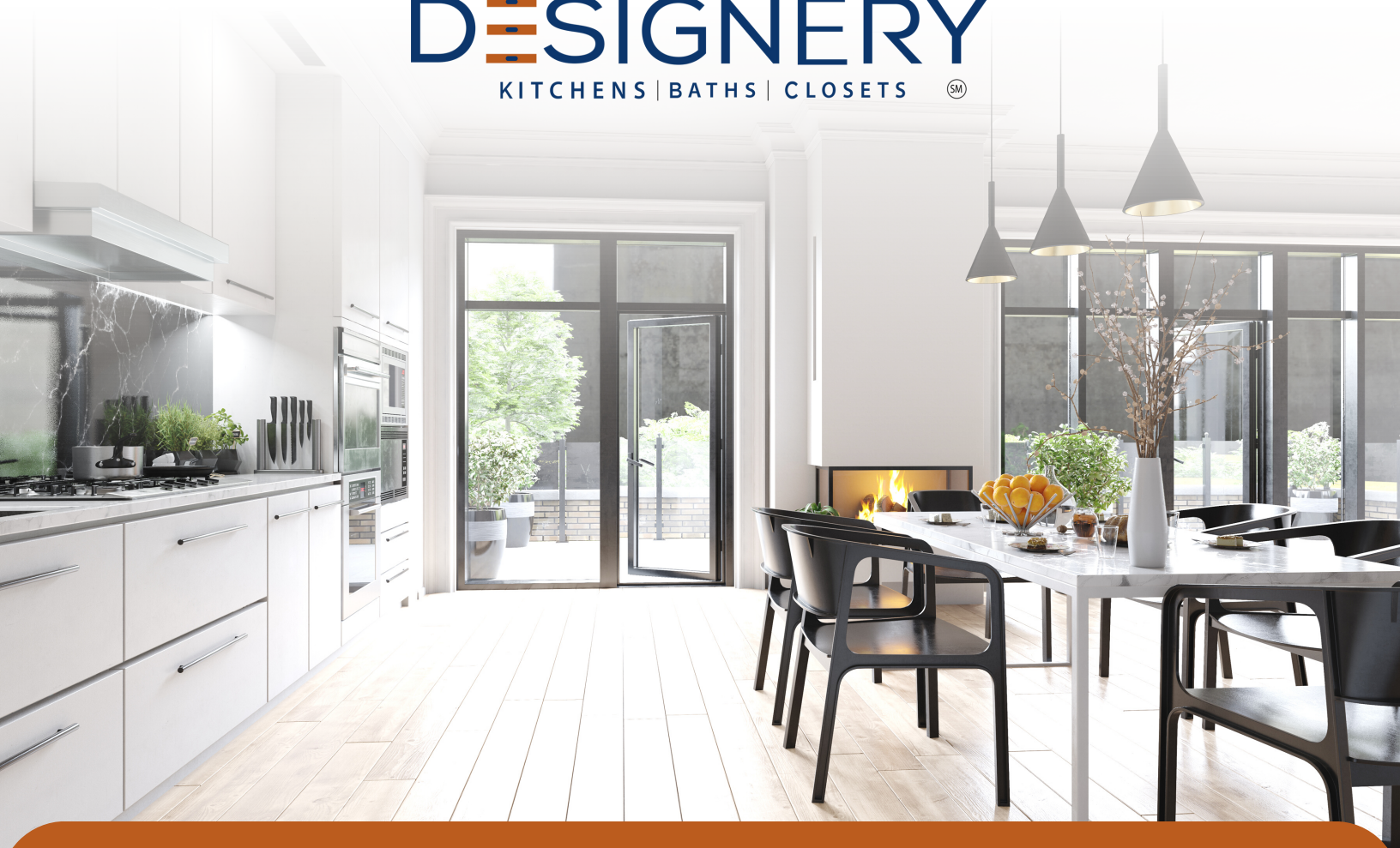


Why own...

THE DESIGNERY FRANCHISE

THE
DESIGNERY
KITCHENS | BATHS | CLOSETS SM



Discover more about owning and
operating a The Designery franchise today!

A HOMEFRONT BRAND



There's no place like Homefront

Homefront brands is leading collective of agile and durable property service franchise brands.

Homefront Brands drives unparalleled value for You as a Franchise Partner with:

- 1.** 150+ Years of franchise-building experience
- 2.** Network of growth partners
- 3.** Leading support systems
- 4.** In-house consumer acquisition & customer service
- 5.** Uniquely talented team of seasoned franchise execs & business builders

What is The Designery?

The Designery is a leading franchised provider of kitchen, bath, and closet solutions providing homebuilders, contractors, and residential homeowners a technology-forward, high-value experience.



Meet the President and Founder

Casey Ridley



2007

Founded as a cabinet and door wholesaler in Chattanooga, TN.

2019

Refined product and service lines to focus growing kitchen, bath and closet niches

2020

Open 2nd location with optimized store and launched Franchise Model!

2022

Joined Homefront Brands Family of Companies to catalyze national expansion

What it takes to be a Designery Franchisee?

- Desire to be a proud, impactful business owner in your local community.
- Some Design or Construction Knowledge is Helpful
- Executive, Semi-Absentee and Owner-Operator Options Available
- Connector Skillset - Ability to network and influence.





A HOMEFRONT BRAND



Service Lines

- RTA Cabinets • Countertops • Flooring
- RTA Closets • Tile & Backsplash





The Designery Customer Experience

**The Designery is the first and only
Franchised Provider of Readily
Assembled Cabinetry, delivered through
a technology forward customer
experience**

- Minimalistic showroom provides modern experience
- Technology-forward experience promotes high-quality consumer decisions - with high satisfaction!
- Collaboration helps Consumer imagine the Possibilities
- Products are considered value, with custom look and feel
- Quick Installations!



The Customers We Serve

- Contractors & Subcontractors
- Spec. and Custom & Homebuilders
- Remodelers
- Rental Property Owners
- Homeowners
 - Age 35-65
 - Household Income \$75,000+
 - Home Value \$200,000+
 - New Builds and Renovations



The Designery Advantage

- Massive Demand - Minimal Competition
- Simple Staffing Model - No Install Crews Required
- Technolog-forward design process - Virtual Reality
- #1 Most Sought After Room in Renovations
- Large Ticket Size Opportunities
- Robust B2C & B2B Markets
- Vendor Advantage Program - No Inventory Required



Opening & Ongoing Support

The Frontline Lead Management

The Frontline Lead Management center handles customer acquisition and allows franchisees to control their inbound lead cost and increase efficiency.

Dedicated Marketing Support

In-house marketing support will be the go-to for all marketing-related opportunities from the grand opening onward.

The Designery University

You and your crew will spend a week at Designery University. Expect 5 full days of classroom, role-play, hands-on, and on-the-job experience!



Opening & Ongoing Support

Grand Opening

We consider the first 90 days the most important! You will experience a field visit, business coaching, KPI management, and support from your Business Coach!

Business Coaching

Weekly, monthly, quarterly and annual support from your dedicated Business Coach.

Strength Of Network

Experience regional meetings, annual conventions, and other learning and development opportunities with the greater Designery and Homefront Brands network.