



FRANCHISEE BENEFITS

800-687-9551

Christmas Decor Franchisees have the opportunity to earn substantial off-season profits and supplement the income of their core business. We've done the hard work, all you have to do is commit to the system and reap the benefits. Call 800-687-9551 to start today.

**FRANCHISE
PACKAGES
STARTING AT
\$9,900**

+ Territory Fee
Prices vary based on Territory

THE PROOF IS IN THE NUMBERS

Avg Net Profit	Avg New Residential Sale	Avg Closing Rate	Customer Retention	Daily Production (3-Person Crew)
38%	\$2,102	58%	78%	\$3,084

AVERAGE GROSS SALES

3+ Years In Operation	\$339,252
5+ Years In Operation	\$343,941

MARKETING

- **Marketing Tools**
 - i. 110-Page Branded Catalog
 - ii. Predesigned Marketing Collateral
 - iii. Reduced Printing Costs
 - iv. Image Library
 - v. Elaborate Showrooms in Dallas and Atlanta
- **Marketing Strategies & Tactics**
 - i. Sophisticated Client Profiling
 - ii. Multi-Layered Tactical Sequences
 - iii. Data-Supported Projection Plans
- **Demographic Tools**
- **Web Lead Generation (14,000 leads)**
- **National Bid Services/Groups (TIPS, Bid Sync-Buy Boards)**

PUBLIC RELATIONS PROGRAMS

- **Dedicated PR form to Launch New Franchisees**
- **Philanthropic Programs**
 - i. Decorated Family Program
 - ii. Hope Tree
- **PR Firm Advancing Brand**

SALES

- **Proven Sales Methodology**
- **Electronic Sales Presentations**
- **Business Letters**
- **Strategies to Sell Cities and Government**
- **Methods to Sell Interior Design**
- **National Showrooms**
- **National Shows (Recon, City and Muni Shows)**
 - i. Preferred Contractor

SUPPORT

- **Business Development**
- **Dedicated Franchise Consultant and Specialization Team**
- **Graphics Team**
- **Technical Support**
- **Proposal Assistance**
- **Advisory Council Representation**
- **Proprietary Intranet**
 - i. Recorded Webinars
 - ii. Learning Management System with Assessments
 - iii. Letters
 - iv. Marketing/Sales Tools
 - v. Topic Specific Chat Rooms
 - vi. Videos
- **Core Offering Systematic, Proven Model**
- **Specialty Pricing Guidelines**
- **Regionalized Pricing to Maximize Profits**

BRANDING

- **Recognized Brand/logo**
- **National Exposure**

NETWORKING

- **Peer Support**
- **Conference**
- **Facebook Groups and Forums**
- **200 Operators with 10 or more years/Average member 15 years of experience**

EDUCATION

- **5 Day Initial Training**
- **Annual Conference**
- **Regional Advanced Training**
- **Commercial Focused Training**
- **Specialized Products Training**
- **Focused Webinars**

PRODUCT BENEFITS

- **Better Pricing**
- **Preferred Availability**
- **Customer Designed Specialized Decor Products**
- **Proprietary Products**
- **Advanced Product Introduction**
- **Continuous Franchise Directed R and D**

TECHNOLOGY

- **Industry Specific Software (\$ Million Investments)**
- **Sales App Tools (\$400,000)**

BENEFITS TO CORE BUSINESS

- **Builds Core Business**
- **Increases Recession Resistant, Higher Value Customers**

PROPRIETARY PROGRAMS

- **Safety Program and Industry Specific Standards**
- **Decorated Family**

IN NETWORK VS OUT OF NETWORK

- **Average Sale - \$2100**
- **Gross Sales - \$339K Average**
- **Net Profit - 38%**
- **Daily Production - \$1028 Per Person**

YEAR-ROUND REVENUE STREAMS

- **Nite Time Decor - Low-Voltage Landscape Lighting**
 - i. Comprehensive Training
 - ii. Year-round Support
- **DecorSmart RGB Lighting**
 - i. Extensive Technical Development
 - ii. Color-Changing Wash, Landscape and Bistro Lights
 - iii. App Controlled
- **PermaLites365 RGB Roof Lighting**
 - i. Year-Round Celebrations
 - ii. Individually-Addressable Lights for Any Color Pattern