

INFORMATION PACKET



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FROM THE PRESIDENT

Business ownership is not for everyone. It takes a special breed of person to break free from their past and take control of their own destiny. Friends, family, loved ones with the best of intentions may strongly recommend the 'safe' path. But, we know that that path is not really that safe all the time. In fact, sometimes it's quite the opposite.

Many of our current franchisees thought they were safe in their jobs because they were strong performers with many years of loyal service- until the whole business unit got shut down and they were let go. Others saw the writing on the wall and left before they got axed. Some just couldn't take the corporate world any more. And virtually all of our franchisees finally reached a point where they wanted their hard work to benefit themselves, and not the owner or shareholders of their companies.



Whatever your situation is, I applaud you for exploring business ownership. In life in general, it's so much easier to let the winds of fate carry you where they may- it's infinitely harder to grab the reins and take charge. To put yourself on the line, your own capital in play, with the threat of failure keeping you up and night, and the promise of reward driving you forward. Business ownership is living intentionally, deciding for yourself what your life will be, earning a pride and a swagger than most can never claim.

I love the relationship I have with our franchise owners. These people, our franchisees, are cut from the finest cloth, and I am continually humbled to be surrounded by individuals that I respect and admire so profoundly. There is no way that we could have achieved our incredible online reputation without amazing franchise owners. To be able to coach and support such high caliber people and help them achieve the income, equity and lifestyle that they desire is perhaps the most meaningful calling of my entire career.

I hope that you have learned more about Gotcha Covered as you have perused our site. Our intention is to give you as much information as possible so that you can decide whether you would like to proceed further in learning more about us.

If you like our opportunity, and our system, and our brand, and how we approach the market, and all of the tools, resources and programs, and our values, then give us a call or send us an email. Our founder and CEO, Vic Yosha, will reach out to you to begin the process where you can learn

more about our system, meet some of the staff, talk to some current franchisees, discuss income potential and territory, and ultimately decide if we are a good fit for each other.

In my experience, people will self-select themselves in or out of our system. If Gotcha Covered does not seem like a good fit for you, then we wish you the very best of luck in finding success wherever life takes you. If you ever need window treatments, or find yourself in a business that would be a good marketing partner for one of our franchisees, reach out to us.

I am very committed to the success of our franchisees, as is our entire staff. You will see this in what we do and say, and you will hear this from our franchise owners. I know that we are not perfect, and never will be. On the same token, we will never be done improving. We are getting better all the time, and you have a unique chance to get in on the ground floor of something that will be amazing.

Regardless of the path that you take, I congratulate you for exploring business ownership. If you ultimately decide that it is not for you, there is no harm or shame in that. But if you are open to it, regardless of what path you take to get there, I strongly encourage you to take the chance. Believe in yourself, and bet on yourself. Take control of your destiny and build something meaningful.

One of my life philosophies (and I'm paraphrasing here) is that as human beings, we should all 'drink deeply from the cup of life, for it goes 'round the table but once'.

Thanks again,

Paul Linenberg

P.S. In our animated video, you may notice that we use a bicycle theme to present the Gotcha Covered system. This metaphor was developed by our late friend, Charlie Trench, to describe how our franchise model works:

The bicycle represents our system, and when you join Gotcha Covered, we give you a world-class bike. We've put a lot of thought into the bike and its design and components, and we're always looking for ways to improve the bike. We train you on how it works, and we support you and coach you on the way to get the most out of your bike. How fast and how far you go depends on how hard you're willing to pedal. If you don't pedal very hard, or if you take the bike home and lean it up against the fence, you're not going to get very far.

It's the same with our system. We give you all the tools you need to be successful, but the extent to which you achieve your business goals are up to you.

How thirsty are you?

FRANCHISE EXPLORATION

You're obviously dreaming of something more out of your life- more income, more flexibility in your schedule, more time with family and friends, more meaning, more challenge, more equity in your own business, etc. If this sounds like you, we are pleased to tell you more about how Gotcha Covered can help you achieve all of these dreams.

Now, right up front, we'll tell you that we're not right for everybody. If you're looking to invest a ton of money in a high-cost, high-overhead 'brick and mortar' business, you'll need to look elsewhere. However, if you're looking for a low-cost and flexible home-based business where you decide your hours and how much money you want to make, then here is an overview of our proven system:



Ultimate Flexibility

- You can work from home as a 'one-person' show, or with a spouse or partner.
- You can adopt our 'executive model' where you hire sales associates and even have a retail showroom.
- You can market to the residential market or the commercial market, or both.

Great Business Model

- Low risk
- Excellent cash flow
- No inventory
- No accounts receivable
- No contingent liability
- Minimal overhead

Extraordinary Online Reputation

- Gotcha Covered has an amazing 4.9/5.0 star average online review score across all time and locations, going back to 2009.

Products in High Demand

- The market for your products and service is over \$20 BILLION per year.
- Virtually every single home and business is a potential customer.

Unparalleled Technology

- Our technology is so advanced that it saves hours and hours of administrative tasks that your competition has to do manually.

Significant Income Potential

- Franchises who follow our system and actively work their business can generate substantial revenue.
- Due to our low investment and high income potential, we offer one of the best ROI (Return On Investment) of any business.

All the Training and Support You Need

- You can enter the business and be successful with absolutely no prior industry experience- all you need is the willingness to promote your products and services using our proven strategies, tools and programs.
- You will be in business for yourself, but not by yourself.



WHY FRANCHISING?

A study by the U.S. Small Business Administration found that over 62% of all new non-franchise businesses fail within the first six years of business. In contrast, a study by Arthur Anderson of 366 franchise companies found that over 96% were still in business after 5 years of business. There are thousands of franchise systems in the U.S. and Canada today; about 1 in 12 businesses is a franchise, and a new franchise opens about every 8 minutes of every business day.

Furthermore, franchise systems:

- generate over \$800 billion in annual revenue
- employ more than 8 million people
- create more than 170,000 new jobs every year
- account for only 10-12% of all retail and service enterprises yet receive over 50% of the revenue of these sectors.

Here are some of the reasons that strong franchise systems like Gotcha Covered are such a phenomenal choice for those people that have the entrepreneurial spirit, yet desire the confidence of a proven business system.

Training and Support

Gotcha Covered provides you with the training and ongoing support you need to become and remain successful. We have a vested interest in you being able to run the franchise profitably and succeeding in your business.

Brand Awareness

It can take years for a business to successfully build a well-recognized brand that helps drive sales and provides an advantage over other competitors. Brand awareness can make or break a business, and Gotcha Covered provides instant and proven brand awareness without the time and effort that would otherwise be required.

Purchasing Power

Gotcha Covered has the ability to provide products and services at reduced rates because we use the combined buying power of all the franchisees to negotiate better deals with all of our vendors and partners. This allows you to compete against anyone, achieve a lower cost of goods, and put more money in your pocket.

Proven Business Plan

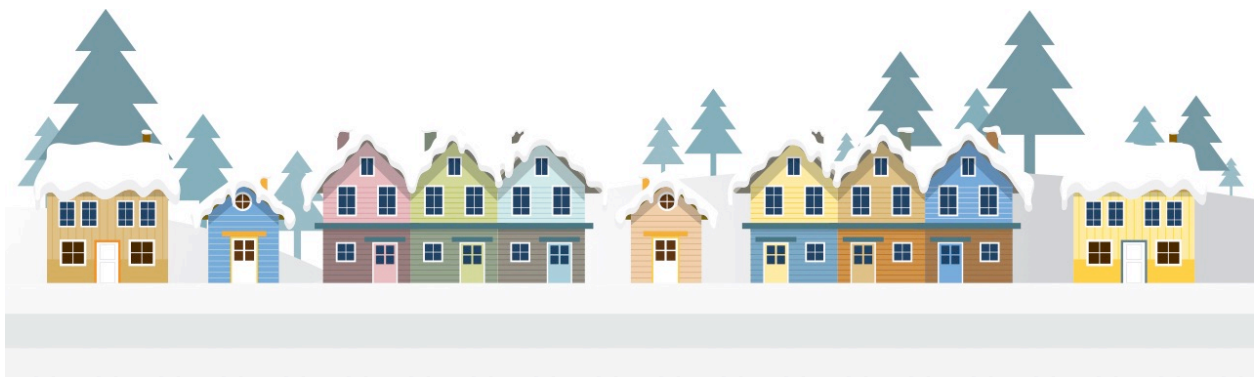
Most of the thoughts, mistakes and successes of a business have been worked out by Gotcha Covered, so you can avoid costly mistakes and focus on the successful processes.

Unique Assets

Most franchises are built on some unique feature or features, such as specific recipes, business processes, marketing programs, etc. that other businesses can't copy. For Gotcha Covered, our franchise system includes unique branding and marketing strategies, proven business processes, and a unique technology platform that helps our franchisees run their businesses with accuracy and efficiency that simply isn't found elsewhere in our industry.

Your Peers

One of the hidden benefits of a franchise system that 'gets it' is the sharing of 'best practices' among all franchisees. At Gotcha Covered, we have built an amazing culture with high-caliber franchisees who are mutually supportive, helpful and inspirational to the rest of their peers. We have several programs and mechanisms that are baked into our system that help our franchisees connect and share ideas with each other on a regular basis.



ABOUT THE INDUSTRY

According to a variety of sources, American homeowners spend approximately \$10 billion dollars per year on window treatments; Canadian homeowners spend over \$1 billion CAD. Virtually every home and business is a potential customer for our products and services. The next time you are out, look around and see the windows all around you- in homes, businesses, hotels and office buildings. Every building has windows- and virtually all of them need some type of covering. For privacy and light exposure, they are a necessity rather than a luxury.

Fragmented and Unbranded

The window treatment industry- unlike most industries- is very fragmented with no major players. There is very little branding in our industry and no national household names when it comes to window treatments. In fact, the largest retailer of window treatments is estimated to have less than a 3% share of the total market!

Furthermore, there is very little local branding in our industry. Most people aren't aware of any local window treatment companies, and while most of us have personal connections who are realtors, mortgage people, or in other home-service trades, almost nobody knows a window treatment person!

Disadvantaged Competitors

The vast majority of the dealers in our industry are small, independent companies without any of the benefits that Gotcha Covered offers. They don't have the buying power, extensive product lines, marketing programs, coaching and support, or technology that Gotcha Covered franchisees have.

Behind the Curve With Technology

In general, the custom window treatment industry is far behind the times in terms of the evolution and adoption of technology to help business processes. Most of our competition simply do not have the resources nor the business acumen to leverage technology in a meaningful way. Once again, our technology gives us efficiencies that they simply don't have. This means that we can do more in less time, giving us a higher capacity and the ability to put more dollars in our pockets. While they are still working their manual processes, we are working our technology to get on to our next opportunity.

Because of the dynamics of our industry, we have a tremendous long-term opportunity to create an international brand and become a dominant player in this huge market!

OUR MARKET POSITION

The vast majority of the competitors in our industry focus on commodity products such as blinds, shutters, and shades. They typically only sell products from one or two vendors, and do not have the interest or the expertise to sell outside of their limited product set. As a result, they take a very 'transactional' approach to the market. This means that they try to focus on their products to make a quick sale based primarily on price, and be on to the next appointment.

In contrast, Gotcha Covered franchisees have an extensive product offering from all of the top vendors and are highly trained to sell soft and top treatments. And, our collective buying power means that no one has a price advantage on Gotcha Covered so we can truly offer a 'good, better, and best' option in virtually all product categories. As we like to say, 'we offer virtually everything for the interior of a window'. As a result, we are able to take a consultative approach with our customers, wherein we take the time to truly understand their needs and present solutions based on their needs.

The result of our approach is that we are able to build trust and rapport with our customers, give them high quality products with great service, and ultimately create raving fans that tell their friends and neighbors about us. We can be their 'one stop shop' and provide all of their window treatments from a single source. This approach also results in closing ratios that are typically twice as high as our competitors, all the while earning a fair profit with an average transaction that is also twice as high as our competitors.

Our approach to the market means that you run the business completely differently than your competitors. Our franchisees build relationships with their customers, will spend more time in the home, will make sales on most of the appointments they go on, and will generate more revenue per appointment.

In contrast, our competitors have to go on many more appointments to make an equivalent income because their closing ratio, profit margin and average transaction are all significantly less. There is nothing inherently wrong with their approach, and there are many companies in this space that are successful. We just think our way is better, and our customer must agree since they have given us a 4.9 out of 5.0 star reputation across our entire franchise system.



COMPANY AND CULTURE

Gotcha Covered has roots in the industry that go back several decades. In June of 2009, two industry powerhouses- V2K and Window Fashion Professionals- combined to form an entity called Gotcha Covered Franchising, LLC. Each of the predecessor companies had extensive experience in the custom window treatment industry, and each brought important assets into the relationship. In particular, V2K brought a focus on leveraging technology for the benefit of franchisees and customers, and Gotcha Covered contributed a very powerful brand name.

The Gotcha Covered Corporate Team is led by President Paul Linenberg and includes a phenomenal group of talented people that are all dedicated to the success of Gotcha Covered franchisees. Not only does the Corporate staff have several decades of combined experience in the window treatment industry, but more than two-thirds of our staff have been previous business owners! That means that we know what it's like to own and operate a small business, and understand what we need to do to support our franchise owners.

We also understand and honor the trust that is placed in us whenever someone decides to join our system. We are very open, honest and transparent with all of our dealings, and have adopted the following statement as part of our official Mission Statement:

"Our mission is to find and attract qualified individuals who want to build income and equity within a flexible lifestyle, and help them achieve their goals by training, coaching, and supporting them to the best of our ability. Our collective success is tied to the individual success of our franchisees. We are responsible for giving our franchisees the best possible opportunity to succeed, and we shall never quit or give up on any franchisee who is sincerely giving their best effort."

As dedicated, knowledgeable and supportive Gotcha Covered Corporate is, it is our franchisees that really make the entire system work. Our franchisees come from all walks of life, and have achieved high levels of success in virtually all previous endeavors. Whether that was building companies or raising kids, teaching math or designing airplane engines, Gotcha Covered franchisees are extremely high-caliber people that bring their work ethic, wisdom and good will into our system.

All of our franchisees know and understand that we're all in this together. We know that none of us have all the answers, yet all of us have most of the answers. We do not operate from ego or believe that we have a monopoly on good ideas; we simply have different roles to perform. We know that our collective success comes from our individual success, and while we are separated geographically, we are all trying to achieve the same thing. That is, to build a great

local business that will evolve and eventually grow into a powerful international brand wherein Gotcha Covered becomes known as the premium provider of custom window treatments across the US and Canada. Our 4.9/5.0 star average online review score is proof that we are well on our way to achieving this goal.

CORE VALUES/OPERATING PHILOSOPHY

Gotcha Covered is not your stereotypical franchise. We are not going to plunk down a heavy set of operating manuals and expect you to manage your business according to precise operating guidelines. We are not a cookie-cutter franchise system wherein every location has to operate the exact same way. Where you have to mail out 'x' number of flyers every week, and they all have to say 'this', and you have to be open 'these' hours, blah blah blah.

There is nothing inherently wrong with this type of franchise, and there are many of them that are highly successful. It's just not 'us'.

At Gotcha Covered, we are about giving our franchisees the best possible opportunity to build income and equity- this is first and foremost. However, a very close second is the lifestyle that you desire and the type of business that you want to build. You can start and remain a single owner-operated business for the entire duration of your franchise ownership. You can add staff, and you can even open up a storefront if you'd like. Or, you can choose to focus more on the commercial window treatment opportunity. These choices are yours, and we'll support whatever choice you make and whatever path you take.

An underlying philosophy of ours is that we will treat you like adults. We will let you achieve the level of success that you desire- without pressure from us. You do what you want and we will help you every step of the way. We keep reporting and administrative burdens to the absolute lowest level needed to run the system effectively. We're thoughtful when we make changes that might impact how you run your business. We're always thinking about ways that we can improve what we do, and we will never be 'done' improving Gotcha Covered.

In terms of branding, we know that consistent branding is critical, and it's the single thing that we get fussy about. But we know that you will be the face of Gotcha Covered in your community, and that's a good thing. That's why, within our branding guidelines, you will find many areas to customize your local brand and let your market know who YOU are.

Our goal to build a strong international brand is completely dependent on the quality of the people that we invite to join our franchise system. To a large degree, people tend to 'self-select' themselves as being worthy of- and valuing- our culture and core values, and want to be associated with such a highly regarded brand. Those that feel like they would be a good fit tend to find themselves moving toward Gotcha Covered. Those that are seeking something else tend to move away from Gotcha Covered.

GIVING BACK

In 2015, Gotcha Covered began participating in campaign to increase awareness and raise funds for breast cancer research. This is now an annual event in which we run a campaign through the month of October that includes our websites, Facebook, newsletters, and a special logo that we use in that month only.

All of our franchisees are invited to participate in this campaign, and they can make contributions to our designated charity, the Breast Cancer Research Fund (www.bcrf.org). This global organization is highly rated by Charity Navigator and other independent rating agencies due to the nature of their work and the percentage of funds that go directly to research.

Each franchisee determines the amount that they would like to donate, and typically bases the amount on a percentage of their sales during October. Gotcha Covered corporate also donates to the Fund.

In 2018, we began supporting Veteran organizations in both the US and Canada. In the US, we support the Fisher House, which provides housing for the families of service men and women who need care at a military medical facility. In Canada, we support True Patriot Love, which is an umbrella organization that provides programs for Veterans and for other organizations that also support Veterans.

Both of these campaigns are run similarly to the Breast Cancer campaign, and all of these organizations are linked to on the home page of our website.



TRAINING AND SUPPORT

We believe strongly in the ancient adage that if you “give a man a fish, he eats for a day. Teach a man to fish and he eats for a lifetime”.

Since most of our franchisees have no direct experience in the window treatment industry, we have taken training to a whole new level. The Gotcha Covered training program is arguably the most extensive in the window treatment industry, drawing on our decades of experience in the window covering business. It is constantly evolving to make sure that we are always incorporating new training tools and adapting to the changing needs of our new franchisees.

Initial Training

Our Initial Training program begins with a comprehensive pre-training checklist that is begun once a franchisee completes the onboarding paperwork. Our new franchisees then come to training a few weeks later for a full week of in-class training at our corporate training location in Denver, Colorado. This comprehensive program is designed and taught by our own seasoned industry experts who have the experience, knowledge and passion to teach you the window covering business inside and out.

The first week of Initial Training will include the following topics:

- Welcome and Orientation
- Technical Measuring
- General Product Information
- Industry Overview
- Marketing and Sales
- CRM/Business Management
- Company Resources

After the first week of Initial Training, our franchisees return home for a full second week of training in their home market. In this week, you will get in-depth product knowledge training directly from our vendor partners so that you more fully understand our complete line of products. You will also view webinars and have calls and meetings with Corporate, as well as other vendors and suppliers.

Following the second week of Initial Training, we will work with you on your Launch Campaign and performance forecast. We will customize a list of priorities and tasks for you to accomplish so that you have a clear sense of the things you need to do to launch your business in the days and weeks immediately following training.

It’s important to note that we do not take a ‘cookie-cutter’ approach to training our new franchisees. We understand that everyone comes to us with a unique mix of work experience, skill set, personality, budget, territory, life situation, and goals. Therefore, we do not squeeze you

in to a rigid training program. Rather, we takes all of the things that are unique about you and work with you to help you launch and grow your business.

Shortly after the first two weeks of Initial Training, you will be fully operational with all of the strategies, tactics and plans in place to successfully launch your business!

Advanced Training

Our training and support does not end once the Initial Training period is over, however.

After you have been in your market for a couple of months, we will bring you back into Denver for our Advanced Training class. With some relevant experience under your belt, you will have knowledge and context to make this kind of training very meaningful.

This class consists of several days of sessions and workshops hosted by Corporate in which you get to spend time working with other new franchisees on a variety of topics, such as:

- Advanced Product Knowledge
- Honing Your Marketing Campaigns
- Advanced Sales Skills
- Strategic Business Planning

These sessions are designed to be open and flexible so that you can share your successes, challenges and opportunities with others in the same stage in business development.

With the combination of Corporate-led sessions and peer workshops, you will accelerate your understanding of the business and ultimately return back to your market much more prepared to dominate your territory.

With our extensive initial training, you can now see why we say that “you are in business for yourself- but not by yourself”!

GROWING YOUR BUSINESS

At Gotcha Covered, we know that our collective success depends on the success of our individual franchisees. That's why we have developed a comprehensive and powerful marketing approach that includes proven strategies, tactics and programs to help you launch and grow your business.

Consumer and B2B Opportunities

Virtually every home and business is a potential window treatment customer, and the residential market for window coverings/home furnishings is estimated to be about \$10 billion dollars a year. The commercial market is estimated to be about the same size. The next time you are 'out and about', take a moment to look at all the windows on all the homes and buildings you see, and the size of this franchise opportunity will become even more apparent!

Our marketing approach relies on two complimentary strategies- A-NET® and Direct Marketing.

A-NET®

The statistics about the power of referral marketing are indisputable; here are just a few:

- People are 4 times more likely to buy when referred by a friend. *Nielsen*
- 65% of a company's new business is from referrals. *New York Times*
- The lifetime value of a referred customer is 16% higher than a non-referred customer. *The Journal of Marketing*

That's why we have developed- and continue to hone- a powerful marketing strategy that we call A-NET®.

A-NET® is an acronym that stands for Affinity Network Empowerment Team, and it is a systematic approach to identifying and setting up referral relationships with those individuals and companies that also serve our common customer- the homeowner. We recognize that referral-based marketing creates a level of trust above and beyond virtually any other form of marketing. By learning how to set up and maintain productive A-NET® relationships with designers, paint stores, builders, etc., our franchisees leverage the power of their local community to become a trusted source of window treatments for homeowners and businesses all across their territory!

Direct Marketing

In addition to the A-NET® strategy, our franchisees generate leads through a variety of direct marketing programs. These marketing and advertising campaigns target consumers directly through many types of media, both offline and online. The foundation of our powerful online marketing strategy is a partnership with Scorpion, a leader in Internet marketing for multi-

location businesses like ours. In a 2018 survey of over 300 franchise systems, Scorpion was ranked the #1 digital marketing provider.

Scorpion, through their sophisticated digital marketing platform, gives each one of our franchisees an individual location page that is mobile-friendly and customized, optimized and localized for their specific market. Scorpion make sure that all of our location pages are discoverable across the Internet and found in all the places that people look online for our products and services. Scorpion is very strong in SEO (Search Engine Optimization) performance, and virtually all of our location pages are on the first page of Google for many important keyword terms.

Each location page comes with a robust dashboard that lets you see statistics about the visits and leads that have been generated by our website, how you're performing from an SEO perspective, as well as all of your online reviews from sites across the Internet. Scorpion also offers a full suite of optional online marketing options, including Pay Per Click (PPC), social media marketing (Facebook, YouTube, Instagram), banner advertising, retargeting, maps marketing, Gmail marketing, and more.

Additionally, we have partnered with other leading direct marketing companies, such as:

Houzz	Angie's List	Constant Contact
Facebook	HomeAdvisor	Money Mailer, and
Yelp	Valpak	Many More

Each of these programs and partnerships has been negotiated by Gotcha Covered to give you pricing/benefits that your competition simply cannot achieve on their own.

We also have a full line of professional marketing material to help you promote and grow the Gotcha Covered brand, including:

Folders	Vehicle Wraps	Promotional Materials
Business Cards	Home Show Displays	Signs and Banners, and
Brochures	Kiosks	Much More

LEVERAGING TECHNOLOGY

At Gotcha Covered, technology is in our DNA. In fact, our roots go all the way back to a simple, yet ground-breaking software that we developed in-house back in the late 1990's.

We've always recognized that bringing technology to an industry that is generally devoid of technology would give our franchisees a significant operational advantage. When done right, technology can and should provide efficiencies that allow users to do more in less time. This leads to more capacity, and ultimately more revenue and money directly to the bottom line. As a result of our powerful CRM, you are going to find that, compared to your competition, you will spend less time on administrative tasks that takes them hours to complete.

Gotcha Covered's technology has evolved over the years, and in 2016 we launched a comprehensive and powerful software program we call the Gotcha Covered CRM (cooler name pending!). CRM stands for Customer Relationship Management, and this tool allows our franchise to manage leads, schedules, emails, documents, tasks, and quotes all in one place. You can even collaborate with others in your company, or with third-party installers. Our CRM is cloud-based, mobile-friendly and works on all Internet-connected devices.

The CRM currently integrates with other third-party software programs (eg, Quickbooks, Constant Contact, etc.) with plans to add more features and functionality. We are seriously committed to leveraging technology in our business, and we will never be 'done' adapting technology for our benefit.

The Gotcha Covered Package

At Gotcha Covered, we strive to provide you all of the tools and resources you'll need to launch and grow your business. Here's a list of the products and services that are included in your franchise fee that truly makes this an all-inclusive franchisee:

Training

Gotcha Covered's initial two week training and advanced training provides you with the product and industry knowledge you need to succeed. We pay the airfare and hotel for one owner/manager to attend all training sessions.

Software

Your franchise includes our proprietary CRM and all future improvements and enhancements. Plus, we provide a variety of business software, including Microsoft Office and QuickBooks Pro.

Computer

Gotcha Covered provides a high quality, convertible laptop that can handle all of the required apps and programs and give you the ability to capture electronic signatures from your customers.

Product Samples

In an industry like ours, customers need to see and feel the products and fabrics before they buy. That's why we provide you with an extensive "sample" package of fabrics, vertical and horizontal blinds, shutters, shading systems, and decorative drapery hardware samples.

Marketing Materials

Gotcha Covered provides you an initial set of marketing materials to help you launch your business. This includes folders, brochures, business cards, promotional products and other options based on your specific marketing plan.

Website

We will provide you your own customized, optimized and localized location page on our website that will become the basis for your Internet marketing efforts.

Social Media Campaign

We will help you build your very own Gotcha Covered Facebook Page and generate and post content for you on a regular basis. Regardless of your current engagement with Facebook, we will show you how to leverage Facebook in your business.

Support

Of course, the assets, training and support that we provide as a new franchisee does not end there. We are committed to your success, and have lots of tools, programs and resources to help you over the life of your business.

Gotcha Covered's toll free help line means we have a knowledgeable staff of support professionals who are ready to answer your questions or concerns and help any way we can.

We also have several scheduled mechanisms to give you information, guidance and inspiration, including:

- Monthly Teleconferences
- Product and Marketing Webinars
- Monthly Call with President
- Annual Conference

Intranet

Gotcha Covered's extensive Intranet system called Gotcha Connected is a virtual warehouse where we store all of the electronic resources that you need to run and grow your business, including:

- Business Operations Resources
- Marketing and Sales Tools
- Company Information
- Internal Forum
- Product and Vendor Information
- Corporate Calendar, and
- Much More



ARE WE A GOOD FIT FOR EACH OTHER?

As you learn more about business ownership and franchising in general, and Gotcha Covered in particular, it's important to start asking yourself about whether owning a Gotcha Covered franchise would be right for you.

Here are some points to consider that might help you through this process:

1. At Gotcha Covered, we are primarily about helping our franchisees build income and equity. It is about the 'Benjamins'.
2. Our second most important goal for our franchisees is that we want them to enjoy a flexible lifestyle and build the business they desire, whether that is a single owner-operator, working with a spouse, managing a staff and even opening up a retail showroom. The choice is yours, and we'll support you every step of the way.
3. Design acumen is not necessary in this business, and many of our franchisees join us with little or no inherent sense of design and style. And while it certainly does not hurt if you do have strong design skills, Gotcha Covered is not intended primarily as vehicle for creative expression. (Refer to #1 above.)
4. Men and women excel equally in this business.
5. You need to be able to see yourself getting out in to the community, building relationships and working with homeowners to improve their living space.
6. People from all walks of life and backgrounds can and have found success in our business. It doesn't matter as much what you've done before, it's about how you follow our plan.
7. If we were to boil down the most important character/personality trait that correlates with success in our system, it would simply be the ability to create rapport and build relationships. As long as you are friendly, outgoing and enjoy meeting new people, you are a long way toward achieving success in our business.
8. A strong work ethic is critical in our business.
9. Our franchisees are high-caliber people who are committed to serving their customers, and willing to help other Gotcha Covered franchisees.
10. Our business combines various right-brained and left-brained activities and appeals to both the 'creative' and 'logical' personality types.

What Our Franchisees Say

You have already seen and heard what our franchise owners have to say about being part of Gotcha Covered. In a recent survey of our franchise base, we asked them what they liked most about this business. 40% of our franchisees said that 'Meeting People and Building Relationships' was the thing they liked most, while 36% said that they enjoyed the 'Freedom and Flexibility' in this business.

THE NEXT STEPS

At this point, you know about as much about Gotcha Covered as you can without actually talking to one of our helpful and friendly franchise representatives. If you're interested in learning more, we invite you to give us a call or send us an email through the 'Contact Us' form here on the website.

Once we connect with each other, we will start down a process by which we will give you as much information as possible so that you can make an informed decision that's right for you. We honor the trust that our franchisees place in us when they make the decision to join our system, and we believe that this decision is the start of what we hope is a long and mutually beneficial relationship.

We are committed to making sure that you, as a candidate, are able to reach a point where your eyes are 'wide open', and you know as closely as possible what your experience with Gotcha Covered will be like.

This process includes a series of four interactive presentations by our staff, interwoven with conversations you will have with some of our active franchisees, discussions about your potential income and territory, and a review of the disclosure and legal documents that make it all official.

This process is comprehensive and can be completed within the time period that works for you. Many of our franchisees have taken months to get all the way through, while others have literally just taken a few weeks. Again, it's up to you.

We hope that you have enjoyed learning more about Gotcha Covered. We know that we are not a good fit for everybody- and vice versa. If you are interested in learning more, simply give us a call or submit the form and we'll be back with you shortly. There is no cost, obligation or hard sell involved, and as they say, you have nothing to lose and potentially everything to gain!

