



FRANCHISING OPPORTUNITY



WE ARE THE PORCELAIN PEOPLE



Moderno Porcelain Works leads the industry in the fabrication and installation of projects using large format porcelain slabs.

This luxurious material allows architects and designers total freedom to design for any application and project – from floors and walls, to stairs and elevators – we can do it.

We've perfected the delivery system for projects from material selection to measurement, fabrication to installation and warranty. The development of our one-of-a-kind installation system cuts time and adds value to projects.

What was once cost prohibitive in design is now possible. What was once a lengthy process is now time effective because we do it The Moderno Way.

QUICK FACTS

Modern Porcelain Technology Perfected

- 100% dedicated to fabrication and installation of large format porcelain (dimensions 5 ft. X 10 ft.)
- Porcelain is 100% natural with no contaminants, which can emulate any other material on earth such as marble, wood, metal, and more
- Moderno is a proud fabricator and installer for all of the largest porcelain manufacturers
- State-of-the-art fabrication equipment uniquely suited to cut porcelain panels with the highest quality and efficiency compared to traditional stone fabricators
- Proven installation methods eliminating common constraints

Expert Craftsmanship

- Constant training and innovation for the improvement of fabrication and installation techniques
- In-house rigorous training program completion required for employment

Performance + Flexibility

Porcelain's versatility coupled with its size allows for large surfaces to be covered without seams. Its applications are endless in that it is scratch and stain resistant, as well as heat and UV resistant.

Types of Applications:

- Countertops
- Backsplash
- Flooring + Stairs
- Shower Walls
- Indoor + Outdoor Fireplace Surrounds
- Interior + Exterior Wall Cladding
- Overlay



ENDLESS POSSIBILITIES OF PORCELAIN



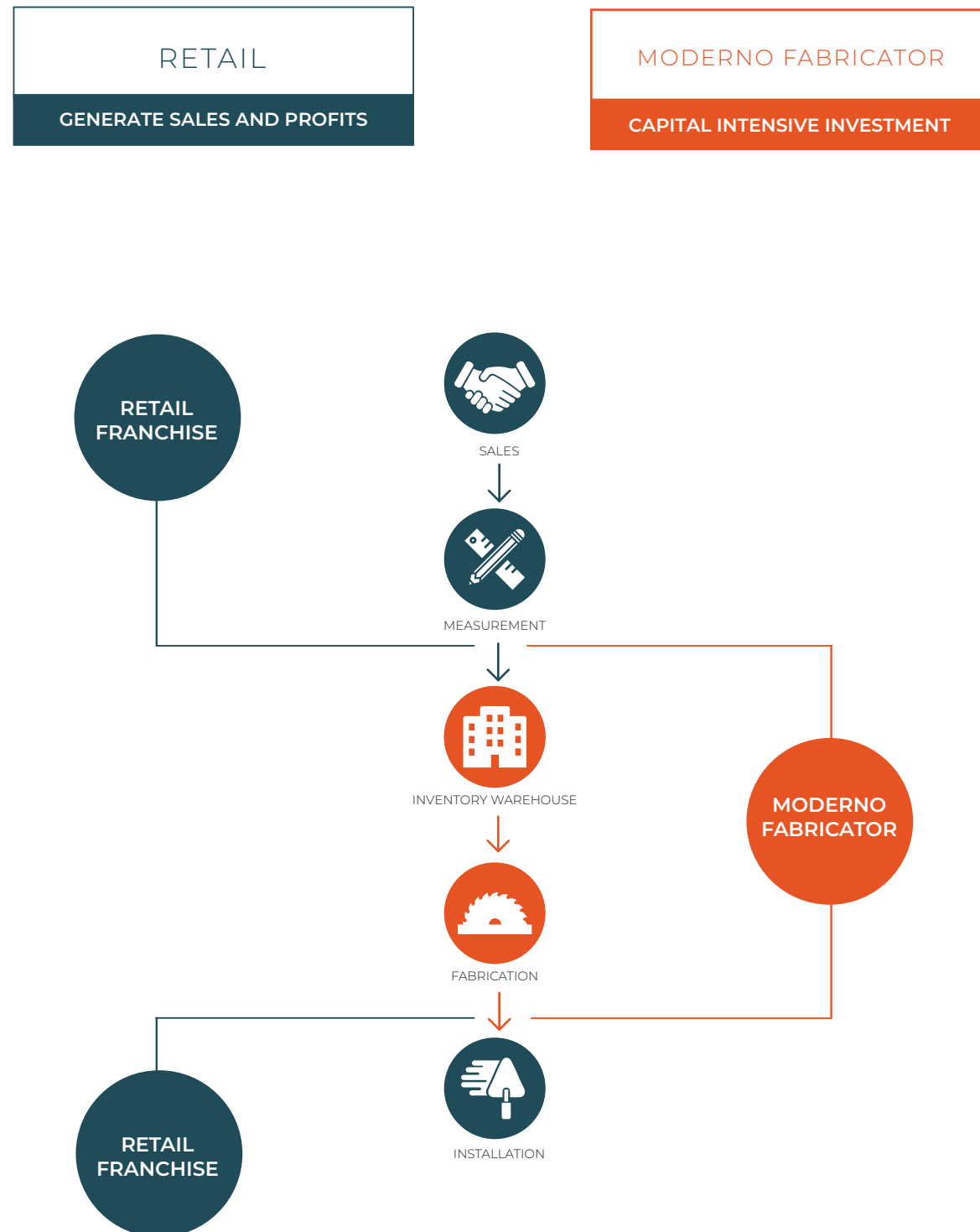
Mike Heylmun, Roberto Contreras, Douglas Dillard, Ben Szell

MODERNO LEADERSHIP

- Roberto Contreras – award winning entrepreneur and former CEO of CSC North America and Cosentino North America
- Douglas Dillard – former CFO of the largest stone countertop distribution company in North America
- Armin Deutsch – former Global Product Manager of Home Depot who oversaw \$1 billion in annual materials purchasing
- Mike Heylmun – formerly one of the world’s leading executives in the operations of commercial and new home construction
- Ben Szell – expert who developed the tools and techniques to fabricate and install large format porcelain slabs
- Rafael Alvarez – now head of Moderno Franchising, formerly CEO of a national enterprise which he replicated from its initial location to seven major markets across America, employing over 1,000 people.
- Julie – Has more than 15 years of strategic marketing communications experience including global sales, trade show development, digital, social, and traditional media, and multilingual communications for international and commercial companies.

FRANCHISING OPPORTUNITY

AN INNOVATIVE BUSINESS MODEL



BENEFITS

- For retail franchise, no fabrication equipment investment needed
- Efficient use of capital
- Only 3,000 to 5,000 square feet of space needed (mostly retail)
- Support from franchiser with training, business consulting, project management, and marketing
- Able to evolve from retail to fabrication franchise

REQUIREMENTS

- Franchise fee: \$50,000
- Additional investment required for retail franchise: \$290,450 to \$560,000
- Able and ready to execute in 60 to 90 days

QUALIFICATIONS

- \$150,000 in liquid assets
- \$400,000 investment capability
- Must live in territory
- Demonstrated sales experience with demonstrable products
- Demonstrated ability to operate a business successfully
- Passion for the future of porcelain

PROCESS

1. Contact Rafael Alvarez, President of Moderno Franchising Division – rafael@modernoworks.com
2. Initial meeting
3. Discovery process
4. Sign franchise agreement
5. Project planning and training
6. Go live within four months of signing

BENEFITS OF PORCELAIN



SIZE OF TERRITORY

at least 100,000 homes
valued at \$250,000 and up



AVERAGE COST TO REMODEL A KITCHEN

NATIONAL AVERAGE = **\$25,100**

LOW END ← **\$4,000 - \$60,000** → HIGH END

SOURCE: HomeAdvisor



AVERAGE COST TO REMODEL A BATHROOM

NATIONAL AVERAGE = **\$15,397**

LOW END ← **\$3,000 - \$60,000** → HIGH END

SOURCE: HomeAdvisor

AVERAGE REVENUE PER MODERNO RETAIL PROJECT: **\$7,300**



Rafael Alvarez, President of Moderno Franchising Division

Phone: 281.915.2420

Email: rafael@modernoworks.com