

FIVE STAR



bathsolutions™

affordable transformations. beautiful solutions.

FRANCHISE OPPORTUNITIES



dream

BIGGER

Building dream bathrooms. Building the dream career.



HISTORY & ABOUT US

“ Five Star Bath Solutions is designed to support motivated entrepreneurs who have a desire to transform old, outdated bathrooms into safe, beautiful spaces. Our franchisees benefit from our special product relationships, proprietary technology and lead generation techniques to differentiate themselves and grow successful businesses. ”

- Chad Jones, Managing Partner



1996

Bath Solutions is Born

Bath Solutions is established in Ontario, Canada.

2000-
2010

Franchise Growth

Bath Solutions enters new markets in various provinces of Canada, including Alberta, New Brunswick, Saskatchewan, Newfoundland and expansion throughout Ontario.

2013-
Present

Five Star Franchising Acquisition

Acquired by franchise developer Five Star Franchising in 2013, Five Star Bath Solutions expands to the United States with corporate headquarters moving to Spanish Fork, Utah and its first U.S. location opening in Utah in 2014.





FLEXIBILITY AND LIFESTYLE

- **Define your role:** Control how, where and when you are involved in the business
- **Be your own boss:** Choose your own hours and vacation time
- **Reaching consumers' dreams:** Help fulfill customer's dreams by transforming bathroom spaces with beautiful solutions

Mission:

To design and build your dream bathroom through expertise and trust

Vision:

To be the bathroom renovation experts

Motto:

Affordable Transformations. Beautiful Solutions.

MARKETING & LEAD GENERATION

In partnership with ProNexis, our online marketing services are designed to generate business, so franchisees can build their business.

Lead Generation: Numerous Franchisor supported digital marketing programs, including a complete Google marketing system

IN-HOUSE Marketing Team: We provide traditional marketing support, including advertisement creation

Partnerships: Discounted pricing on select national home improvement lead generation tools



CALL CENTER SCHEDULING

Our technology-based call center, established as ProNexis, handles incoming leads and inquiries with a focus on scheduling appointments to maximize your lead flow.

Scheduling: All new inbound appointments are scheduled to your personal calendar

Tested and Proven: ProNexis services all Five Star Bath Solutions locations efficiently and with the highest level of effectiveness

Open year-round with extended weekday and weekend hours, our sales support is fully dedicated to channeling new leads to you



“ The call center gives us the freedom to invest more time and focus on building a great business. The calls are answered quickly and professionally, and we are not distracted by calls as frequently. This is the start of building a relationship with the customer. ”

*Greg Brewster – Franchise Owner
Edmonton, Alberta*



CUSTOMERS ORGANIZATION REPORTING ESTIMATION

OUR TECHNOLOGY HUB

From generating quotes to creating reports, CORE, our estimating and lead-tracking software makes the day-to-day operations easier for our franchise owners.

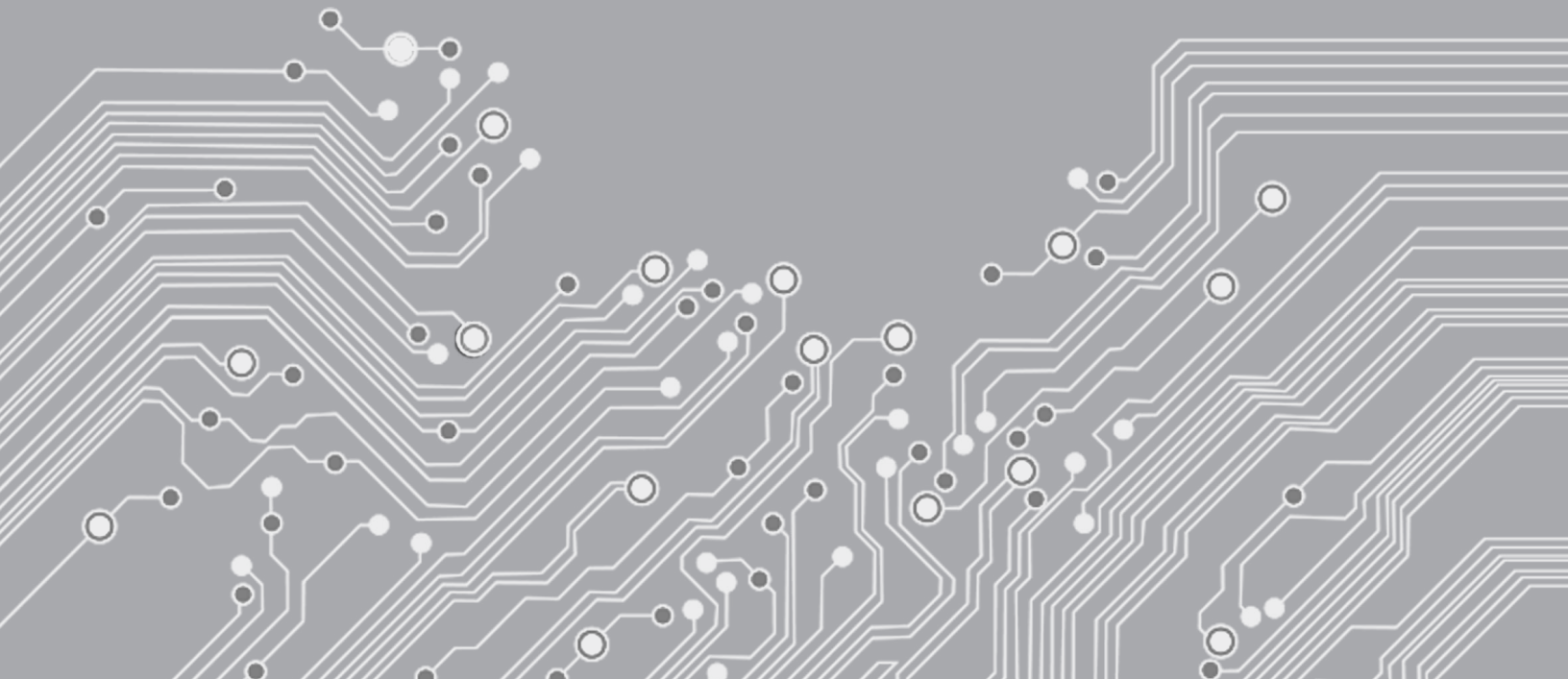
Customers – Customers are the lifeblood of our business

Organization – Stay organized to scale your business faster

Reporting – Access and analyze key information

Estimating – Give on the spot, accurate bathroom renovation estimates

“ I was taking a look at the Bath Solutions system – the way the system was in place, how customer-oriented it was and how very easy it was to put the bathroom together. The presentation, the organization, the catalog and the system itself was incredible and I decided to go ahead and start working with Bath Solutions.”



PARTNERSHIPS

Receive discounted products and accessories through our relationships with multiple vendors.



MOBILITY BATH SYSTEMS



PRODUCT SELECTION

Bathroom Remodeling

- Revitalize customers' bathing space with a fresh look
- Variety of options to fit customers' personal style
- Affordable solutions for different budgets

Walk-In Safety Baths

- Creates easy access to the bathtub for added safety

Tub and Shower Conversions

- Seamless look and sleek design with updated tub and shower layouts
- Convert unused or old tubs to a new elegant shower design
- Create a safer shower with barrier-free entry and safety accessories

Mold and Mildew Resistant

- All wall systems, tubs and bases have anti-mold/mildew properties
- Safer for adults and children, and requires no harsh chemical cleaning



INSTALL TECHNIQUES

No bathroom renovation experience is required to own a Five Star Bath Solutions franchise. Our franchise opportunity is ideal for professionals with experience in management, sales and marketing.

1-day Bathroom Installations

Depending on project size and scope, Five Star Bath Solutions strives to complete all bathroom renovation projects in a timely manner with emphasis placed on 1-day bathroom installation options.

“ What really separates Five Star Bath Solutions is our products and installation. We have built a catalog of specialty products keeping in mind our customers’ wants for a beautiful, hassle-free experience. Our proprietary installation techniques combined with specialty adhesives allow for a clean and efficient installation. Our belief in this process allows us to extend a lifetime warranty on our products. ”

Dean Hartley, Brand President





PROTECTED TERRITORIES & OPPORTUNITY

Large Protected Territories

Expanded Serviceable Territory available in many regions as well (with no additional franchise fee)

“ One of the attractive features of a Five Star Bath Solutions franchise is the fact that the job allocation is done by postal code. This allows neighboring franchisees to collaborate on marketing efforts knowing new leads will be funneled to the right franchise, all while helping lower our marketing costs. ”

*Saul Berlin – Franchise Owner
Toronto East, Ontario*

TRAINING & SUPPORT

Training

Our franchise partners learn everything from estimating, to how to market their business, to managing renovation projects. We'll equip you with the tools and preparations needed to start building your business.

- 5-day training at corporate headquarters
- 5-day field training near corporate headquarters
- 3-5 day install training for hired installers

Support

- Marketing – supports and guides franchisees through their territory's marketing plan
- Operations – coaches franchisees in everything from sales, to hiring, to business finances
- Installation and Products – guides franchisees through installation techniques and product options

Annual Conference

Connect with franchise owners and corporate executives, join training sessions and interact with vendors. Our annual conference is designed to help you further your business, while strengthening the Five Star Bath Solutions brand.

“ Being part of a growing company that uses time-tested teaching and support is helpful for franchisees who are growing their own, personal businesses. Franchise owners are equipped with sales and marketing support through corporate staff who are geared to answer questions and help franchisees make adjustments to their business plan. ”



WHAT SETS US APART?

	Local Contractor	Five Star Bath Solutions
Multiple Product Options	<input type="radio"/>	<input type="radio"/>
Free On-Site Estimates	<input type="radio"/>	<input type="radio"/>
No Pressure Experience	<input type="radio"/>	<input type="radio"/>
Positive Customer Reviews	Maybe	<input type="radio"/>
Professional Installation Procedures	Maybe	<input type="radio"/>
Same-Day Detailed Quote Provided		<input type="radio"/>
National Pricing Discounts		<input type="radio"/>
Customer Financing Options		<input type="radio"/>
Factory Trained Installers		<input type="radio"/>
Fully Equipped Installers		<input type="radio"/>
1-Day Installation Options		<input type="radio"/>
Unique Product Options		<input type="radio"/>
Anti-microbial/Anti-mold Products		<input type="radio"/>
Lifetime Warranty on Products		<input type="radio"/>
Insured Installers		<input type="radio"/>
Easy Product Selection		<input type="radio"/>
Always Offer ALL Applicable Discounts		<input type="radio"/>

Pricing & Getting Started

Franchise Fee: \$50,000*

Royalties: 6% declining to 5%*

Getting Started: Five Steps to Joining Five Star Bath Solutions

1. Request Information
2. Speak with our sales team
3. Attend Discovery Day (optional)
4. Training
5. Open for Business!

* See FDD for a full description of startup processes and the associated costs.



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1-888-344-0828

BathSolutionsFranchising.com