Is it time to RENOVATE YOUR FUTURE?
Now you can with an EXOVATIONS franchise.
For most of us, homes are not only where we live, but also represent our single biggest investment. As a living space, the design and condition of our homes impacts our lives day in and day out. As an investment, we seek to preserve and enhance our home’s value in the marketplace.

At EXOVATIONS®, a full-service exterior renovation company based in greater Atlanta, we understand that a home is a critical investment. We also understand that when individuals consider remodeling their home’s exterior, they look for a partner they can trust to help them through the process.

EXOVATIONS is that partner. With years of home remodeling experience, homeowners benefit from our professional knowledge and are reassured by our personal way of doing business.

Due to the nation’s growing demand for exterior remodeling services, we are now expanding in and outside of the state of Georgia through franchising. We are seeking energetic, service and sales-oriented individuals to capture this exploding market opportunity through franchise ownership.

We offer a low initial investment compared to many other franchise opportunities, and a variety of additional advantages.
Building your future on solid ground means becoming a part of an industry that's on the rise, with room to grow, which is exactly the state of the nation’s remodeling sector:

Investment in remodeling has grown steadily over the past decade and it’s showing no signs of stopping. In fact, Harvard University’s Joint Center for Housing Studies’ Kermit Baker indicated that total remodeling volume rose to $275 billion in 2005. Remodeling activity has almost doubled over the past decade and accounts for 40% of the total residential market.

But what's making the numbers add up? One factor is the sheer number of individuals who have joined the ranks of homeowners in recent years. Aging baby boomers, minorities, young singles, and single parents are all seeking homeownership in increasing numbers. Another factor is the age of America’s homes. The average home is now 32 years old, according to the National Association of Home Builders (NAHB), which means more homes are in need of remodeling than ever before.

And the future? According to Harvard University’s Kermit Baker, “Remodeling seems to be showing more strength than new homebuilding at present, and as new home construction eases over the years ahead, remodeling is going to hold its own.”

In addition, shifts in the age distribution of the population will continue to favor higher spending on remodeling in the coming years.

**THAT’S ALL GREAT NEWS FOR EXOVATIONS!**

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2 Ibid.
5 Ibid.
Company owners Roone Unger, Mary Battle, and Bitsy Lee began doing business in April 1996 under the original name of “Builder’s Exterior Design.” At that time, the company’s focus was serving builders and contractors in the Metro-Atlanta area with their exterior product installation needs, mainly siding, cornice, and shutters.

At the request of our builder and contractor customers, we began working with their family, friends, and neighbors’ home exteriors. From there, our customer base surged, our renovation business exploded, and our products and services broadened.

In 2001 we invested in creating a brand that would help reinforce what we had become … a home exterior remodeling company focused on conducting business the way consumers wanted and expected. In June of that same year, we became EXOVATIONS, a name that combines the word “exo”, which captures our focus on exterior renovations products and services, with the word “ovations”, which communicates how our customers respond to our unique, customer-oriented way of doing business.

We developed the tagline “We're Changing Home Exteriors” to reinforce that we change both a home's exterior and the way the industry does business.

EXOVATIONS solves homeowners’ exterior remodeling needs with creative solutions combining curb appeal with durability. We use materials that are no or low maintenance and come with excellent warranties. In other words, we create exteriors for looks and for life. By focusing our business solely on home exteriors, we stay true to our strength, skill, value, and our brand.

Unlike many other home renovation companies, our process is informative and consultative, not the high-pressure, one-call close approach. We find that the more educated and informed our customers are, the smoother the project runs and the more likely we are to gain repeat and referral business.

**EXOVATIONS provides customers with:**

- A smooth and enjoyable home renovation experience
- A wide selection of quality products at competitive prices
- Skilled and courteous installation crews
- Access to online status reports and updates for their project
- Warranties that are among the best in the business
- A home exterior they can be proud of and enjoy for years
Our competitors are missing THE POINTS
The 12 Points, that is.

A key point of differentiation we have from competitors is our complimentary 12-Point Home Inspection that helps customers identify which areas of their home’s exterior are of highest need and priority. In addition, our inspection helps determine the best products for the home’s age, architecture, and style.

Starting with the front door, our consultants inspect 12 areas of the home for proper product performance, condition, and aesthetics. Additionally, learning the age of the home and the homeowners' future plans allows us to choose the perfect solution for that home’s unique exterior needs.

THE 12 POINTS

1. Siding
2. Windows
3. Roof
4. Overhangs
5. Ventilation
6. Gutter System & Protection
7. Entry Doors
8. Garage Doors
9. Columns and Posts
10. Decks, Porches, and Railings
11. Shutters
12. Window and Door Pediments

Our commitment to quality shows in the fabulous look of our finished homes.

Our commitment to superior service shows in the enthusiastic reactions of our customers:

“Your workers removed their shoes at my front door! I have never had work done on our home where the crew cared about our carpet!” — The Alsops, Alpharetta, Georgia

“It’s very refreshing to find an organization dedicated to doing high-quality work and treating customers like valued friends.” — C. Pauley, Duluth, Georgia

“How many homeowners can say their home looks better today than 10 years ago?” — J. King, Duluth, Georgia

“In a world seemingly full of con artists and mediocre standards, its very refreshing to find an organization dedicated to doing high quality work and treating customers like valued friends.” — H. Pryor, Norcross, Georgia

“A thoroughly satisfied customer is the best source of unsolicited endorsement that you will ever get, and I am one of them.” — E. Trinidad, Duluth, Georgia
The EXOVATIONS SYSTEM

As an EXOVATIONS’ franchise owner, you avoid the trial and error involved in creating a viable business by using our proven and successful system. Here is a brief overview of the components of the EXOVATIONS system that you will utilize as a franchise owner:

**TECHNOLOGY**

The foundation of the EXOVATIONS’ system is our proprietary technology called ExoTek™. As an industry first, EXOVATIONS developed this integrated software application to create greater efficiencies and effectiveness for the entire remodeling process. From scheduling a lead appointment, to generating the final invoice, to creating future marketing and sales opportunities, ExoTek is a key component of our competitive edge.

The ExoTek Lead Communications and Scheduling (LCS) module supplies scripting for appointment scheduling as well as automates contact data entry and internal communications. In addition, this module supplies date specific information about each lead that can be used for tracking, reporting, and sales and marketing efforts.

The ExoTek Order Procurement Systems (OPS) module takes the measurements and details of each job and calculates exact material lists, purchase orders, labor and material costs, and margins. It is a time saver and an accurate way to control costs. We have established professional quality installation standards for every product we install, which cuts down on those costly return visits to projects.

The ExoTek Customer Communications Portal (CCP) module provides project status reports to team members as well as an online portal for customers to check the status, progress, and timeline for their project.

**TRAINING**

You will receive comprehensive training in all aspects of your EXOVATIONS franchise business, including marketing, sales, contractor management, product details, the ExoTek software system, pricing, billing, and more. On-site training is provided. Rest assured, you’ll be fully prepared when you commence on your exciting EXOVATIONS ownership journey.
Over the years, we have come to know which manufacturers provide the best products, at the best prices, and which offer the best service. And, we have developed excellent working relationships with all of them. Because we are a sizeable company, we are able to purchase many of our high-quality, name-brand products at low prices. These savings are passed on to our franchises.

EXOVATIONS franchises operate from industrial buildings ranging from 1,500 to 3,000 square feet, located near the neighborhoods served by their business. Your building will consist of office and warehouse space. We will assist you in finding an appropriate location within your territory.

EXOVATIONS has an excellent marketing program, which includes radio and newspaper advertising, direct mail campaigns, trade shows, and high-impact sales materials. We provide you with recommended radio and newspaper ad formats, targeted marketing plans, and sales materials.

EXOVATIONS has received great ongoing exposure on radio and cable television “home fix-it” shows as well as national magazine and Internet exposure for our award winning projects in national competitions.

In addition, our advertising programs invite potential customers to the EXOVATIONS website where they can see before-and-after project photos; read testimonials; learn about our service offerings, product information, and our 12-point Inspection; as well as choose to request more information.

Finally, as a member of both the National Association of the Home Building Industry (NAHB) and the National Association of the Remodeling Industry (NARI), EXOVATIONS taps into additional lead sources and market intelligence.

Because our success flows from your success, our support does not end once your business is up and running. You will have full access to our staff and receive regular visits by a member of our field staff to assist you in all areas critical to the efficiency of your business.
JOIN AN AWARD WINNING TEAM

When you join our team as an EXOVATIONS Franchisee, you join a top organization that has been the recipient of numerous industry awards:

- **2006 NARI CONTRACTOR OF THE YEAR (COTY) AWARD** for Best Residential Exterior Project under $100,000
  - NARI = National Association of the Remodeling Industry

- **2005 QUALIFIED REMODELER MASTER DESIGN AWARD**
  - 1st place for Best Exterior Project under $100,000

- **2005 CHRYSLIS AWARD** for Best Project: Exterior Facelift

ONE OF OUR AWARD WINNING PROJECTS

BEFORE

AFTER
As an EXOVATIONS franchise owner, you’ll be in the business of marketing and selling our comprehensive system of exterior home renovation services to homeowners. The target market for EXOVATIONS is private residences, primarily from 8 to 30 years old.

When leads are generated through our targeted marketing programs, in-home sales presentations are scheduled using our proprietary lead tracking application. At the first appointment, the EXOVATIONS consultant conducts the exclusive 12-Point Home Inspection and works with the customer in creating their desired project. Measurements, materials, and project specifics are then recorded and the project is entered into our proprietary operations and production software application.

You will supervise contractors, oversee the installation process, and manage the details of the EXOVATIONS’ ExoTek™ software applications.

SOLID SUPPORT

EXOVATIONS is a franchise business. That means that as an EXOVATIONS franchisee, you get to experience the best of both worlds - business ownership, with leadership from an experienced franchisor:

Many small business owners have business knowledge or experience, but lack the process, technologies, systems, relationships, brand, and market strength offered by a franchise company.

EXOVATIONS franchise operators are able to reduce risk by following a proven system of operation, accessing our proprietary technologies, and utilizing ongoing support.

If you would like to find out more about this exciting franchise opportunity, complete and return the enclosed Franchise Evaluation Form. We are looking for sales-oriented individuals, with strong customer service skills and some knowledge of the construction or home-building industry to develop new EXOVATIONS’ franchise businesses.

Please call us at 1-877-272-8748 with questions or for additional details. We look forward to hearing from you soon.

Contact us at 1-877-272-8748 or online www.exovations.com/franchise.