



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 10.5 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 fabrication equipment
- Proven installation methods eliminating common constraints

Expert Craftsmanship

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

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
- Full Kitchen and Bar Backsplash
- Flooring + Stairs
- Shower Walls and Ceilings
- Indoor + Outdoor Fireplace/TV Surrounds
- Interior + Exterior Wall Cladding
- Overlay





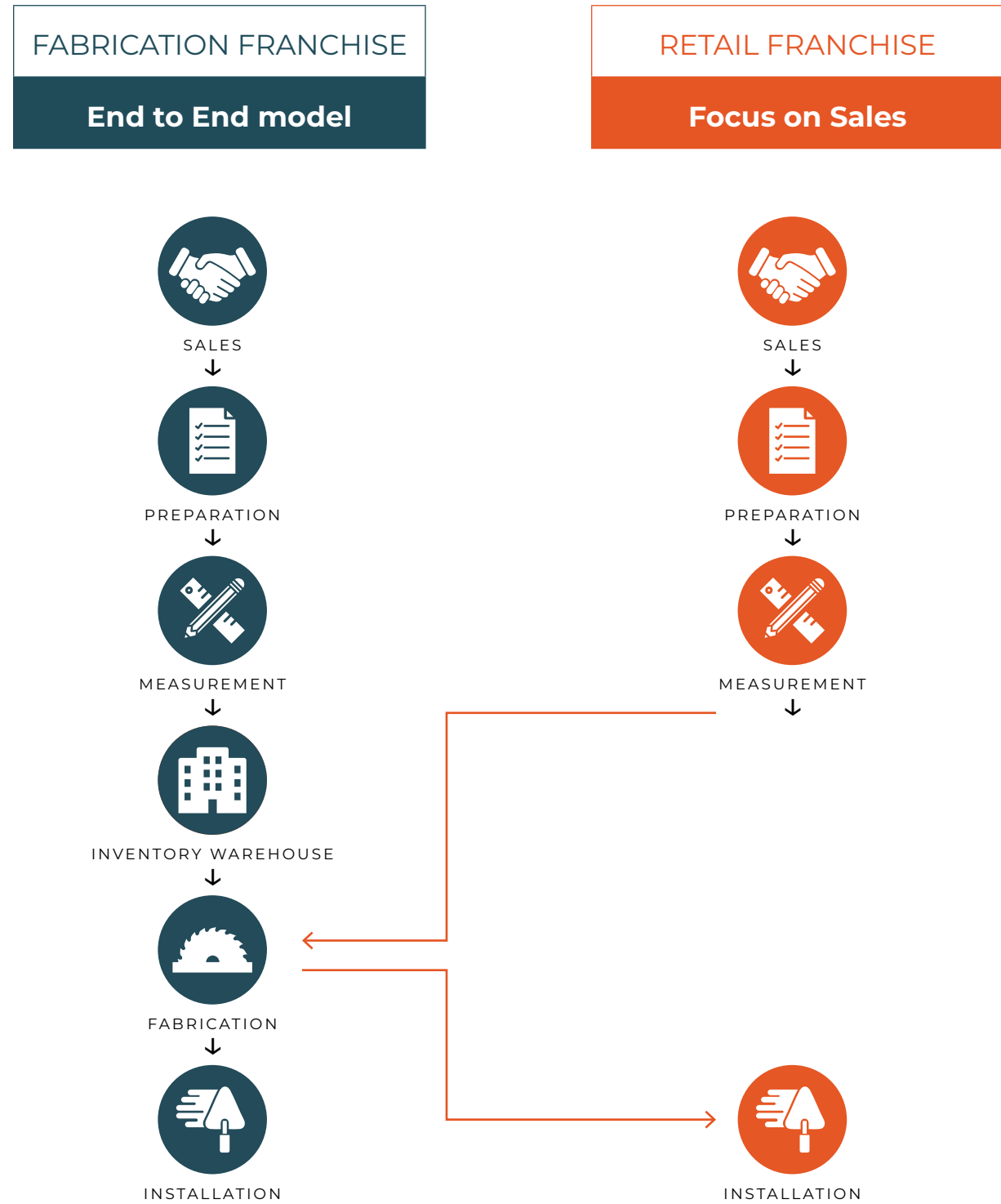
Founding Moderno Team members at Houston Grand Opening

MODERNO LEADERSHIP TEAM

- **Roberto Contreras** – Award winning serial entrepreneur and former CEO of CSC North America and Cosentino North America.
- **Rafael “Rafa” Alvarez** – Head of Moderno Franchising, former Founder and CEO of a national enterprise which he replicated from its initial location to seven major markets across America, employing over 1,000 people.
- **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 Heylman** – Formerly head of commercial and builder sales at Cosentino North America and chief operations office at a major residential construction firm in the operations of commercial and new home construction.
- **Julie Kleine** – 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.
- **Pete Sciarrino** – Having spent his entire life in the family fabrication business, he has developed expertise in running high efficiency / high quality stone fabrication and installation businesses.
- **Amy Manuel** – Over 20 years’ experience in full spectrum human resources and people programs, with specialization in HR infrastructure, employee engagement, organizational development, and human capital management in global manufacturing, software and solid surfacing industries.

FRANCHISING OPPORTUNITY

AN INNOVATIVE BUSINESS MODEL



	FABRICATION FRANCHISE	RETAIL FRANCHISE
Key Benefits	<ul style="list-style-type: none"> • Moderno brand, social media and leads from major national partners • Purchasing power – lower cost for porcelain, materials, machines, etc. • Sales, fabrication and installation know-how • Integrated end-to-end systems • Business consulting 	<ul style="list-style-type: none"> • Moderno brand, social media and leads from major national partners • Minimal investment - No need for warehousing, machines, or fabrication facility • Sales and installation know-how • Integrated end-to-end systems • Business consulting
Requirements	<ul style="list-style-type: none"> • Initial franchise fee: \$75,000 • Additional investment required – between \$800k and \$1.9MM, depending on available facilities and equipment • Able to launch in 6 to 9 months 	<ul style="list-style-type: none"> • Initial franchise fee: \$50,000 • Additional investment required – between \$265k and \$550k mainly depending on work required for showroom buildout • Able to launch in 3 to 6 months
Qualifications	<ul style="list-style-type: none"> • Passionate about the future market for porcelain slabs • Must live in territory • Demonstrated experience running successful construction and/or manufacturing businesses • Successful sales experience • \$1.5MM investment capacity 	<ul style="list-style-type: none"> • Passionate about the future market for porcelain slabs • Must live in territory • Demonstrated experience running a successful retail sales business • \$500k investment capacity

Process

1. Contact Rafael Alvarez, President Moderno Franchising, rafael@modernoworks.com, to schedule an initial meeting
2. Fill out application and NDA to receive the Franchise Disclosure Document (FDD)
3. Schedule an observation day in Houston
4. Create a project and business plan, with Moderno's assistance
5. Sign the franchise agreement and pay Initial Franchise Fee
6. Launch according to project plan

BENEFITS OF PORCELAIN



SIZE OF TERRITORY

Exclusive territory in which only franchisee has the ability to advertise and promote Moderno. **Size of territory is typically 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

Porcelain slab over existing tile – no tear out

TYPICAL REVENUE PER MODERNO RETAIL HOME PROJECT: \$6,000 TO \$50,000



Rafael Alvarez, President of Moderno Franchising Division

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