



HARDING'S
PAINTING FRANCHISES
Franchise Information

Join the #ditchthediary Revolution



"Our franchise partners are business leaders with a passion for customer service, possess great people skills as well as expertise in business and business operations. Experience in the vocation is an asset but not a prerequisite. Notice how we said, Franchise Partner, not Franchisee. At Harding's our franchisees are our partners, we stand shoulder to shoulder with them, supporting them at every step."

Rob Hilditch, President - Harding's

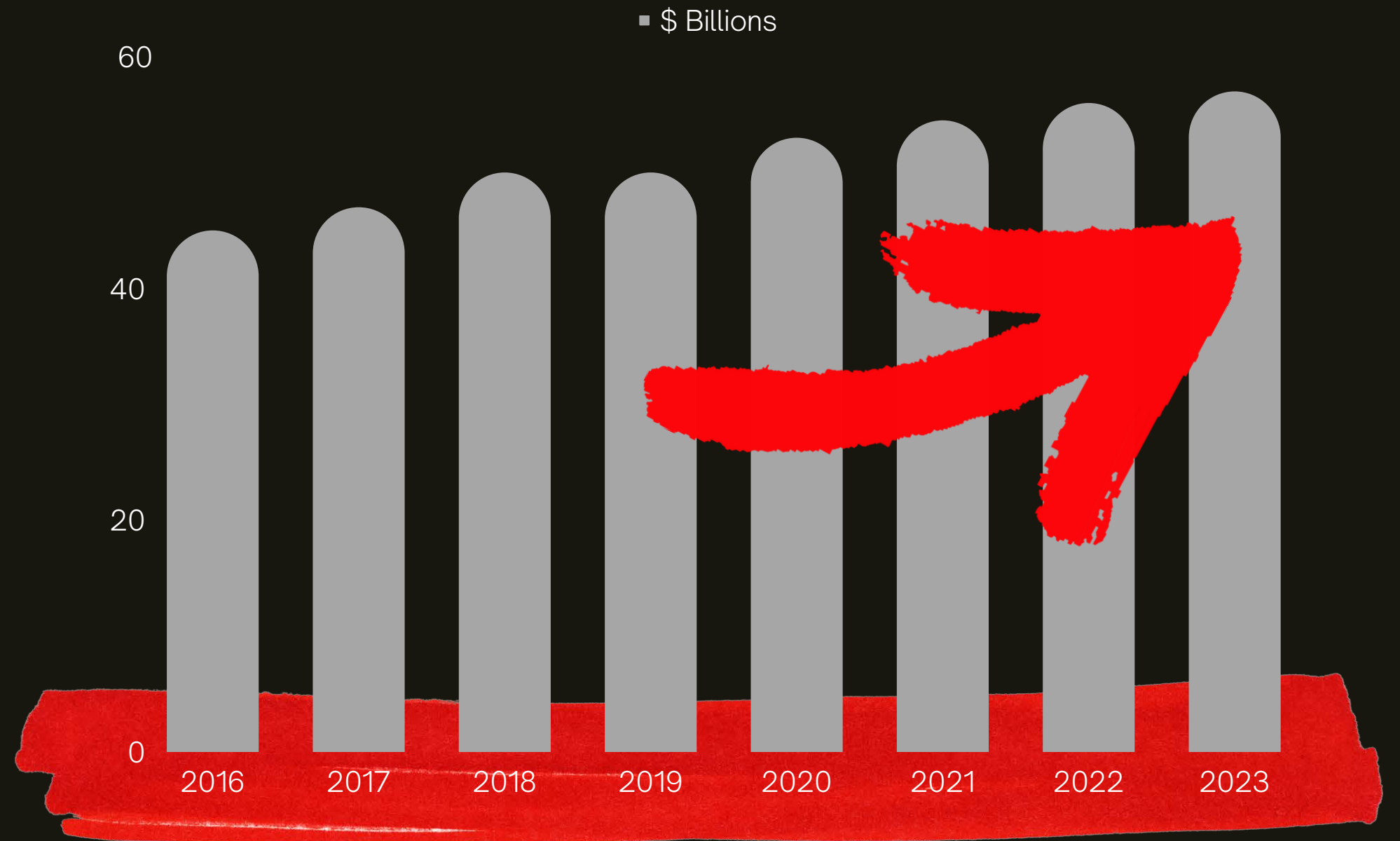
HOME IMPROVEMENT INDUSTRY CONTINUES TO GROW...

\$60b
SALES
2023

Canada

5k-10k
AVERAGE
SPEND

There are a multitude of benefits for owning a franchise system. Many of these may be generic from franchise to franchise and some are specific to our industry or to our specific brand. Our ownership team started in the painting business in 1996 and we have learned every trick in the book to make your franchise a success. 26 years of experience has only diversified our experience in developing a winning franchise system.



- The most popular project among home renovations is interior painting.
- Almost 1/2 of Canadians spend between \$5k to \$10k annually on home improvements, however, since the beginning of Covid-19, the average spend in Canada has been \$10,860.
- A report from RE/MAX Canada found that since the pandemic, over half of Canadians renovated their homes for personal enjoyment.
- 56% of Canadians believe updates such as refreshing paint is the best return to improve resale value.

THE BENEFITS OF A HARDING'S PAINTING FRANCHISE

Financial Freedom: Unlock Your Potential with a Lucrative Painting Business

Be Your Own Boss: Enjoy Independence and Flexibility as a Painting Business Owner

Build a Trusted Brand: Establish a Reputation for Quality and Professionalism in the Painting Industry

Steady Demand: Tap into a Constant Need for Painting Services and Secure a Stable Income. Painting Businesses Remain Resilient and Profitable in All Market Conditions

Low Startup Costs, High Returns: Start a Painting Business with Minimal Investment and Maximize Profits

Work-Life Balance: Take Control of Your Schedule and Spend More Time with Loved Ones

Unleash Your Creativity: Express Yourself through Artistic Painting Techniques and Designs

Rewarding Customer Relationships: Experience the Satisfaction of Transforming Spaces and Delighting Clients

Endless Growth Potential: Expand Your Painting Business, Tap into New Markets, and Multiply Your Success



Digital Marketing:

Our media team is constantly working on our content and publishing material for use in all markets. From social media posts to digital advertising, we take care of it all so you can concentrate on closing leads

WHY HARDING'S?

Quick opening process: From the time you request information to the time you are open can be just a few months

Lead Generation & Lead Management: Our marketing funnels lead to your CRM software for seamless lead generation, estimate creation, editing, and tracking from entry to follow-up campaigns, even years after a lead enters.

Minimal cost of entry: Being a home based business, your overhead is low, in fact you can write off part of your mortgage interest! It is also a low start up cost, with most franchises costing under \$50,000 CA

Vendor Pricing: As your partner, Harding's negotiates volume based pricing for product and tools that off street vendors don't receive

Marketing Materials and Apparel: Your royalty fee pays for an allotment of signage, uniforms, and marketing materials to use on job sites and in your franchise territory to market your business locally

Franchisor Experience: The support system in place comes from decades of experience in the painting and renovation industry, not to mention strong leadership in business, entrepreneurism and franchising

FRANCHISE GROWTH

- Canadian made, Canadian proud! Harding's Painting was founded in a household garage in Calgary, Alberta in 1996 with a philosophy of bringing 'Peace of Mind' to our clients paintwork, ensuring worry-free service at a competitive price with consistent employees and contractors that you could rely on year-after-year
- Harding's has become Calgary's premiere painting company and expanded into various other vocations in Home Services.
- Harding's currently has 13 Franchises in Calgary, Alberta and Kelowna, BC with Franchises in residential Painting, Commercial Painting, Condominium Painting, Texturing, Epoxy Floor Coatings, Renovations and Handyman
- Harding's is now offering individual Painting Franchises across Canada.
- The painting market is prime for growth.
- Canadian demographics are a perfect fit for trade franchises, especially painting franchises.



Ditch the...

DIY

#hirehardings

THE #DITCH THE DIY REVOLUTION

- The Baby Boomer and Millennial generations are joining the #DitchtheDiY Revolution, its now your turn to capitalize on that!
- Completing any type of home improvement project requires training in all sorts of disciplines. Many people do not think of what encompasses an entire renovation or improvement in their homes.
- Painting work is a skill set that requires chemical handling/storage, ladder safety, skim coating, sanding, caulking, woodworking skills, plumbing and electrical knowledge, understanding the difference between paints and quality then ultimately having that steady hand and acumen. Also, don't forget the tools you need.
- When you hire a professional you are guaranteed quality and a professional finish, something you may not be able to achieve on your own. A professional will complete the project in a timely and efficient manner, limiting the disruption to your home and lifestyle. Join the [#ditchtheDiY](#) Franchise Revolution and see for yourself!

WHAT IS THE COST OF A FRANCHISE?

A major benefit of investing in a franchise is getting the acumen of the entire franchise family. You get to receive the benefit of skipping passed mistakes made by previous business owners and get right to business. A Harding's Franchise Partner is part of the #DitchtheDiY revolution family. It's a support network like none other and it's part of your painting franchise investment.

Harding's works with you to achieve the lowest possible opening cost. After all, it is about making you profitable, there is no need to bloat your opening costs on unnecessary capital costs. We get you where you need to be efficiently, so you can start making money as soon as possible

Franchise Fee

\$25,000 - \$35,000

A Harding's Franchise Fee starts at \$25,000.00 CAD for standard territory of up to a population base of 250,000 people and increases to \$35,000.00 CAD or population bases greater than 250,000 people.

Pre-Opening / Grand Opening Expense:

\$5,000 - \$15,000

A marketing fee is attributed to your initial marketing campaign to promote your new business in your community and is based on your market size. The fee is used for digital, visual and direct marketing within your territory.

Training:

\$2,000 - \$4,000

Costs may vary based on your territory location and travel costs. There is no fee charged by Harding's for Training. the estimate provided is your hard costs for the training period for your travel, accommodation and food allowance.

Vehicle Acquisition Cost:

\$0.00 - \$65,000

There a a few options available with your vehicle. All must meet Harding's professional and colour criteria: Implement a current vehicle you already own, Finance a truck or van for use with your company or lease a truck or van for use with your company

Vehicle Wrap / Graphics:

\$500 - \$3,500

The estimate to decal and/or wrap your company vehicle with Harding's branded decals

Equipment:

\$500 - \$3,500

This estimate is to include such items as a computer or tablet to work from and complete estimates with, your cell phone, printer and other office equipment you may require. *Of course, you may choose to utilize equipment you may already have on hand.

Insurance, Permits & Professional Fees:

\$4,500 - \$14,500

This estimate is to include such items as Insurance, required Permits & Licenses and Professional Fees for legal and accounting

Total Start Up Estimate:

\$37,500 - \$140,500

*NOTE: These are estimated costs for an individual only, showing a low to high range of investment. Harding's Services Inc. cannot guarantee the exact costs of opening each individual painting franchise. Multiple franchises purchased together will vary in cost. Estimates are compiled using previous Harding's licenses or franchises. Your franchise may vary based on, the present-day economy and various other factors beyond Harding's Services Inc. control.

WHAT DOES MY INVESTMENT INCLUDE?

Your royalty fee includes a multitude of services and marketing initiatives. At Harding's we want you to concentrate on making the sale with your client and not have to worry with the peripheral business. We take care of the marketing, payments, social media content and creation, digital advertising, business license(s), general liability insurance, work place insurance (depending on provincial restrictions), yearly uniform allowance, and yearly street signage allowance.

Royalty Fee

12% Flat Royalty Fee

Franchise Fee

As low as \$25,000.00*

Franchise Term

5 and 10 year options
w/ 2 x 5-year renewal options

MARKETING

Our marketing program is proven with core competencies in social, digital and traditional marketing methods that put Harding's ahead of the competition. At the time of publishing this website, we have the 2nd most Google Reviews in Canada for a Painting company. We take pride in marketing our company; making it a recognized and trusted brand in Painting services.

HUMAN CAPITAL

Our proven system and branding has afforded us access to the best talent. We've built a culture that has painter's wanting to work here over our competitors. We provide you with the toolkit to train, hire and establish yourself as the same within your territory.

TRAINING & SUPPORT

Our ownership group has a combined 85 years of experience to establish a training program geared toward your success. We stand shoulder to shoulder with our franchise partners educating them at every step through their journey. We are your private business coaches.

INSURANCE

Harding's operates in a unique way that is not seen in franchising. Although we recommend basic insurance to protect your company and its assets, Harding's includes its franchise partners within it's General Liability Insurance and your sub-contractors. So we are all protected under the Harding's name for work completed as a Harding's partner.

Frequently Asked Questions



How big is my territory?

Harding's uses several factors in determining the size of a specific territory for each of its Painting franchises, sometimes combining the two. Demographic information is assessed such as population size, household incomes levels, commercial/industrial access, as well as other regional considerations and then designates specific postal codes to establish a territory.

Where does the training take place, how long is it for?

The Harding's training program currently consists of classroom, field, and webinar sessions. Travel to Calgary, Alberta is necessary for a period of 10 days. Classroom sessions consist of financial, operational, roleplay and systems training while field sessions consist of estimating and service procedures with seasoned franchise partners in the Harding's systems. Harding's will maintain contact throughout your training and after along with regular field visits.

How am I going to paint?

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How much money can I make?

We get this one a lot! However, it is the hardest one to answer. We provide you with the toolbox but it is up to you on how you use the tools in it to build your individual business and how closely you follow the system. Your decisions in operating your franchise and how you navigate your marketplace has a direct correlation on the success of your franchise. We help you establish the baseline but it's up to you to step to the plate and swing.



[Click here for the full list of FAQ's](#)

TESTIMONIALS....



" I started as a painter for Harding's and jumped at the opportunity to buy not just one but 2 franchises in painting and texturing. Very happy I made the decision, business is terrific. "

Daniel Denis, Franchise Partner - Calgary/Airdrie

" I am incredibly happy with my business. After three years I have exceeded my budget and continue to grow thanks to the Harding's marketing system. The support has been great! "

Chris Policarpo, Franchise Partner - Kelowna, BC

YOUR TRAINING TEAM



APPLY FOR A FRANCHISE!



Rob Hilditch
President & Managing Partner

Business Operations, Client Services, Digital Media, OHS, Lead Acquisition and Retention



Vicki Evans
Controller

Accounting Operations, Software Implementation, Data Analyst,



Corey Arsenault
Software Liaison

Business Operations - Software Development



Attila Draskoczy
Field Trainer

Estimating and Service Trainer