



Last Update September 25, 2009

Contact:

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Referral / Lead Process:

All potential candidates must fill out the '[Request for Consideration](#)' form (Effective: September 2009 / click on the link to view / download the form)

Additional Information:

[Floor Coverings International 'BAI Webinar – September 28, 2009 presentation'](#) (Effective: September 28, 2009 / click on the link to view / download the slides)

[Floor Coverings International 'Franchise e-Brochure'](#) (Effective: September 2009 / click on the link to view/ download the brochure)

[Floor Coverings International 'e-Brochure'](#) (Effective: September 2009 / click on the link to view/ download the brochure)

Floor Coverings International '[Franchise Overview](#)' (Effective: September 2009 / click on the link to view / download the document)

Franchise Sales:

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

Description of Franchise:

Combine the explosive market potential of the \$65 billion floor covering industry with the huge consumer convenience of shop-at-home, and you have the ingredients for a dynamic and successful franchise - Floor Coverings International. FCI is well established in the floor covering industry (since 1988) and understands the unique advantages of the shop-at-home concept. FCI can provide the training, support and systems to launch a successful business. FCI focuses on the residential replacement market, but has a full line of commercial products and window treatments for future vertical growth. Flooring is the top home improvement purchase made by homeowners. The FCI average ticket sale is over \$5,000 compared to a \$1,600 average by competitors in our market. We award exclusive territories that are designed to be large enough for owners to build large successful businesses. Our goal is to have a \$2 million business

in three years.

Background:

Year Established: 1988

Year First Franchised: 1988

Franchised Units: 95

Company Owned Units: 0

Projected New Units (12 months): 25

States/Countries Registered In: We are registered in all 50 states in the US and the provinces of Canada.

Financial/Terms:

Cash Investment: \$50K

Total Investment: \$150K- \$200K (1st year investment)

Minimum Net Worth: \$250K

Franchise Fee: \$45K

Discounts: FranVet, Women, Minorities? N/A

Royalty: 5%

Ad: 3%

Average # of Employees: 2 to start, grows by 1 for every \$600,000 in revenue

Passive Ownership Allowed: Yes, as long as certain qualifications are met.

Earnings Claim: Yes

Support & Training Provided:

Financial Assistance Provided: Limited

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: At the franchisee discretion

Training:

12 week initial training program, quarterly sales training, quarterly operations training, semiannual IT training (refresher), Annual Convention is a training event.

[Back to Franchisor Listings](#)