



CONFIDENTIAL BUSINESS MEMORANDUM

GOTCHA COVERED

\$295,800 Asking Price
Some Owner Financing Available



Executive Summary

BUSINESS NAME

Gotcha Covered
North Atlanta

ESTABLISHED

2016

ADDRESS

Home Based

STAFF

Subcontracted Salesperson
Subcontracted Installer

RENT

NA

LICENSE

N/A

SALE INCLUDES

Approx \$2000 samples/books

REASON FOR SALE

Retirement

WEBSITE FRANCHISE

<https://www.gotchacovered.com/smyrna-vinings/>, Facebook,
Instagram

GROSS SALES

\$467,505 (2022)

\$423,245 (2023)

WEBSITE CORPORATE

<https://www.gotchacovered.com>.
Facebook , YouTube , LinkedIn
<https://fivestarfranchising.com/gc>

CASH FLOW (SDE)

\$134,541(2022) – part-time

\$91,594 (2023) – part-time



Franchise Overview

Gotcha Covered excels in the expansive, \$20 billion window treatment industry—a sector that is fragmented, largely unbranded, and full of opportunities for high income and impressive margins. Specializing in custom blinds, shutters, shades, and draperies for residential and commercial markets, this franchise boasts an exceptional average online rating of 4.9 out of 5 stars, reflecting high customer satisfaction and brand reliability.

Gotcha Covered provides a simple, accessible business model that doesn't require design experience, appealing to a wide array of entrepreneurs. Ideal for high-energy, friendly, self-motivated individuals with a strong work ethic and a passion for customer engagement, the franchise offers a flexible schedule, the potential to start from home and later expand to a retail space, impressive margins over 50% on sales, and a beneficial flat-fee royalty structure. This setup attracts diverse candidates, from stay-at-home parents to former CEOs.

Embracing the latest in technology, Gotcha Covered integrates cutting-edge solutions allowing remote control of window treatments via apps and smart devices, catering to the growing demand for "Connected Home" systems. This not only places the franchise at the forefront of technological integration but also enhances the appeal to tech-savvy consumers.

Nearly 30 years ago, the founders of Gotcha Covered developed proprietary software to streamline the sales process for window treatments. Since then, the franchise has grown impressively, beginning franchising in 2009 and expanding to over 150 locations. This development underscores a strong business model and robust franchise system within the prestigious FiveStar Franchising family of brands. Whether the economy is booming or in a downturn, the need to cover windows remains constant, making this an evergreen business opportunity.



YouTube: [Why Franchise with Gotcha Covered](#)

Click the link above to watch the video

Business Overview

Dream Opportunity! Own a Top-Notch Window Treatments Business in North Atlanta!

Ever dreamt of running your own show in a thriving market? Dive into the vibrant world of custom window treatments with a business that's already a local favorite in North Atlanta. With a 4.9 Google rating out of 5 stars, this gem is a proven crowd-pleaser and money maker.

What Makes This Business Special?

- **Big Box Relationship:** This franchise, through an exclusive relationship with a large retailer, provides an ample stream of leads with no marketing needed -very difficult to obtain this on your own. *Current owner open to negotiate to remain on board during transition.*
- **Proven Financial Performance :** The business consistently generates revenues over \$425,000 with part-time hours.
- **Great Earnings:** It produces a cash flow between \$92,000 (part-time) and \$135,000 (part-time). This business knows how to pull in the bucks!
- **Smart Marketing:** Marketing is simple, using tools like Google Ads to keep customers coming. No need to reinvent the wheel; just keep it rolling!

- **Rewarding Work:** Not only does this business earn well, it makes a real difference by helping people enhance their homes and enjoy them more. Every project adds a touch of beauty and comfort to someone's living space.

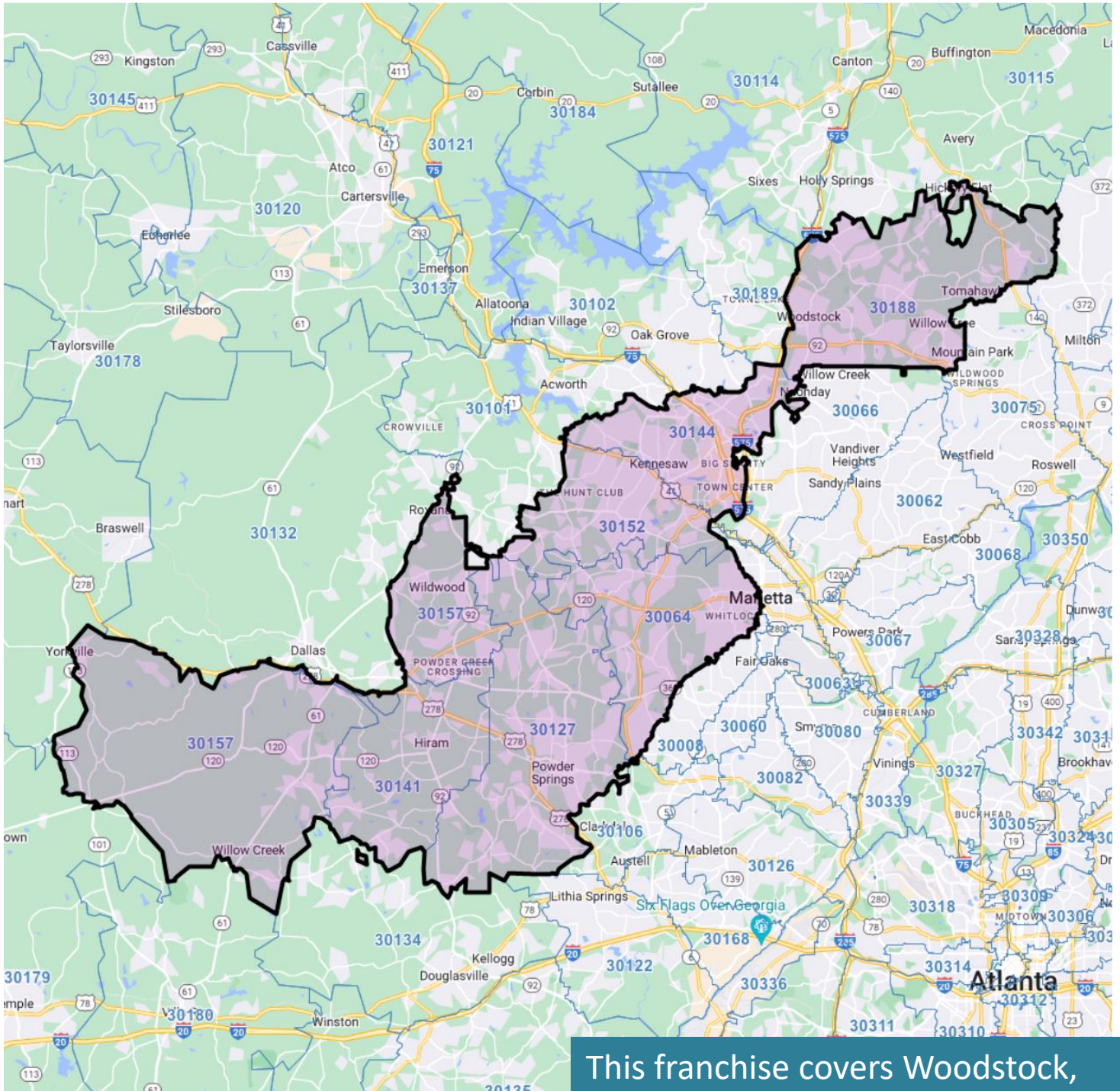
Ready to Grow: Want to spread your wings? There's room to grow by partnering with interior designers, serving new neighborhoods, or amping up the marketing. Maybe even open a storefront?

- **Turnkey Setup:** Step right in and take the reins with confidence. Everything's set up for you, from a skilled installer team to a solid business model. It's like hitting the easy button on starting your own business.

The business seeks a dynamic owner-operator or a personable couple who thrive in customer-facing roles and have a flair for home design. While design skills are a bonus, they are not essential. This opportunity is perfect for someone ready to take over a well-established business with all the tools for success, offering both fun and financial freedom. Are you ready to be your own boss and enjoy life while making good money? This business is waiting for you. Inquire now!

Territory

A franchise territory is the geographic area in which a franchisee has the sole right to sell, market and provide the franchise company's services or products. This franchise serves the North Atlanta area, which includes 8 zip codes. However, you can serve areas outside the territory provided there is not another Gotcha Covered Franchise. These zips have a higher propensity for “new builds” versus traditional areas, which increases the number of windows being covered.



This franchise covers Woodstock, Acworth, Kennesaw, Dallas GA and more

Financial Performance

Financial Performance Overview – North Atlanta

	<u>2022</u>	<u>2023</u>
Gross Revenue:	\$468,178.09	\$423,787.88
Less COGS:	\$301,567.60	\$297,989.61
Gross Profit:	\$166,610.49	\$125,798.27
Less Operating Expenses	\$152,655.69	\$133,636.31
Gross Profit	\$13,954.80	-\$7,838.04
SDE Adjustments from P&L:		
Owner Wages	\$64,940.74	\$53,986.98
Owner Taxes	\$27,972.70	\$19,620.05
Home Office Rent	\$1,300.00	\$1,300.00
CC Fees	\$148.12	\$150.00
Bookkeeping and Accounting Fees	\$6,806.13	\$3,615.00
Answering Service	\$5,192.00	\$3,495.00
Travel Fees	\$1,511.42	\$473.02
Meals	\$2,196.76	\$2,611.09
Contract Sales	\$10,518.62	\$14,180.88
Total SDE Adjustments from P&L	\$120,586.49	\$99,432.02
Seller's Discretionary Earnings (Est. Cash Flow):	134,541.29	\$91,593.98

These metrics are based on the information provided in the P&L's, Balance Sheet, and bank statements. These metrics did not utilize tax returns and should not be relied upon for any purpose requiring a formal business appraisal. "Future" numbers provided, if any, are not a projection or expectation of future performance.

Assets

The sale price includes all of the assets required for running the business, which includes about \$2,000 of product samples and fabric swatch books. No inventory is maintained.

Opportunities for Growth

The window covering industry, a vast market valued at \$20 billion, remains largely fragmented and unbranded, presenting significant growth opportunities. Gotcha Covered, a prominent player in this sector, specializes in custom blinds, shutters, shades, and draperies for both residential and commercial markets. The demand for sophisticated and technologically integrated solutions like remote-controlled and "Connected Home" systems continues to drive the industry forward. Despite economic fluctuations, the essential need to cover windows ensures this industry's status as an evergreen business opportunity, with Gotcha Covered leading the way in innovation and customer satisfaction.

The North Atlanta Gotcha Covered franchise is teeming with dynamic growth opportunities. By enhancing partnerships with interior designers and real estate agencies, the business could captivate a network ripe with prospective customers, potentially elevating sales. The current owner manages two businesses thus limiting his time in the business to approximately 25 hours per week. This leaves time and room to grow the business further or take on additional profit by in-sourcing previously outsourced business functions or focusing on additional growth vehicles.

Marketing has been minimal due to robust demand, yet there is substantial potential for the new owner to elevate the brand's visibility. An increase in social media spending and proactive networking could invigorate the business's presence. These initiatives are likely to unlock exciting possibilities and drive significant growth for the franchise.



Reviews

Google

4.9 Stars



Kelsey Cain

7 reviews

★★★★★ a year ago

Highly recommend Gotcha Covered for shades and blinds. Their prices are very reasonable and they provide high quality prompt work. Hampton, our consultant, is kind, honest and didn't pressure us to buy the most expensive options. We originally had a quote from a larger company and it was over double of what we paid with Gotcha Covered.



Ben Bee

7 reviews · 1 photo

★★★★★ 2 years ago

Great service! The blinds I ordered were delivered and installed on time. Hampton stayed on top of everything all the way through the installation. The blinds look Amazing! and I love them. Hampton is very knowledgeable about the products and is able to suggest the best blinds or covering for the space. Also, the customer service reps were friendly, attentive, and provided great follow-through. Money well spent!



Lindsay Grasser

5 reviews

★★★★★ a year ago

We love our new roller shades! Hampton was patient and helpful throughout the whole process, even when we changed our mind and had to go through fabrics a second time. Ron installed quickly and professionally! Everyone we interacted with was so kind and helpful, we'll definitely be utilizing Gotcha Covered for future projects!



pathwatch

13 reviews · 3 photos

★★★★★ 3 years ago

I couldn't be happier with my window treatment. Hampton was fabulous and provided a great selection of colors and options, as well as great advice. He was very helpful in selecting the right blinds for my entire house. Ron, the installer, was quick, professional, and very friendly. I would definitely recommend Hampton, Ron and Gotcha Covered.



Debbie S

14 reviews · 3 photos

★★★★★ 2 years ago

Very professional, went above and beyond. Both the plantation shutters and the honeycomb shades are beautiful in my new home. Thank you



Priscilla Moncada

9 reviews

★★★★★ 3 years ago

It was a wonderful experience to work with Hampton. He is detailed and very professional. The quality of work on the day of installation mirrored his quality of work ethic. I highly recommend Gotcha Covered Smyrna!

👍 Like

Awards & Accolades

Gotcha Covered has consistently received high honors in the franchise industry, regularly ranked as a Top 500 Franchise by Entrepreneur magazine since 2020. However, even more notable is its recognition by Franchise Business Review, which has featured Gotcha Covered in its Top 200 Franchises list for the past three years. Here, it has been celebrated across several categories, including Top Low-Cost Franchises, Top Recession-Proof Franchises, Top Franchise Cultures, and Most Innovative Franchises, with these accolades based on the ratings of actual franchise business owners. This underscores the franchise's significant appeal and innovative business model.

