

The Floor Shield Opportunity

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 Industries 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 thou-

sands 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.



Starting a Successful Concrete Coatings Business

Starting any business involves taking a risk. According to SBDC, 20% of all new businesses fail in the first two years, and after five years, roughly 50% are gone. Choosing the right path as an Entrepreneur is critical.

[Watch the VIDEO: Starting a Successful Concrete Coatings Business](#)

Option 1: Do it on your own.

- Develop a business plan
 - Marketing Plan
- Create a brand and logo
- Obtain a product supplier
- Find training for installation & sales
- Find equipment supplier & tooling supplies
- \$50-\$75k startup

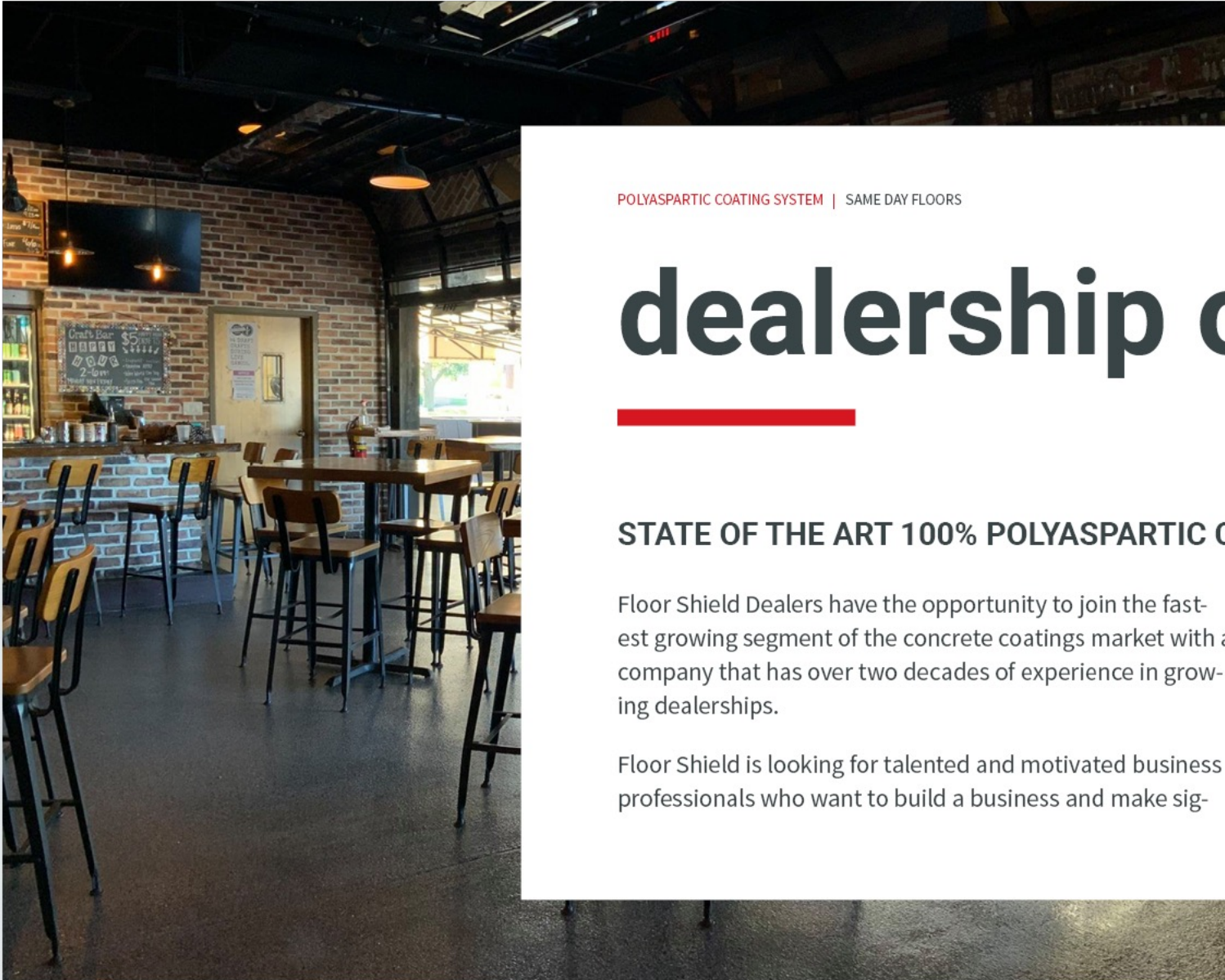
Option 2: Obtain an Exclusive Dealership

- National Network
- Exclusive Territory
- Existing Brand Equity
- Sales & Marketing Training & Ongoing Support
- Installation Training & Ongoing Support
- Equipment & Marketing Partnerships
- \$50-\$75k startup

Option 3: Buy a Franchise

- National Network
- Territory may not be exclusive
- Existing Brand Equity
- Sales & Marketing Training & Ongoing Support
- Installation Training & Ongoing Support
- *Initial Investment ranges \$119k-\$294k
- *Ongoing Franchise fees range 5-12%
 - *Source: *Entrepreneur.com*





POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

dealership opportunity

STATE OF THE ART 100% POLYASPARTIC COATING SYSTEM.

Floor Shield Dealers have the opportunity to join the fastest growing segment of the concrete coatings market with a company that has over two decades of experience in growing dealerships.

Floor Shield is looking for talented and motivated business professionals who want to build a business and make sig-

Build a million-dollar business with as little as \$50,000 in startup capital.

nificant income from a great product offering—with little up-front investment.

Floor Shield offers you a State of the Art 100% Polyaspartic Coating System to outsell the market.



POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

the opportunity

“The Floor Shield onboarding experience has been terrific. Their sales, marketing, and installation training including the classroom/field session in FL as well as the video-based online installer tutorials made our start-up risk free. They continue to provide us assistance as we now move into our growth phase.

Would highly recommend becoming a Floor Shield dealer.”

**Greg
Owner of Floor Shield of Tallahassee**

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



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

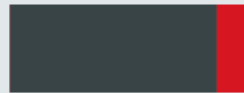
(skilled labor is not necessary for
this position)

POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

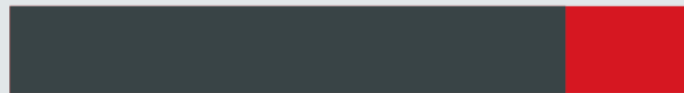
get started with



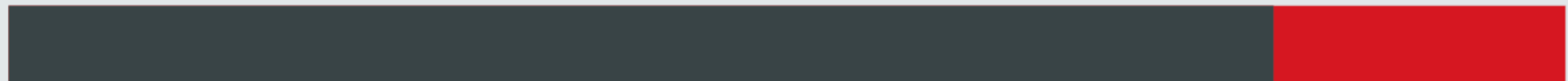
Material Costs Range \$1.65 → \$1.85



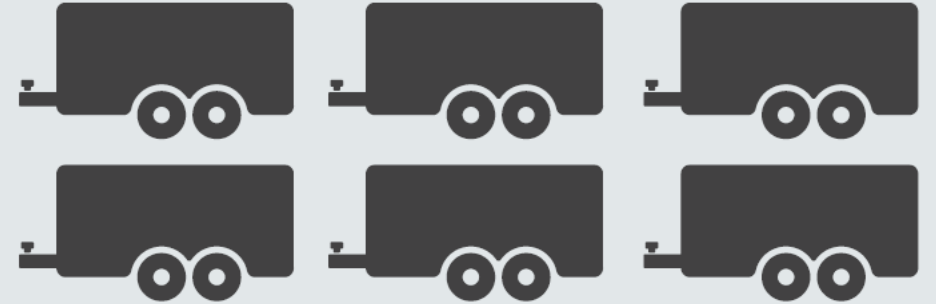
Labor Costs Range \$1.00 → \$1.20



Total Range \$2.65 → \$3.05



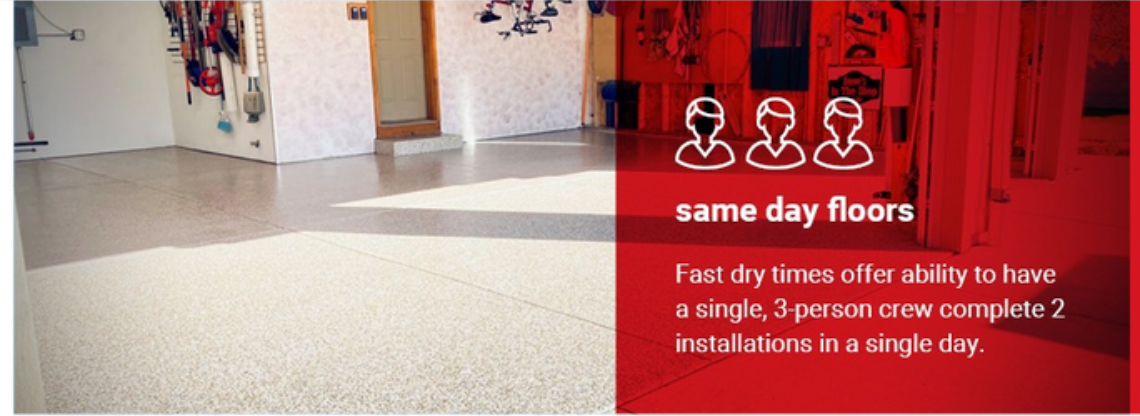
Customer Retail \$6.50 → \$8.00+



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.



Equipment and 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, three months of Facebook ads, sales kits and training materials.



Working Capital for On-Going Marketing

\$9,000 to \$15,000

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



First Year Total Investment

\$50,000-\$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



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:

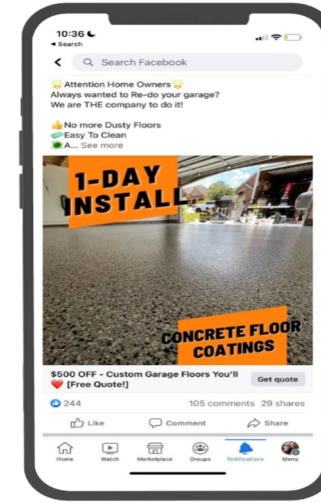
- 1** 12 months of hosting, edits, updates, and changes
- 2** 12 months of Lead Generation, SEO, Graphic Design Service, and an Automated Review Management System
- 3** 3 Months of Facebook Ads designed, posted and managed by our contractor marketing partner
- 4** Monthly calls with your dedicated marketing 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.

Time to Revenue: The First 90 Days

- Post Floor Shield Training Institute
- Website should be completed
- Facebook Page built
- Google Business Profile created
- Lead Generation
 - Facebook Experts Lead Generation
 - CRM
 - Appointment Setting Services
 - SEO ongoing for Organic Lead Generation
 - *You save \$2,200 initially as a Floor Shield Dealer
 - *You save \$400 per month ongoing (\$4,800 annually)



A photograph of three people in a meeting, overlaid with a red tint. Two men and one woman are visible, engaged in conversation. The text 'professional sales support' is overlaid in large white font.

professional sales support

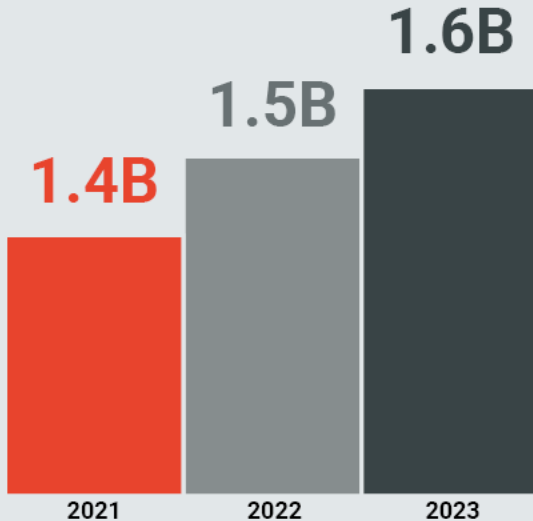
Our Training Includes:

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

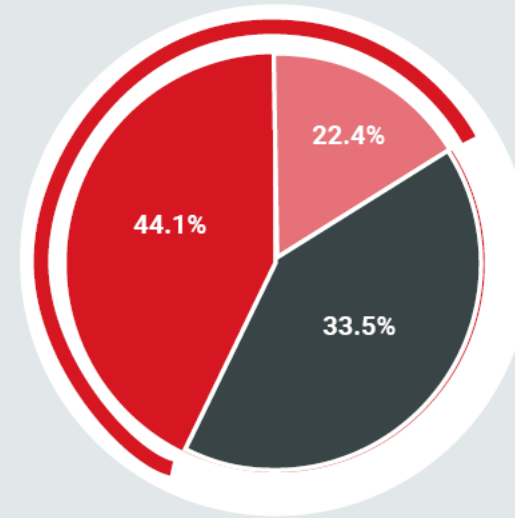
market size

44.1% of the market is residential concrete coatings (\$617M).

- 2021 Concrete floor coating market of over \$1.4 Billion.
- 2022 Concrete floor coating market projected to exceed \$1.5 Billion.
- 2023 Concrete floor coating market projected to exceed \$1.6 Billion.

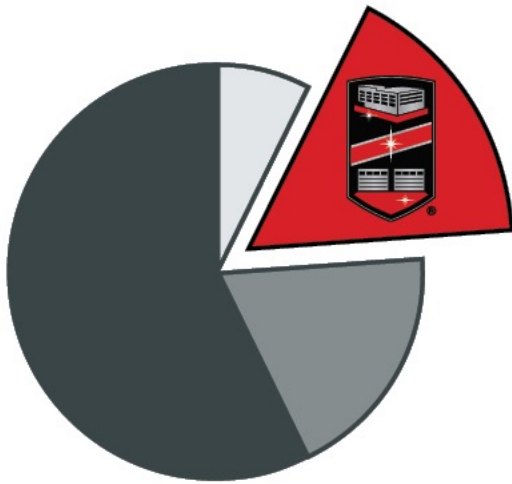


U.S. market for concrete floor coating is expected to grow 6% annually.



- 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



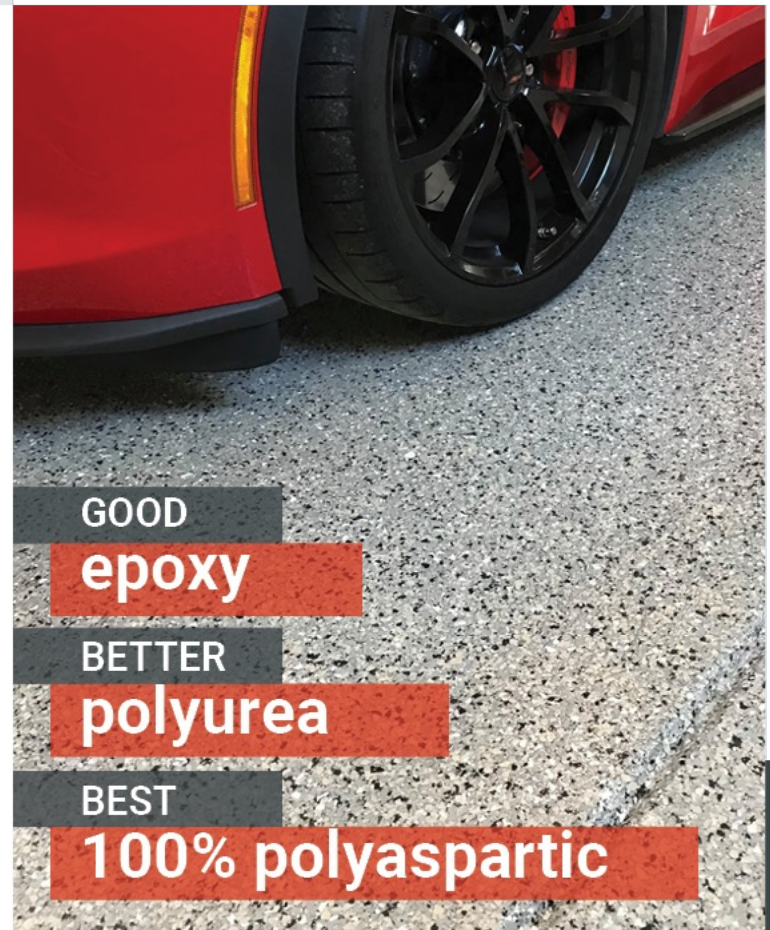
■ Epoxies ■ Polyaspartics
■ Polyurethanes ■ Other

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
- Low VOC's
- Same Day Floors

**Source: Global Market Insights*



GOOD

epoxy

BETTER

polyurea

BEST

100% polyaspartic

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



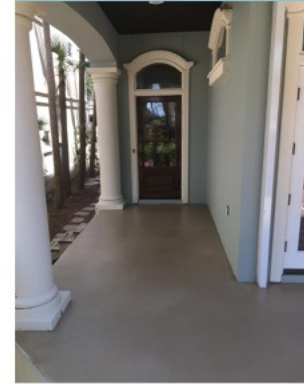
Ease of Maintenance



Man-Cave Crave

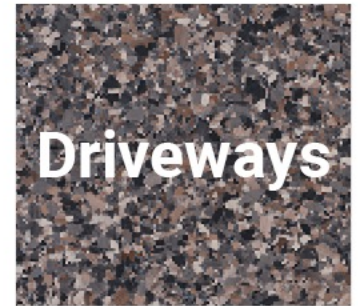
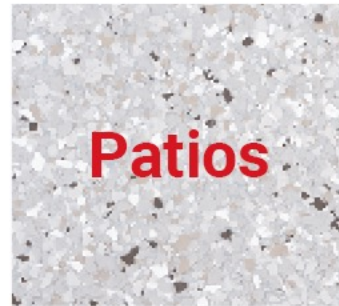
residential applications

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



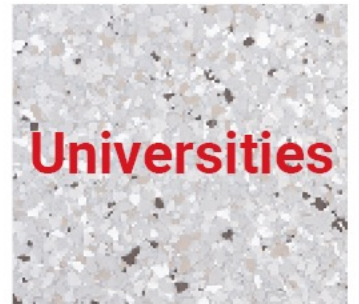
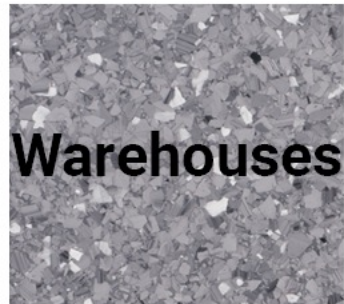
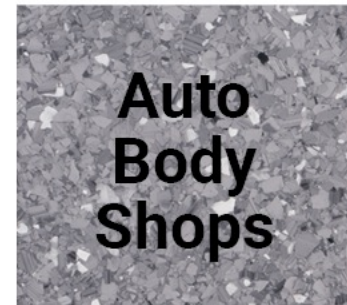
Simplify Maintenance



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

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**

POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

why floor shield

- 1** Polyaspartics were initially introduced in the 1990's by Bayer. After early success coating steel surfaces, it emerged as the best coating technology for coating concrete surfaces.
- 2** Polyaspartics are the fastest growing segment of the concrete coatings market because it is amazingly quick drying, yet strong adhesion and abrasion resistance and can be applied in wide range of temperatures. Same day floors—all year round.
- 3** Get your dealership early in the growth stage of a Premium National Brand, Floor Shield. American consumers have proven they prefer Branded Solutions and will pay more for them, AmCoat has proven this for more than two decades with Rhino Shield.

Floor Shield Promise - 15 Year Warranty

We are so confident in our product that we offer a fifteen (15) year warranty.





Floor Shield resists fading and is UV stable.

POLYASPARTIC COATING SYSTEM | SAME DAY FLOORS

floor coating products

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.





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

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 proven success

\$1 million+ business potential!

call now!

Josh Jennings
Dealer Development
850-304-4570
jjennings@amcoatind.com

