



**MERIT**<sup>™</sup>  
PROFESSIONAL  
COATINGS

The new face of commercial painting

## Challenging the Status Quo

Merit Professional Coatings (MPC) was founded in 1994 by Jeff Clarke and Ed Repins. With a combined 46 years of experience in the commercial painting industry, these two businessmen employ a systemized, professional approach to this exceptional commercial painting business.

MPC's mission is simply stated:

**To do whatever it takes to exceed the customers' expectations by providing them with the finest quality coatings and superior craftsmanship.**

We execute this mission by providing exceptional customer service with a dedication to quality that's backed by strong operational systems.

Typically, commercial painting contractors are painters who have gone into business for themselves, whereas we are businessmen who happen to be in the painting industry, setting us apart from the competition. In an industry where quality service and performance are key, MPC does more than stand out from the crowd – we've raised the bar!

## Positive Outlook

The U.S. paint and coatings industry is valued at \$19.7 billion.<sup>1</sup> Aided by an improving outlook for construction and manufacturing, the demand for paint and coatings is expected to rise annually.<sup>2</sup> Opportunities for commercial painters are predicted to be excellent with employment set to grow by 11 percent through 2016.<sup>3</sup>

Are you a quality-minded, hardworking person with an entrepreneurial spirit? The Merit Professional Coatings franchise presents a brilliant opportunity to join forces with an established company whose philosophy and systems distinguish them from the competition.

<sup>1</sup>"Paint & Coatings to 2012." Accessed 20 May 2009 <<http://www.freedoniagroup.com/Paint-And-Coatings.html>>.

<sup>2</sup>Ibid.

<sup>3</sup>Accessed 20 May 2009 <[http://careers.collegetoolkit.com/careers/painters\\_construction\\_and\\_maintenance/overview/47-2141.00.aspx](http://careers.collegetoolkit.com/careers/painters_construction_and_maintenance/overview/47-2141.00.aspx)>.





## Highly Systematized

MPC has established systems for every aspect of the business. From estimating, to job file formatting, to budgeting and schedules, to invoice management and more, there is never a question as to how something should be done. Following these procedures enables everyone to be “on the same page” and helps to closely monitor job progress.

You’ll use our highly precise estimating system to develop accurate operating budgets and determine exactly how much profit you should make on a job.

Cost incurred on every job is entered daily to ensure it is on track with your budget. If it is not, it’s the Project Manager’s job to find out why and correct the problem.

Another key advantage of the MPC franchise is our proprietary estimating methods – we’ve turned the art of estimating into a science!

## Single Source Accountability

A project manager will provide your customers with single source accountability on every job. This person is responsible for cultivating strong client relationships, providing personal service that reflects our high standards throughout all phases of job completion.

Project managers estimate the job, purchase materials and manage the project every step of the way. They initially establish a client’s expectations and meet with clients regularly as the job progresses to ensure they are being met. MPC tightly manages progress, with daily accounting. It’s the manager’s job to know where their jobs stand at all times.

Our uncompromising quality standards are reflected in the warranty each project receives. You’ll guarantee your work in writing for 12 months; longer if necessary.

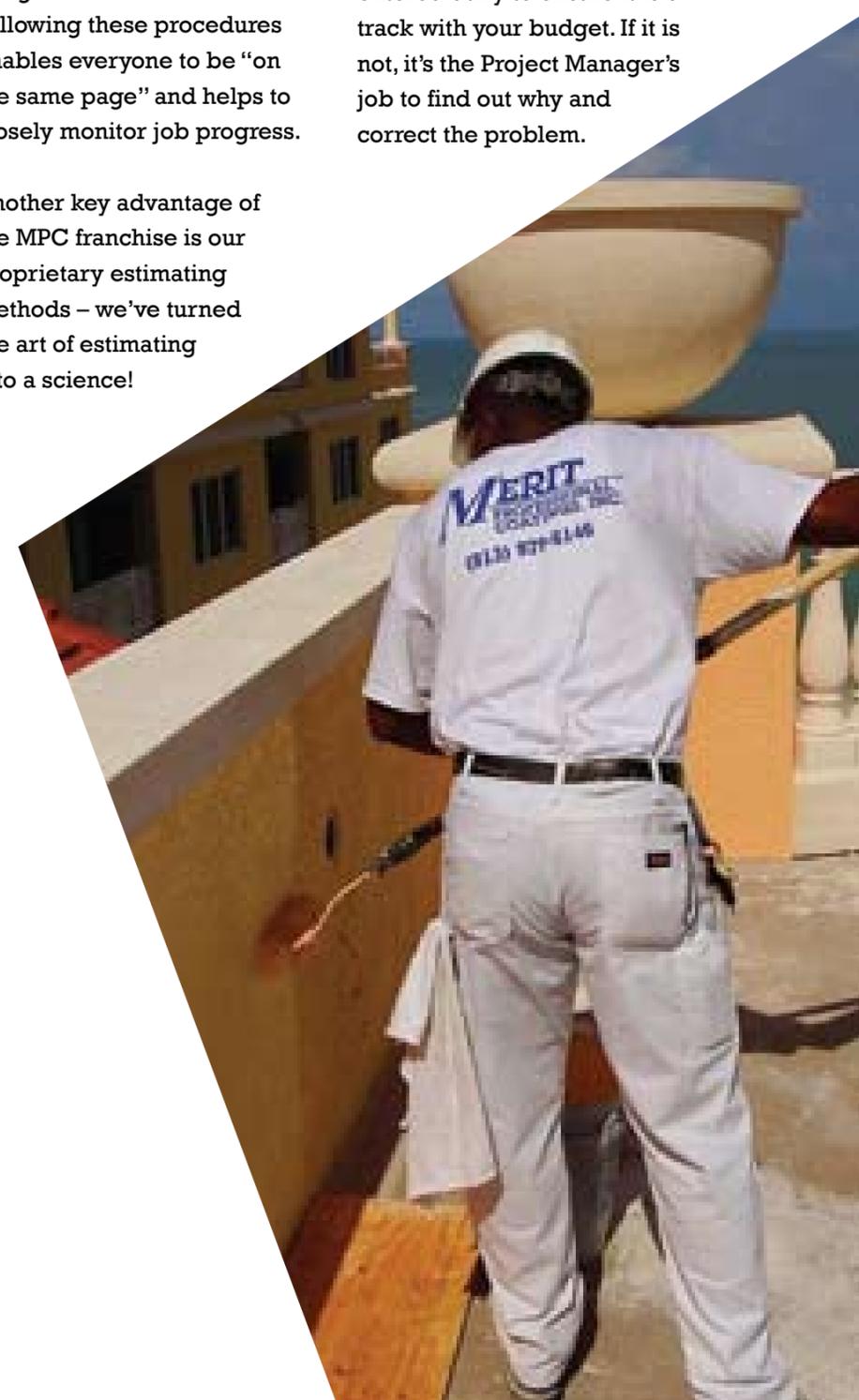
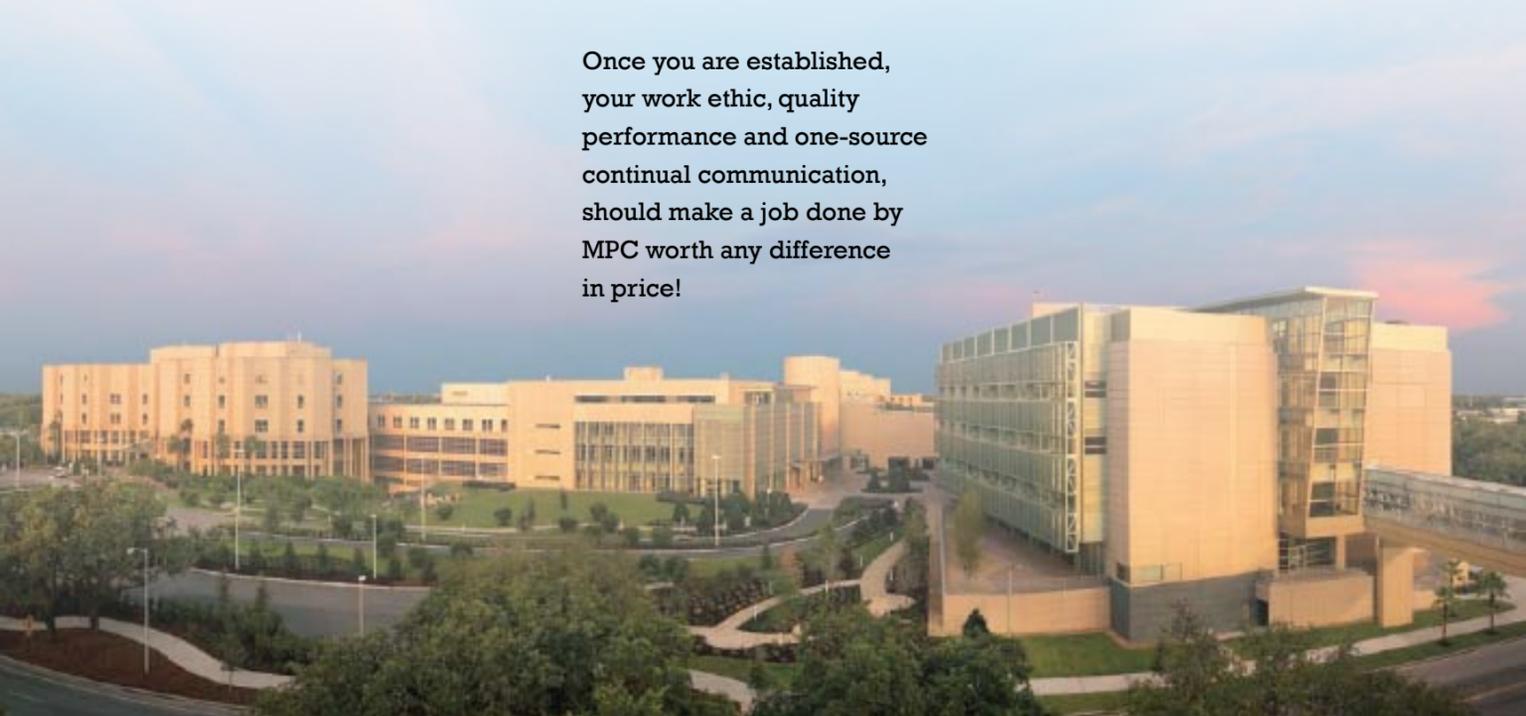
## Our Core Philosophy: Quality Leads the Way

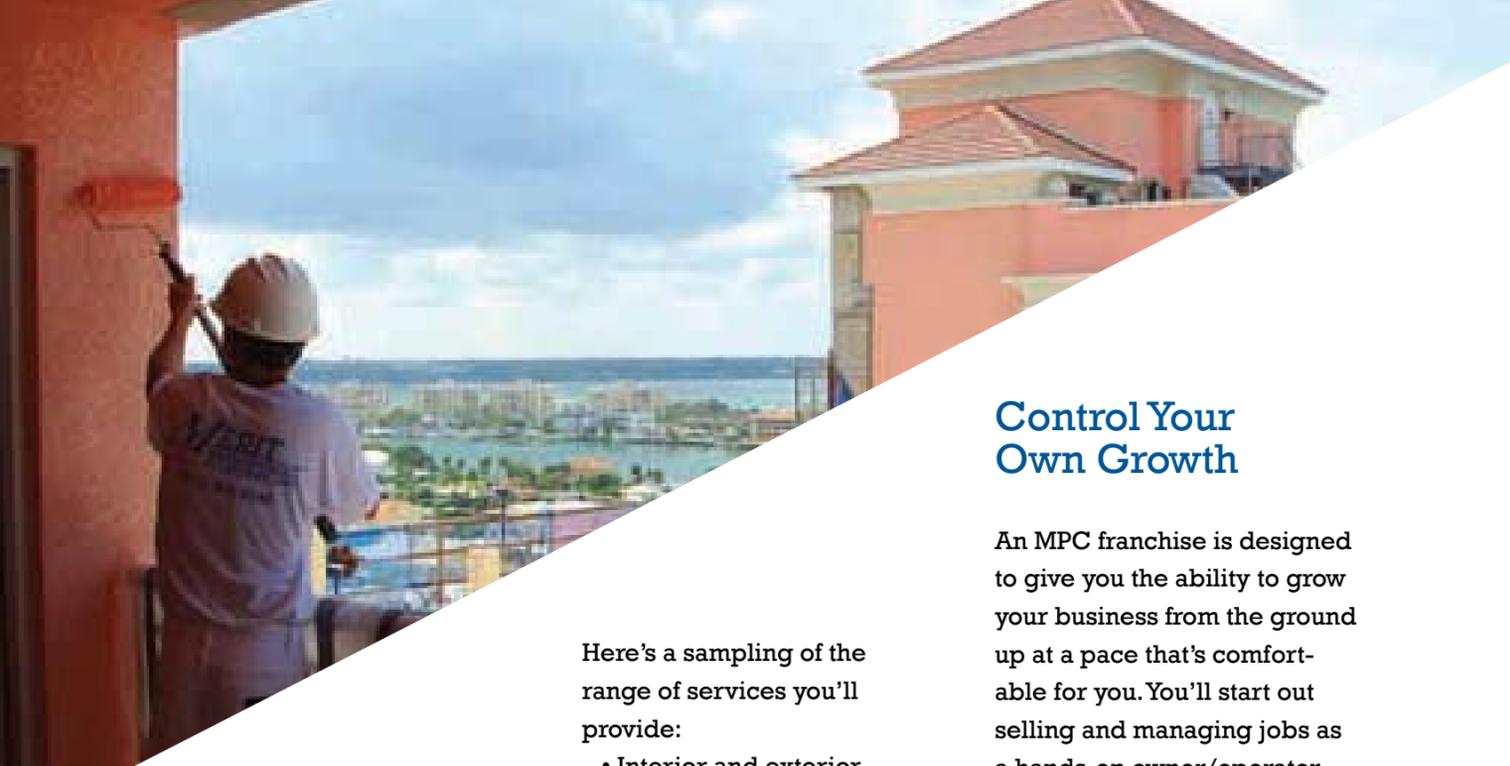
### Solid Business System

Should you be accepted to join the MPC franchise team, you’ll operate your company using our outstanding business system. It’s a system that has evolved out of years of experience and knowledge, and has been refined through trial and error.

Owning an MPC franchise requires a commitment to building strong client relationships and delivering high quality work. We seek excellence in our client relationships and choose to work with solid companies. In return, our customers work with a professional company that employs experienced painters and provides them with single source accountability.

Once you are established, your work ethic, quality performance and one-source continual communication, should make a job done by MPC worth any difference in price!





## Full Service Operation

In addition to painting, your customers will benefit from the convenience and peace of mind of having single source accountability for a variety of complementary services.

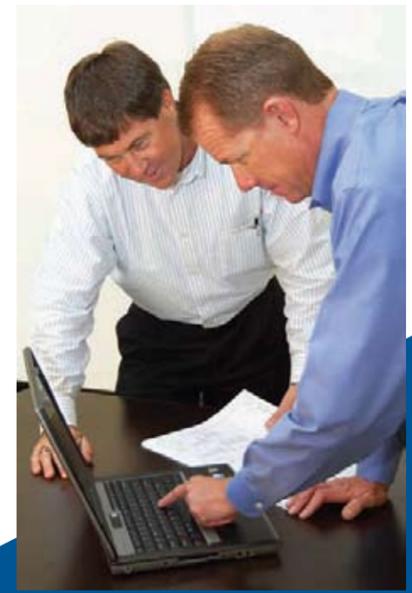


Here's a sampling of the range of services you'll provide:

- Interior and exterior painting
- Exterior texture coatings
- Elastomeric coatings
- Wallcovering and architectural finishes
- Staining and other specialty wood finishes
- Specialty coatings for parking decks or exterior structures
- Waterproofing

## Control Your Own Growth

An MPC franchise is designed to give you the ability to grow your business from the ground up at a pace that's comfortable for you. You'll start out selling and managing jobs as a hands-on owner/operator. We'll provide you with training and guidance on how to develop sales and introduce the impeccable Merit methods to general contractors and the owners of commercial buildings.



As you grow your book of business, you'll begin to hire and develop in-house staff. An Operations Manager should be among your first hires, as this individual will oversee the crews so you can shift your focus to business development.

Types of commercial projects you'll approach can include:

- Hospitals
- Doctors offices and clinics
- Nursing homes
- Malls and other retail locations
- Car dealerships
- Hotels and high rise luxury condominiums
- Municipal buildings
- Schools and churches
- Office buildings



## Low Overhead

Because Merit Professional Coatings is not the type of business that is typically visited by customers, you'll only need leased office and warehouse space ranging between 1,000 and 1,500 square feet. Your offices will include a small, informal reception area plus office space and a warehouse. Franchises will typically be located in a light industrial area where rents are more affordable and trucks will have easy access to warehouse space for easy loading and unloading.





## The MPC Franchise Advantage

Owning a Merit Professional Coatings franchise brings you into the franchise industry, which employs more than 20 million people and contributes over \$2 trillion annually to the U.S. economy.<sup>4</sup> As critical components of our economy, franchise businesses have a proven track record in creating business opportunities for entrepreneurs.<sup>5</sup> Franchising provides business owners with an extra margin of help including access to training, business methods and marketing support, which can be particularly helpful in times of economic stress.<sup>6</sup>

With an MPC franchise, you'll share our excellent reputation for quality as you operate under the umbrella of the Merit Professional Coatings brand. What's more, most independent businesses lack the knowledge, skill and operational experience offered by a franchise company. Following our guidelines and systems can help to reduce the risk commonly associated with starting a business from scratch.

**You'll be in business for yourself but not by yourself,** with our advice and support to help you each step of the way!



<sup>4</sup>Franchise Businesses Take Center Stage at Washington, DC expo. 27 Jan. 2009. Accessed 18 Feb. 2009 <<http://www.franchise.org/Franchise-News-Detail.aspx?id=43938>>.

<sup>5</sup>Franchising Task Force Launched by U.S. Mayors' Conference." FA Insider, Vol. 14, Iss. No. 3. 2 Feb. 2009. Accessed 18 Feb. 2009 <<http://www.franchise.org/Franchise-News-Detail.aspx?id=43998>>.

<sup>6</sup>Ibid.



## Critical Support Services

Merit Professional Coatings' quality orientation and attention to the smallest detail also applies to the excellent support services we have developed for our franchisees. They consist of the following:

### Training

Our training will immerse you in the MPC approach to commercial painting, providing you with a thorough grounding in our methods and procedures. As previously mentioned, you will also receive ample sales training. We will provide onsite training to ensure that you are properly implementing the MPC program and to give you any additional assistance you may need.

### Operations Manual

You'll receive a comprehensive operations manual that contains all of our policies, procedures, estimating formulas, and more. It will provide you with a quick reference to everything you need to know about operating your Merit franchise.



## Ongoing Service & Support

You can count on our commitment to helping you establish and grow a thriving commercial painting business that embodies the MPC standards of excellence. We will be available to you by phone or email to answer your questions and provide expert advice.

## Marketing

In addition to the use of our logos and other marks, you will receive professional marketing materials that include marketing plans and ads for use in your market. Plus, our well-designed website serves as an effective marketing tool as well.





## Your New Career Begins Here!

Are you ready to become part of an established company that is known for delivering top quality work? Backed by our systems and training, you'll be prepared to make your own mark in the commercial painting business as a Merit Professional Coatings franchisee!



To join our franchise team, you must have strong sales and customer service abilities. We're looking for people who have some knowledge of painting, wallcovering, architectural finishes, and/or construction. In addition, we are seeking proven problem solvers who can work with estimates, budgets and multiple commitments. Finally, you should possess high personal standards of excellence, honesty and integrity. Prior experience reading blueprints and doing take-offs will be considered a plus, but is not required.

To learn more about this exceptional opportunity, please refer to the information located on the back cover of this brochure to contact us today. We look forward to hearing from you!





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