

home-grown & locally-owned

# 100% CANADIAN FRANCHISE SYSTEMS



Innovation in the domestic franchise industry can come from beyond Canada's borders, but doesn't have to. There is enough leading edge innovation here to satisfy those investors who demand the most up-to-the minute ideas and systems as they embark on their new franchise careers. So whether it is a well-established market segment, such as the restaurant business, or something much newer, such as residential project management, there is an opportunity for everyone.

by David Chilton Sagers

## SPRAY-NET

Franchise Units Canada: 11

Corporate Units Canada: 4

Franchise Fee: \$30K

Investment Required: \$100K

Available Territories: Ontario

Carmelo Marsala is a one-man band. He started Spray-Net by himself in Montreal in 2009, and three years later he started franchising his system that offers homeowners a permanent, complete spray painting of their homes' exteriors.

He now has 15 franchise territories sold in Quebec, with nine coming on-stream this year – including those in Montreal, Laval, Gatineau, and Quebec City operating now – and another six due to start in 2015, again in Quebec. Also in 2015, Spray-Net intends to crack new markets. "Ontario is really the target," he says.

Marsala, President and Founder, has a marketing and finance background. He says a franchise costs between \$95,000 and \$100,000. Training takes two to four weeks. He says "it's typically men" aged 28-45 who approach him about investing in a franchise, but typically women who want Spray-Net's service. Whether their homes are



new or not, they want what Marsala calls "more of an aesthetic upgrade." And, he continues, "The beauty of this is that it takes one day." That means no mess or prolonged inconvenience, says Marsala.

As for the qualities he's looking for among potential investors, Marsala says he wants someone who has fallen in love with the brand, and at the same time is not afraid to climb a ladder or get his hands dirty.

Marsala takes pride in the support he offers his franchisees. "Everything is done for them, even down to flyers," he says. There is buying in bulk; there are national marketing campaigns; the experience Spray-Net has built up since its beginning; and, last but not least, some 55 corporate staff on hand to assist the new investor.

