



FRANCHISING OPPORTUNITY



WE ARE THE PORCELAIN PEOPLE.

Moderno Porcelain Works is the only North American surfacing company **100% dedicated to the fabrication and installation of large-format porcelain, sintered stone, and ultra-compact (63" X 126") slabs.**

We are the industry leaders, innovators, and artists, solving your design challenges through precise craftsmanship, ongoing communication, and true partnership.

If you can dream it, we can do it – in wondrous, versatile porcelain.

QUICK FACTS

MODERN PORCELAIN TECHNOLOGY PERFECTED

- 100% dedicated to fabrication and installation of large format porcelain, sintered stone & ultra-compact (63"x126") slabs
- 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, sintered stone & ultra-compact 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, sintered stone & ultra-compact surfaces' versatility coupled with their size allows for large surfaces to be covered without seams. Their applications are endless in that they are 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

ENDLESS POSSIBILITIES OF PORCELAIN





Moderno Team members at Nashville Grand Opening

MODERNO LEADERSHIP TEAM



Roberto Contreras – Former CEO of Cosentino USA, the largest fabrication and distribution company in North America. Through Silestone, Roberto was the first person to introduce quartz surfacing to the U.S. market in 1998, growing it successfully from no sales to over \$400MM in sales.



Mike Heylmun – One of the nation’s leading executives in the operations of commercial and new home construction both at Cosentino USA and Camp Construction.



Douglas Dillard – Over a decade as CFO for a variety of industries.



Armin Deutsch – Former global product manager of Home Depot who oversaw \$1 billion in annual materials purchasing.



Ben Szell – The founder of ETM Tools, is a globally respected expert who developed the tools and techniques to fabricate and install Moderno’s large-format porcelain slabs.



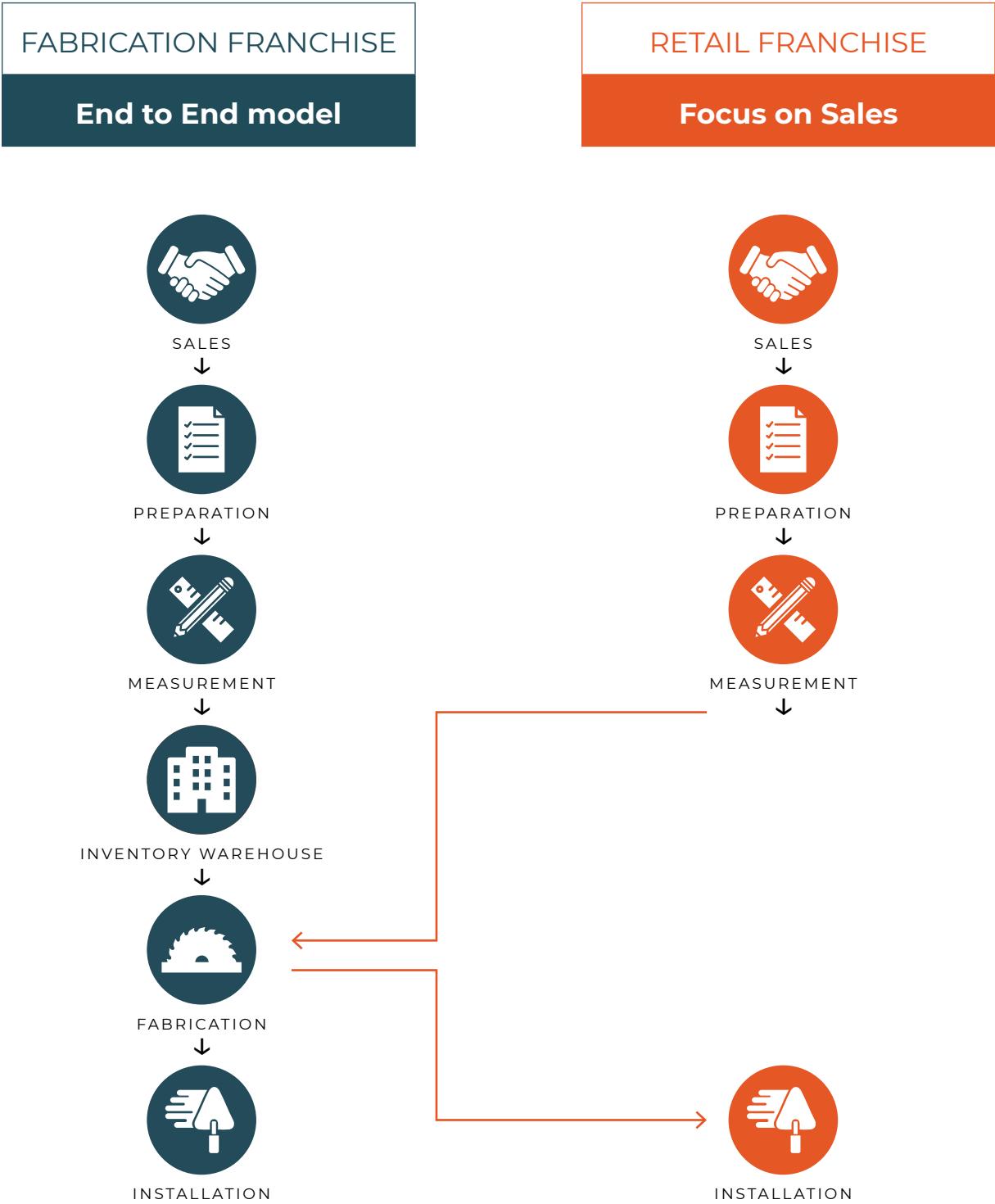
Julie Kleine – Has more than 15 years of management experience in the publicly traded real estate industry, including global sales and marketing, trade show development, digital and traditional media, and multilingual communications for international, commercial, and land information management consulting firms.



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



REQUIREMENTS

| | 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 slabs, 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, sintered stone & ultra-compact 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, sintered stone & ultra-compact slabs • Must live in territory • Demonstrated experience running a successful retail sales business • \$500k investment capacity |

Process

1. Contact Victor Barbero, victor.b@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

Advances in manufacturing technologies and Moderno’s innovative process have improved porcelain benefits dramatically. Porcelain panels (63”x126”) offer a strong contemporary look with fewer grout lines that elevate any room. Porcelain, sintered stone & ultra-compact materials have become the most sustainable and versatile option in the market. Their size, weight, and durability allow them to be applied on walls, ceilings, and floors for interior and exterior applications.

-  SUSTAINABLE
-  STAIN RESISTANT
-  SCRATCH RESISTANT
-  HEAT RESISTANT
-  UV RESISTANT
-  THERMAL SHOCK RESISTANT

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



Victor Barbero

Email: victor.b@modernoworks.com

Phone: 281.844.6757



START TODAY!
SCAN HERE TO LEARN MORE

Follow Us



MODERNOWORKS.COM | 1.888.21.WORKS