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Contact:

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Referrals & Lead Process:

ALL BAI Referrals / Leads must submit the ShelfGenie ['Information Request Form'](#) in order to have your candidate registered / Effective: July 30, 2009

Additional Information:

[ShelfGenie 'Franchise Opportunity Overview'](#) (Effective: June 2009 / click on the link to view / download the document)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: No
Resale: No

Description of Franchise:

The ShelfGenie Franchise System allows our owners to focus on marketing and sales while leveraging design consultants and installation partners with the following systems and services:

- **Streamlined Business Processes:** Our exclusive 14 Step process allows you, in conjunction with the Business Support Center, installation partners and manufacturer to manage the customer relationship – from welcome call to measurement to building to shipment to installation to final payment.
- **Centralized Business Support Center:** ShelfGenie's Business Support Center receives all customer calls, schedules sales appointments, and makes customer service calls for you! Our advanced phone system allows us to transfer and monitor calls, review call activity, establish remote extensions for each franchise, and more.
- **WishPortal Franchise Management System:** Our proprietary, web-based system allows you to manage all aspects of your business – real-time and online. Dashboards and reports provide you the information you need to make important business decisions.

Of course, you will have the support you need to open and operate your ShelfGenie business, including:

- Comprehensive start-up training at our home offices.
- Sales training program that allows you to recruit and train self-generating Designers.
- Marketing support from negotiating advertising rates to ad creation and ROI tracking.
- Onsite start up assistance, periodic field visits, and ongoing remote support from experienced ShelfGenie representatives.
- A confidential operations manual detailing day-to-day operations.

The ShelfGenie Business Process, Business Support Center, and WishPortal combine to bring operations and management systems only found at large companies – without the direct overhead.

Background:

Year Established: 2008
Year First Franchised: 2008
Franchised Units: 20 (51 locations)
Company Owned Units: 2 not included in above numbers
Projected New Units (12 months): 36-48 additional in next 12 months
States/Countries Registered In: All
Availability in Canada: Masters / Area Developer- no plan for Canada at this time
States, from which Broker Referrals are not being accepted: None

Financial/Terms:

Cash Investment: \$70,100 - \$125,500 for single unit
Total Investment: \$70,100 - \$125,500 for single unit
Minimum Net Worth: Need \$75,000 in cash to get started
Franchise Fee: \$40,000
Discounts: VetFran, Women, Minorities? Yes – 15% Veteran and 25% Disabled Veterans
VetFran Program Participant: Yes
Royalty: 4%
Ad: 2%
Average # of Employees: None- use independent contractors for sales & installations
Passive Ownership Allowed: Yes, provided daily manager owns small percentage of the company.
Earnings Claims: No

International Expansion:

International Opportunities: N/A
Countries, outside of United States, where the concept is currently available or plans to expand: open for future: N/A
Single Unit Availability: N/A
Multiple Unit Availability: N/A
Area Development or Master Availability: N/A

Support & Training Provided:

Financial Assistance Provided: can refer to lenders
Site Selection Assistance: Not applicable
Lease Negotiation Assistance: Not applicable
Co-operative Advertising: yes- in certain markets

Training:

Up to 8 days at our corporate office that includes:
Sales, Marketing, Installations, Business Systems, etc. Very comprehensive.

[Back to Franchisor Listings](#)