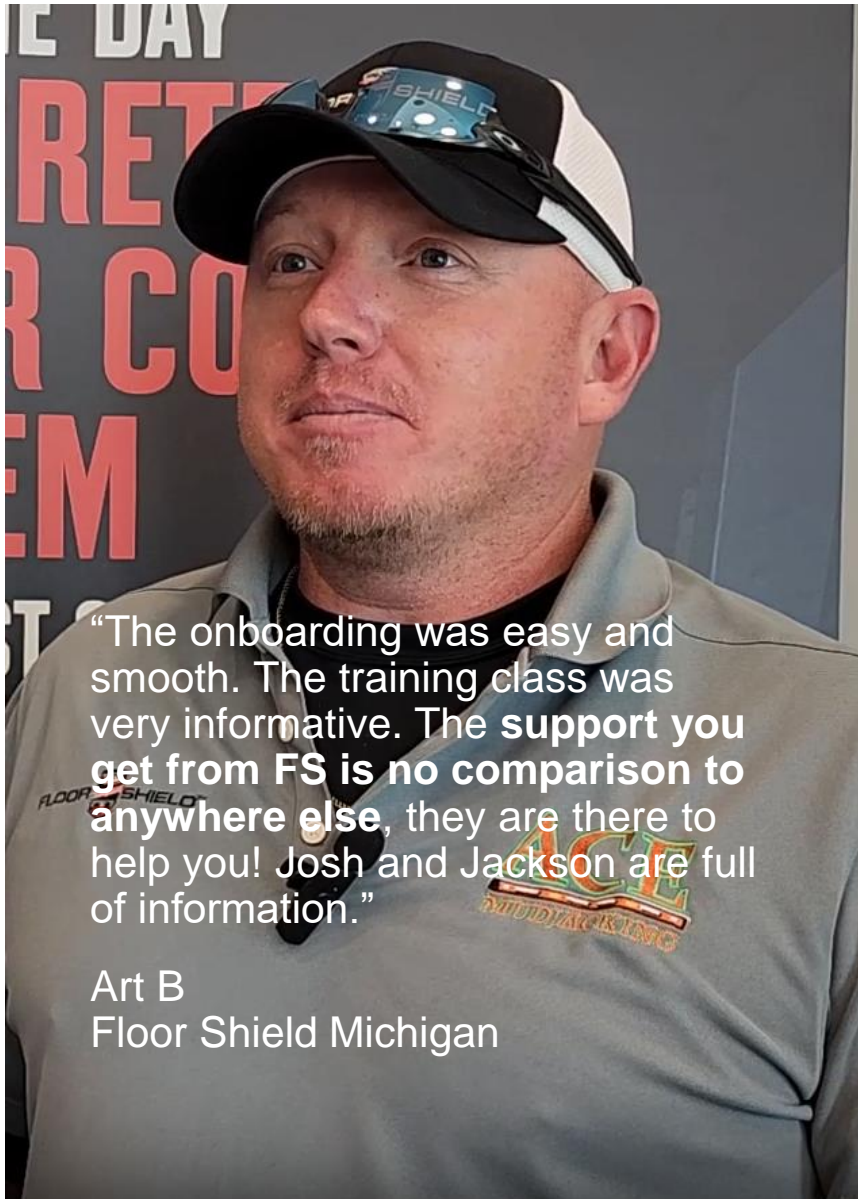
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## Get Your Business Started with:

- Proven Superior Product Performance vs Epoxies and Polurea/Polyaspartic Blends
- Full Sales, Marketing, and Installation Training
- No Franchise Fees
- Protected Territories
- The Residential and Commercial concrete floor business is booming (over \$1B annually in the U.S.), and is expected to grow at a compound annual growth rate (CAGR) of 6% through 2027.\*\*



\*\*Source: Global Market Insights



“The onboarding was easy and smooth. The training class was very informative. The support you get from FS is no comparison to anywhere else, they are there to help you! Josh and Jackson are full of information.”

Art B  
Floor Shield Michigan



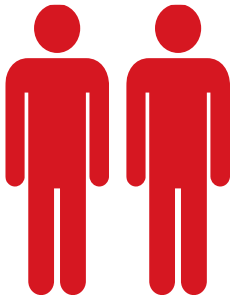
**Each Floor Shield Trailer is capable of annual revenues of \$650,000-\$800,000 and potentially more.**

**Gross Margins are 60+% Net Margins 25-30+%**

Three  
Person  
Crew:



1 Crew Leader

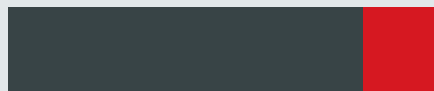


2 Labor

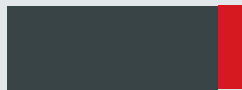
(skilled labor is not  
necessary for this position)

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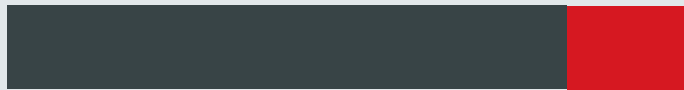
# get started with



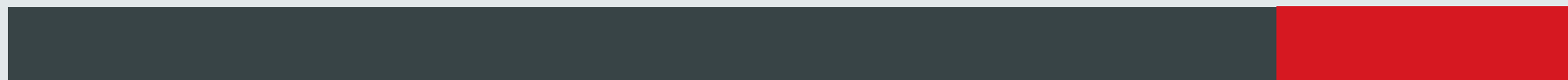
Material Costs Range \$1.45 → \$1.65



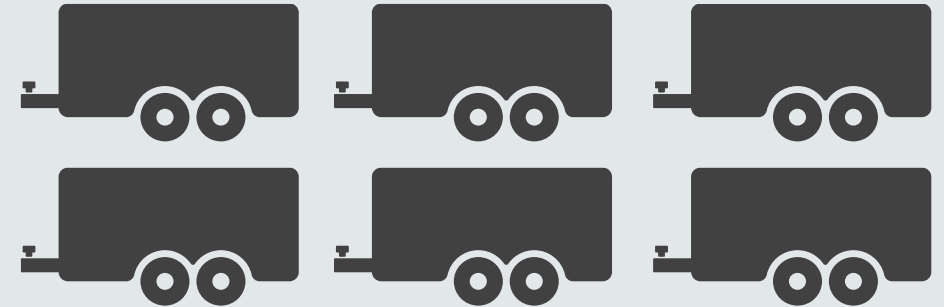
Labor Costs Range \$1.00 → \$1.20



Total Range \$2.65 → \$3.05



Customer Retail \$6.50 → \$7.50



Gross Margins are 60+% Net Margins 25-30+%  
\$150,000+ Net Profit potential per trailer.

# initial investment

Floor Shield can help you build a million dollar business with as little as \$50,000 year one investment.



## same day floors

Fast dry times offer ability to have a single, 3-person crew complete 2 installations in a single day.



### Equipment & Tooling

**\$20,000 to \$25,000**

Tooling, Grinder, Dust Collector, Generator, Wrapped Trailer\*



### Product & Marketing Deposit

**\$10,000**

\$5,000 in product credit, website for 12 months, sales kits, and training materials.



### Working Capital for On-Going Marketing

**\$9,000-\$15,000**

\$1000 - \$1600 min monthly investment thru remaining 9 months of first year.



### First Year Total Investment

**\$50,000 to \$70,000**

Total working capital in year one

\*not an inclusive list

# onboarding program for new dealers



New dealers receive hands on

training during onboarding

## Initial Training: Two-Days

- Classroom for Sales & Marketing Training and Application Manual
- Field Installation-we install a garage floor system

## Online Training

Application Manual & Product Data Sheets

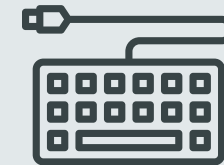
On-Going Sales & Technical Support

Pre-designed Sales and Marketing Materials



CEO Terry Andre leads classroom

training in Destin, Florida



[floorshieldcoatings.com](http://floorshieldcoatings.com)





# turnkey marketing program

**State of the art flooring deserves state of the art marketing.**

We offer exclusive territories for qualified dealers to market, sell, and install Floor Shield.

Each Dealer agrees to an annual Minimum Purchase Requirement (MPR) to maintain their exclusive status.



**As part of your initial deposit, we provide a customized Floor Shield Website from our contractor marketing partner-which includes:**

- 1** 12 months of hosting, edits, updates, and changes
- 2** 12 months of Lead Generation, SEO, Graphic Design Service, and an Automated Review Management System
- 3** 3 Months of Face book Ads designed, posted and managed by our contractor marketing partner
- 4** Monthly calls with your dedicated marketing consultant to discuss campaign successes, improvements, and ongoing support

**90% of the flooring business is done by organizations that have gross revenue of \$400,000-\$600,000.**

**If you want a business that does over \$1 million a year and continues to grow, you'll want to have a marketing and sales program that drives leads to your business.**

A photograph of three people in a meeting, overlaid with a red tint. Two men and one woman are visible, engaged in conversation. The man on the left is wearing a plaid shirt, the man in the center is wearing a dark jacket, and the woman on the right is wearing a light-colored top. The background shows a window with a grid pattern.

# professional sales support

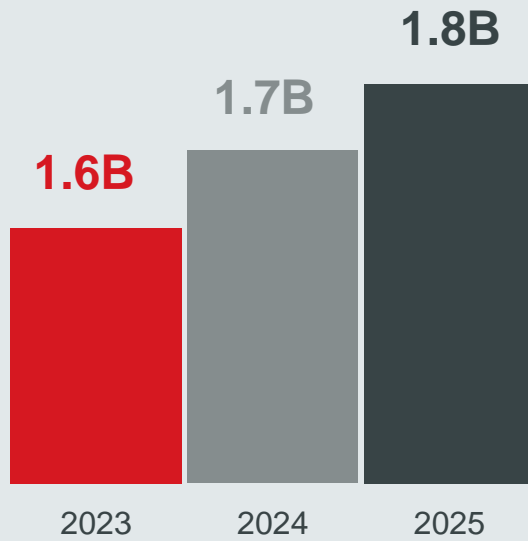
## **Our Training Includes:**

1. Lead Generation
2. Lead Qualifications
3. 10-Step In-Home Sales System
4. 20-30 Minute Sales Closing



# market size

**44.1 % of the market is residential concrete coatings {\$617M}.**

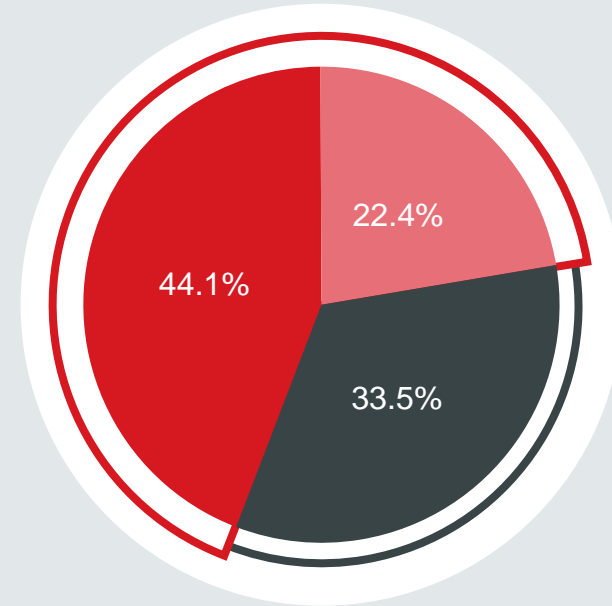


U.S. market for concrete floor coating is expected to grow 6% annually.

2023 Concrete floor coating market of over \$1.6 Billion.

2024 Concrete floor coating market projected to exceed \$1.7 Billion.

2025 Concrete floor coating market projected to exceed \$1.8 Billion.

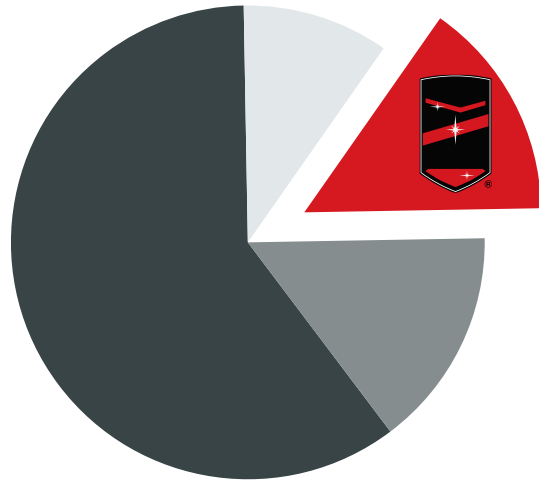


Commercial concrete floor coating market less than 10,000 square feet

Commercial concrete floor coating market over 10,000 square feet

Residential concrete floor coating market

# coatings market breakdown

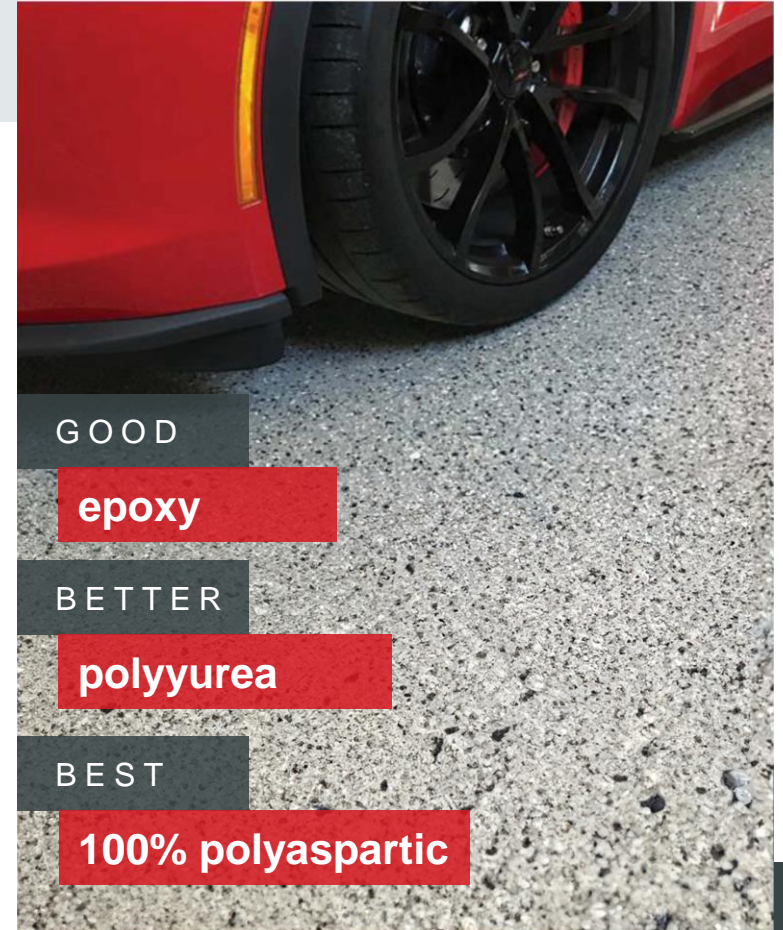


Epoxies have dominated concrete floor coating market for many years.

However, Polyaspartics have experienced the fastest growth in the last five years due to:

- UV protection
- Ease of installation
- LowVOC's
- Same Day Floors

*\*Source: Global Market Insights*



**100% Polyaspartic is  
the latest technology  
in concrete coatings**

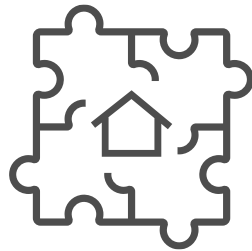


# concrete coatings market

Why do people coat garage floors?



Adds Value to Home



Multi-Functional Space



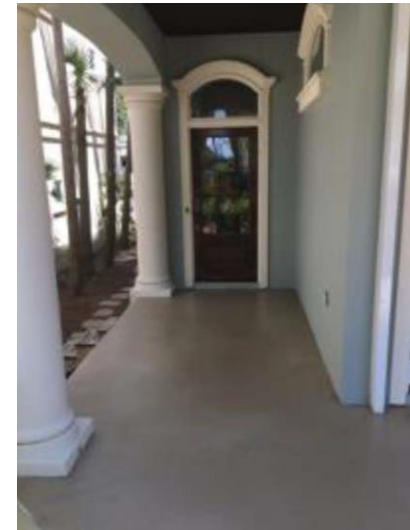
Ease of Maintenance



Man-Cave Crave

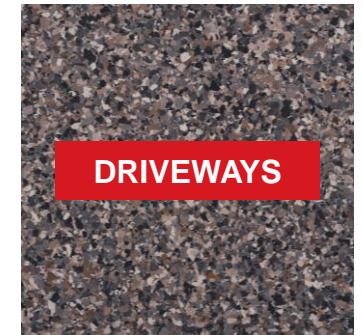
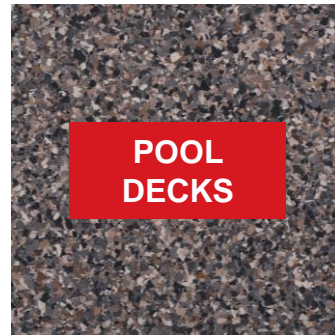
# residential coatings market

Typical applications for the residential market are:



What is  
**'Same Day Floors'?**

As little as 5-6 hour  
application and walk-  
on return to service



# concrete coatings market

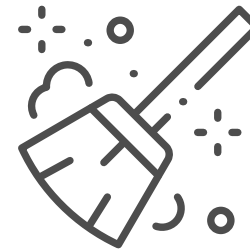
Why do people coat commercial floors?



Protect Surface



Esthetic



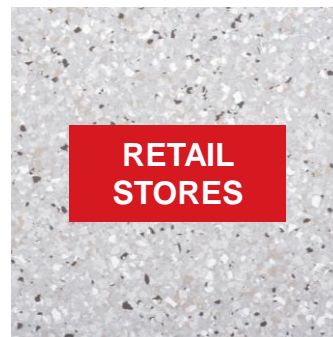
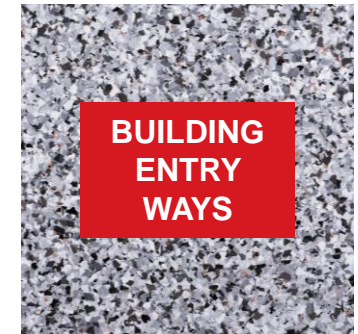
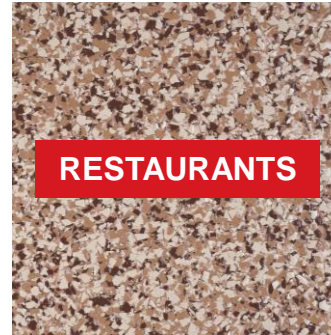
Simplify Maintenance



Green Building

# commercial applications

Approximately 60% of commercial flooring jobs are 10,000 sft or less (Tier 3) and cannot tolerate significant disruption to their business to finish floors.





# product overview

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Fastest growth segment of the concrete coatings market  
Latest technology  
100% Polyaspartic



# 100% Polyaspartic Floor Coatings

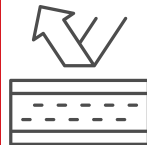
## Installation Process:

- Setup
- Prep-Repair-Tape
- **3-step Installation**
  - Apply Color Coat
  - Broadcast Vinyl Flakes
  - Apply Clear Coat & Slip Resistance
- Clean Up

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# concrete coatings market

Traditional floor coating products include epoxies and urethanes.



Epoxies are less expensive and perform well for heavy industrial settings including chemical resistance.



However, they are slow to dry (24-48 hours), typically require multiple coats, and have no UV resistance hence not ideal for outdoor or any sun exposure area.





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# floor shield vs the competition

	Epoxies	Polyurea	Polyaspartic
Return to Service	1-2 Days	6-8 Hours	4-5 Hours
UV Resistance	Yellows	Yellows	UV Stable
Concrete Adhesion	Very Good	Subpar	Superior
Technology	Outdated	Less Expensive	State of the Art

## Floor Shield has many advantages over traditional floor coatings:

- Quick drying (4-6 hours walk-on; move back in)
- More durable and long-lasting
- Zero VOC's (minimal odor)
- Excellent stain resistance including hot tire pickup
- Repairs floor cracking and seals concrete
- Slip Resistance
- Variety of popular color and flake options
- 15 Year Warranty

POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

# join our team

- 1 Low start up cost
- 2 Hot market demand
- 3 Latest technology
- 4 Superior training
- 5 Sales/marketing support
- 6 20+ years of proven success

**\$1 million + business potential!**

**call now!**

**JON HAAS**

*Dealership Recruiter*

☎ 850-424-6805 ext. 1011

✉ [jhaas@amcoatind.com](mailto:jhaas@amcoatind.com)

