



**Formerly 'V2K Window Decor' / Name Change effective: July 23, 2009**

### **Contact:**

Name: **Jeff Yosha / Senior Franchise Development**

Address: 13949 W. Colfax Ave, Suite 250, Lakewood, CO 80401

Phone: 1.800.200.0835 ext. 310

Fax: 1.303.202.5201

Website: [www.v2kfranchising.com](http://www.v2kfranchising.com)

E-mail Address: [jyosha@v2k.com](mailto:jyosha@v2k.com)

Name: **Cassie Wells** (Secondary Contact)

Phone: 1.800.200.0835 ext. 315

E-mail: [cwells@v2k.com](mailto:cwells@v2k.com)

**ALL LEADS SHOULD BE E-MAILED TO:** [franchising@v2k.com](mailto:franchising@v2k.com)

**'NEW'** [V2K BAI Affiliate Franchise Resource Website](#) (Effective: July 2008)

### **Additional Information:**

[V2K acquires 'Gotcha Covered'](#) (Effective: July 2009 / click on the link to view / download the document)

### **Franchise Sales:**

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: No

### **Description of Franchise:**

This is a concept that focuses on selling in-home window fashions of blinds, shutters, shades and custom draperies to the general public and commercial accounts using proprietary 3D software. The Décor Creator software allows the franchisee to show the client a virtual picture of what the window treatment will look like, once applied, and also estimates the job cost "on the fly." The basic role of the franchisee is to market the business and then make the actual sales calls or hire salespeople to do so. Lots of repeat and referral business. Registered in all states.

## **Background:**

Year Established: 1998

Year First Franchised: 2001

Franchised Units: 186

Company Owned Units: 1

Projected New Units (12 months): 100

States/Countries Registered In: All

Availability in Canada: Masters / Area Developer

## **Financial/Terms:**

Cash Investment: \$40,170 - \$82,300

Total Investment: \$40,170 - \$82,300

Minimum Net Worth: \$100K

### **Franchise Fee:**

- Small Market of 15,000 median households – Franchise fee of \$39,900.00
- Single Territory of 30,000 median households – Franchise fee of : \$59,900.00
- Double Territory of 60,000 median households – Franchise fee of: \$91,400.00
- Triple Territory of 90,000 median households – Franchise fee of: \$122,900.00

Discounts: FranVet, Women, Minorities: No

VetFran Program Participant: Yes

Royalty: 8% down to 4%

Ad: 2%

Average # of Employees: 1

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

Earnings Claim: Yes

## **Support & Training Provided:**

Financial Assistance Provided: 3rd Party

Site Selection Assistance: N/A Home Based

Lease Negotiation Assistance: N/A

Co-operative Advertising: No cooperative advertising, although local cooperative market exists between franchisees

### **Training:**

2 weeks initial training and 1 week of advance training – Color coordination and scheming, computer use, sales/marketing and QuickBooks. All training is conducted in Denver and flight and hotel are covered by V2K with limits

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