

Today is the day you begin turning your dreams into reality.

Franchise Business Opportunity Presentation
Mariposa Painting & Decorating Canada

mariposacanada.ca



Mariposa in brief

osa is quickly evolving into becoming Canada's largest residential and commercial property developer and improvement service provider; including continuing its legacy as a leading designer and manufacturer of decorum, home decor accents and essentials, home hardware and installation components, kitchen and bathroom cabinetry, flooring and carpeting, integrated electrical systems and decorative lighting, commercial branding elements, landscaping elements, smart energy technology and security systems integration, and being an excellent service provider for aftermarket support. Through achieving our near objective for becoming a premier builder; Mariposa operates in a wide spectrum of architecture and construction services, servicing both private and public sector property development. Mariposa's products and tailored services include commercial design and integrated brand imagery solutions, construction building materials that includes paint and wall coverings, window treatments, fine carpentry frames, trim and molds, and wood integrated building elements.

Franchise Business Opportunity Presentation



Mariposa in brief

Mariposa has a long tradition of building leadership and innovation. The company continues to expand its product line and services to meet emerging customer needs. Its broad range of capabilities includes creating new, more efficient components of its construction; designing, and technology systems integrating capabilities; creating more advanced design techniques and building solutions; and arranging innovative financing and service options for clients.

With our headquarters in Guelph, Ontario, Mariposa currently employs more than 4,000 personnel that primarily operate across the Greater Toronto Area and southern Ontario. Such workforce represents one of the most diverse, talented and innovative workforces anywhere. Mariposa's daily operations and enterprise growth strategies also leverage the talents of hundreds of thousands more skilled people working for suppliers across Canada and throughout the world.





Who we are

Mariposa is a global leading brand of premium quality painting and decorating products and services, and the guiding principles for any Mariposa operational unit, which are structured appropriately to service local markets, with the focus to ensure they consistently meet the company standard, while fortifying the Mariposa reputation for verifiable, total product and service performance, that is both recognized and expected by our customers.





Who we are

At Mariposa, we offer a complete line of value-added painting and decorating products and services, exclusively through our Canadian network of operations, that includes our recognized Giovanni Conti Signature Artistry Brand, and decorum and property improvement brands as well as a wide range of specialty painting and unique decorating services.





Who we are

At Mariposa, we employ nearly 1,700 people in 2 manufacturing plants, 4 operational service depots. Mariposa also has an objective to open more than 240 Mariposa Paint & Decorate Depots across Canada. At Mariposa, we are dedicated to delivering high performance solutions and quality products, as well as unrivalled technical expertise services to meet the current and future needs of our customers.





Franchise Business Opportunity Presentation



Who we are

Our painting and decorating services enrich people's lives by bringing visual delight and lasting care to their surroundings. You probably don't realize that every day, wherever you travel, you may be looking at our work. This fact is because more property owners and renters choose our painting and decorating services than those of any other service provider. From hospitals and schools to the house next door, our products and services are enjoyed by property owners and renters, with plenty more enthusiasts who follow the excitement that surrounds our brand, and charity benefactors who appreciate our philanthropic contributions across Canada.



Franchise Business Opportunity Presentation



Who we are

Mariposa Painting & Decorating Canada as a wholly owned and internally managed division of Mariposa Group Canada Limited, is organized into the following service categories: Residential, Commercial, and Industrial operational units. Supporting these functions of such services is Mariposa Finance, which is tasked with enabling greater sales effectiveness and convenience for clients. In addition, functional organizations working across the company focus on engineering and project management; technology and development-program execution; advanced design and manufacturing systems; health and safety, quality control, and productivity improvement and brand communications.

Mariposa's footprint in franchising

Mariposa's objective is to become Canada's largest and leading companies that offer franchise business opportunities within the property improvement and development industries. Such small and midsize to large franchise business operations are designed and structured to service the many elements of residential, commercial, and industrial property improvement. As such, Mariposa Painting & Decorating Canada will eventually have more than 1,000 Franchise Owners/Operators managing product distribution and service operations in all provinces across Canada by 2030.



Franchise Business Opportunity Presentation





Rising to your potential



Responsibilities

- Lead as either a Regional or District Manager over a group of 50 or more staff of paintors and decorators.
- Coordinate daily operations that could consist of 10 to 20 painting and decorating projects.



Marketing

- Plan marketing strategies for a multi-million dollar annual business operation.
- You will become an incredible promoter and marketer of your own business operations.



Project Management

- Manage the formalizing of contracts.
- You will learn how to become a talented project manager for some projects that include the largest and most recognized companies across Canada.



Rising to your potential



Meeting the demand

 At some point you will obtain a contract in a luxurious neighborhood. High-end property clients can be the most demanding, and such projects will require you to master your management and communication skills.



Mastering a trade

 You will become a master craftperson, and perhaps even an artisan. You will be consistently evolving your knowledge and skills in both painting and decorating.



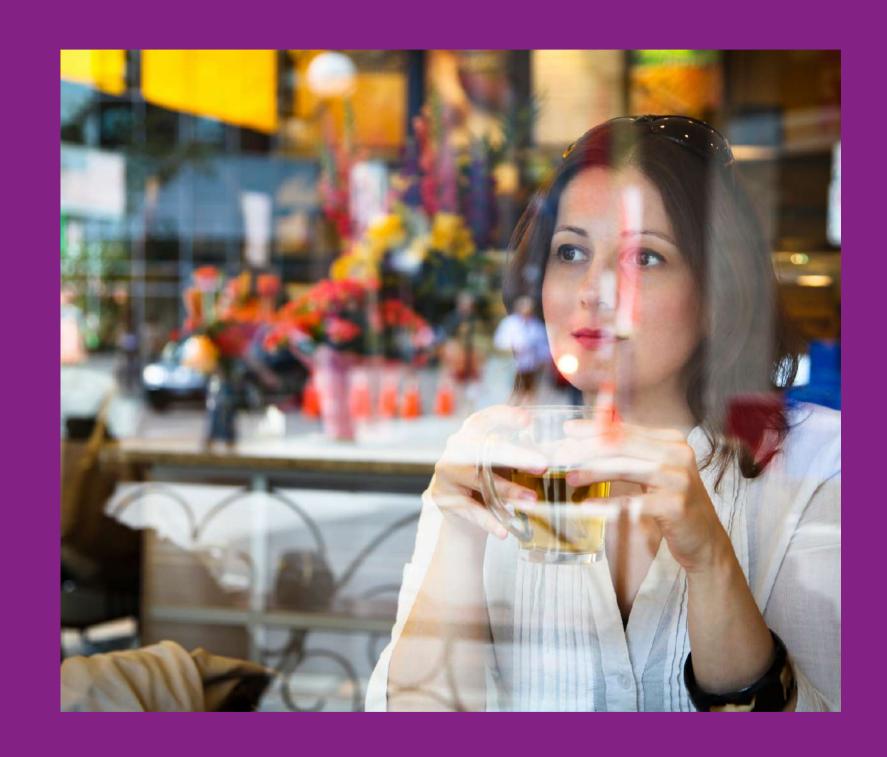
Leadership

 You will become a dynamic leader, someone who many will admire and consider their role model.



Make the investment in yourself.

You will be primarily investing in yourself, especially in your dreams, and not just in Mariposa as a company that is offering a franchise business partnership.



In order to pursue a franchise business opportunity, you will have to first do the following...

Your WHY?

You will have to figure out what most matters to you, which is known as your WHY?

Learning HOW?

Once you figure out your WHY? You will then need to receive training and learn HOW?

Self APPRECIATION

You will also have to figure out your self-worth. How much are you willing to invest in YOURSELF?

Overcoming FEAR

Learning not to doubt yourself, and obtain the capabilities to effectively evolve and discover your ultimate POTENTIAL.







Mariposa's Franchise Training Program.

Become a part of one of the most rewarding franchise business opportunities that are currently offered anywhere in Canada. Through an excellent standard of training, you will also benefit from supportive business development services, and an overall effort of marketing strategies and set of programs that we have created and perfected over many years. At Mariposa, we believe in fostering the success of each and every franchise business operation. The more you grow, the more we all grow as a company. After all, Mariposa can only be as successful as our individual franchise business partners.





What Mariposa offers...

What a franchise business partner will receive:

- We will share a portion of our company with you.
- We will extend to you a proven franchise business system and ultimate plan for success.
- We will share an exceptional standard of administrative support that includes project coordination services and additional project management assistance.
- We will extend to you venture capital and business development support. You will also be consistently supported by an extensive industry trades training program.
- We offer a partnership that enables collaboration and contribution to the success of Mariposa's franchise business operations and management system.

What a franchise business partner will require:

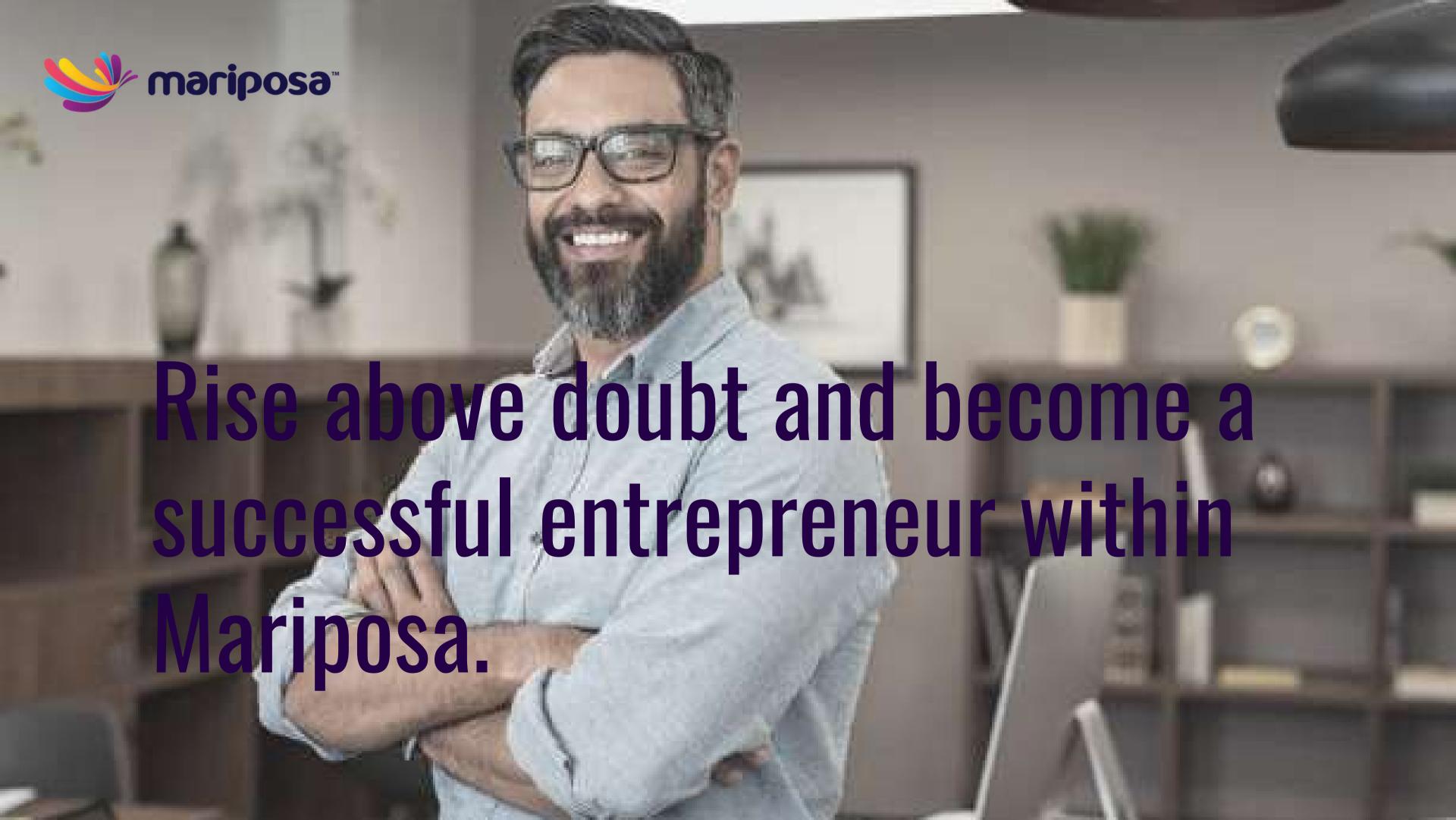
- An excellent attitude.
- Ambition and self-motivation.
- Commitment and determination.
- Patience and an aptitude to succeed.
- Positive and inspiring desire.
- Cooperative and collaborative sense of participation.



What a franchise business partner will commit:

- You have passion for Mariposa's brand, and establishing talented crews that are an important contribution to Team Mariposa.
- You take a hands-on approach to your daily business operations.
- You believe in proven business management systems and structures.
- You have a desire to be part of defining Mariposa's successful future.
- You believe in a diverse and inclusive workforce that is believed to be critical to the overall success of Mariposa.
- You believe that maintaining exceptional customer service is crucial and necessary in order to succeed as an owner and operator of a franchise business.
- You are willing to maintain Mariposa's corporate status of credibility.
- You believe in behaving loyal to Mariposa as both a brand and company.







Pursuing an entrepreneur career with us.

Operating the most-advanced painting and decorating operation in the industry, such a task and responsibility may seem daunting, although our franchise business partners do this every day. Franchisees represent all types of perspectives to become a successful entrepreneur, and Mariposa Painting & Decorating Canada welcomes them all. Mariposa values having franchise business partners of all backgrounds, ethnicities and identities, because diversity of thought focused together with providing the most talented workforce across Canada and around the world, makes us stronger and enables us as a company to achieve overall success every time.

If you're interested in learning and mastering a trade in the painting and decorating industry sector, there are many ways in pursuing an entrepreneur career as a professional and most talented tradesperson.



MASTER FRANCHISE STRUCTURE



Franchise Business
Owner/Operator

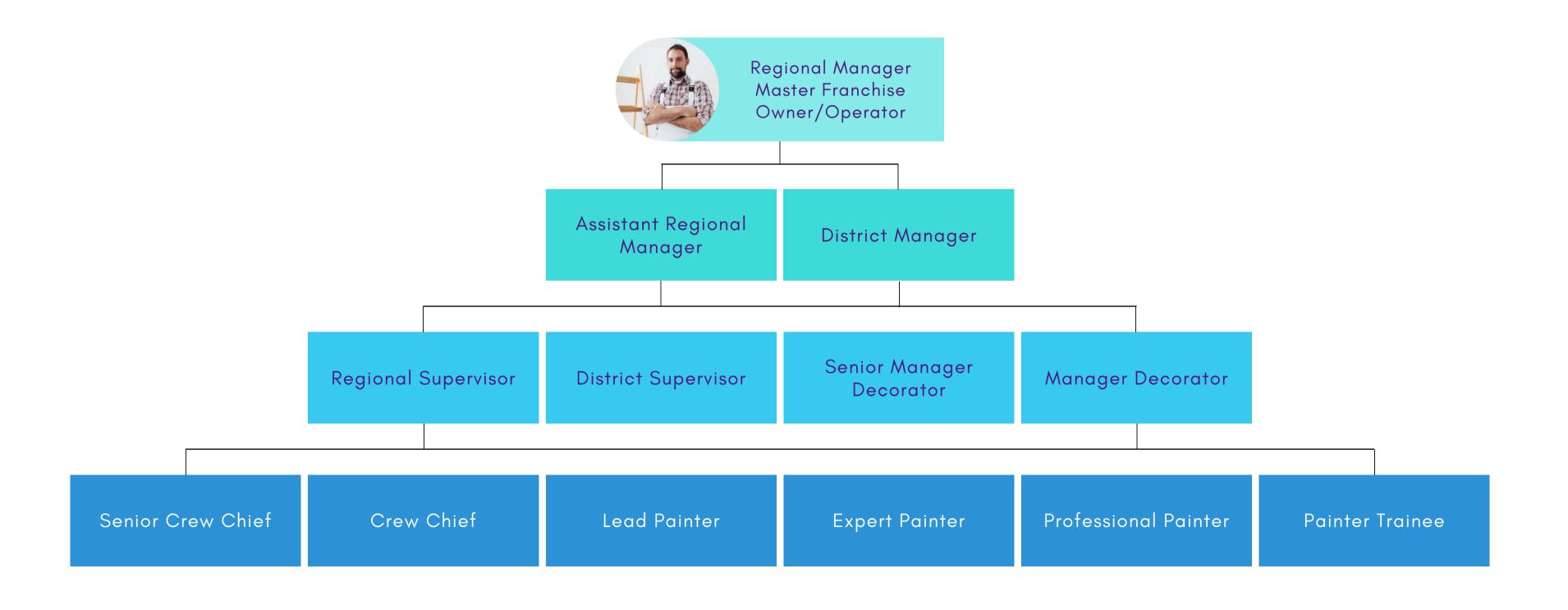
Executive Vice General Manager President President Quadrant Manager Executive Managing Regional Manager Director Assistant Regional Managing Manager Director Senior Vice District Manager President Operations Director Manager Trainee

Organization Chart of advancement.



OPERATIONAL UNIT MANAGEMENT

Organization Chart



Mariposa Working Philosophy.

Mariposa maintains a family-centric working environment where everyone matters and attentive care and compassion is extended to a considerable extent to all members of Team Mariposa.







Why pursue a franchise business opportunity with Mariposa?

At Mariposa, we believe in maintaining a mutual beneficial partnership and a family-centric working environment where everyone has equal opportunity to excel.





Our approach...

Our franchise business system is built on the premise that Mariposa can only be as successful as our franchise business partners. Your growth is considered our own company growth, and the potential to become a very successful entrepreneur is attainable within Mariposa Painting & Decorating Canada. At Mariposa, we believe in a mutual beneficial partnering relationship with our franchisees consistently achieving their daily personal and weekly business goals.



Our values

At Mariposa, we pride ourselves on a set of shared values. We exercise these values throughout our daily business operations; from Mariposa's head office in Guelph, to each and every franchise business operation across Canada and throughout the world.

Diversity, equity and inclusion as evident and is as familiar as the Mariposa butterfly.







Our motivational aspirations.



Our motivational aspirations focus on a certain philosophy that best reflects the concept where no matter where you are in Canada or elsewhere throughout the world, when you interact with Mariposa, through the painting and decorating service operations, or at a Mariposa Paint & Decorate Depot, or at a Mariposa Decorum Gallery, or by interacting with the marketing sales and customer service personnel, or interacting with an administrative staff member at head office; inclusion and a sense of true sense of equality is as evident and familiar as the Mariposa butterfly. The company's goal is to ensure at every point of interaction, all members of Team Mariposa feel comfortable, respected, and safe.





Maintaining a positive flow throughout.



At Mariposa, we believe that a diverse workforce is critical to the success of our company. Moreover, we are committed to making this a continued priority for our business operations. We will pursue this aspiration by using Mariposa's influence and scale to accelerate meaningful and overdue societal change for our franchisees, employees, clients, suppliers, and the communities where we conduct business.



In accordance with our values, this means community actions on a local level that are designed to:

- Represent the diverse Canadian urban cities and rural communities where we currently conduct business.
- Accelerate cultures of inclusion and belonging.
- Dismantle barriers to enable greater economic opportunities.

The difference that sets us all apart, by being a valued member of Team Mariposa.

At Mariposa, we share in each other's success and provide extensive support with diverse methods of marketing and advertising. Our innovative methods of advertising has both national and local reach that brings customers to our business operations. Through a collaborative partnership with our franchise business partners, our marketing programs help grow an iconic brand and reputation with the painting and decorating trades services across the entire spectrum of residential, commercial, and industrial property improvement sectors. Our company brand recognition and operational strength is an unparalleled advantage.



Receiving management training and earning your valued leadership position among Team Mariposa.

At Mariposa, we have honed our trade skills and management training program throughout the years to be best in our industry class. We focus on preparing Mariposa's business operations and administrative support staff to provide outstanding customer service at every turn. As a franchise business partner, the Mariposa training instructors work directly with you from the moment you begin learning the trade skills and pursuing the leadership and management training program. Their primary task is to help prepare you to optimize the customer experience, so you can therefore optimize sales and profits.

Included in our training program is a 3 to 4 months of on-hands trades skills and in-business management training process that is received through the overall preparation procedures to successfully establish a franchise business.



Excellent Support System

As a Mariposa painting and decorating franchisee, you are in business for yourself, although never by yourself. Backed by a solid organization, a geographical based network and a local iconic brand, owning a thriving successful small business can become a reality for your entire benefit.







Joining Team Mariposa.



Is joining Team Mariposa right for you? We most certainly hope so!

Investing in a franchise business is a decision over the long-term. Our process is thorough and detailed, which focuses on discovering the right fit. After all, our success is most enabled by your success. Continue to learn more about becoming a franchise business partner of Mariposa Painting & Decorating Canada, below.

What you will need, overall background and experience.

Mariposa's painting and decorating franchisees come from diverse professional backgrounds; professional people who bring talent to an already existing proven track record of success. Experience building and leading teams is also valuable in preparing for franchise business ownership with Mariposa Painting & Decorating Canada. In today's environment, connecting with people is vital, as a reminder that you will be managing people of different ages and cultural backgrounds.





Required agreement for applicants:

- You are willing to invest a minimum of CDN \$47,000 of either non-borrowed or secured-borrowed funds over a period of a year; which is applied to all aspects of your franchise business, (there is also a monthly payment option).
- You are willing to relocate to accept a franchise business opportunity.
- You are willing to be trained and then demonstrate the skills required before you begin operating your franchise business.

The process with establishing your painting and decorating franchise operation:

Our master franchise opportunity and training is truly unique. All franchisees enter the company by beginning the process of learning trade skills and the leadership and management training program. As a result of the varying franchise business opportunities that are constantly available, the cost of the business will vary significantly. To qualify, you must sign a contract that commits you to invest no less than CDN \$47,000 annually of either non-borrowed or secured-borrowed funds.

Most of the initial training is completed in advance of the franchise offer and the signing of a contract. This means you will be primarily trained and prepared to become a franchisee in advance of your commitment and full scale of investment. Upon successful completion of training, an opportunity will be presented to you for consideration as a franchise operation becomes available.

Applicants must be willing to relocate, given the limited number of opportunities available each year. At Mariposa, we are committed to helping ensure the candidate is an appropriate fit within the city or community where they will eventually be conducting business.







Preparation process:

Becoming a franchisee is a long-term commitment. Because of this, the process of your preparation to become a franchise business partner with Mariposa Painting & Decorating Canada is a thorough and carefully thought-out plan to secure best outcomes for your success. You can move through the preparation process at a pace that works best for you. Ready to apply?



The process

Step 1 - Complete an application.

Are you an appropriate candidate? Do you meet the minimum qualifications? Do you have the background and experience? Great! Begin by providing us a resume with a cover letter.

Step 2 - First interview.

Now it's time to get to know each other! We look forward to discovering why you think you would be a great fit for a franchise business with Mariposa Painting & Decorating Canada. At such time, we hope we will be able to answer most of your questions.

Step 3 - Second interview.

You will meet with a member of Mariposa's Franchise Recruitment Department, so we can further explore if you will be an appropriate candidate to become a valuable and beneficial member of Team Mariposa.

Step 4 – Operational Experience.

Time to step into action. You will spend a few months in an existing Mariposa Painting & Decorating business operation, where you will learn about our procedures and management training system.

The process



Step 5 - More Operational Experience.

You will continue to receive training among an established painting and decorating operational team. This is a fantastic chance for you to learn how Mariposa's franchisees operate and succeed.

Step 6 – Evaluation

The final evaluation of the training process, and you are almost completed. By this time, you will have worked among a variety of training instructors and support staff; including evolving your own trade skills as a painter and decorator.

Step 7 – Evaluation continued.

If your evaluation is successful, you will begin to establish your own franchise business; while continuing to master trade skills and management capabilities. You will further prepare yourself for operating a franchise business and embrace the opportunities to achieve rapid success.

Step 8 – Franchise start-up.

Congratulations, you are ready to begin operating your franchise business. While training requires dedication and commitment, we will extend to you time flexibility, so that there is enough notice before you begin.



The process

Step 9 – Start-up Preparation and Training.

Mariposa's excellent trade skills and management training program combines theory and practice to give you practical business operational experience and extensive leadership learning.

Step 10 - Continual training.

The franchise training process consists of a few more months of preparation for you to operate fully independent, and then onward to begin your pursuit of achieving success.

Step 11 – Evolving capabilities.

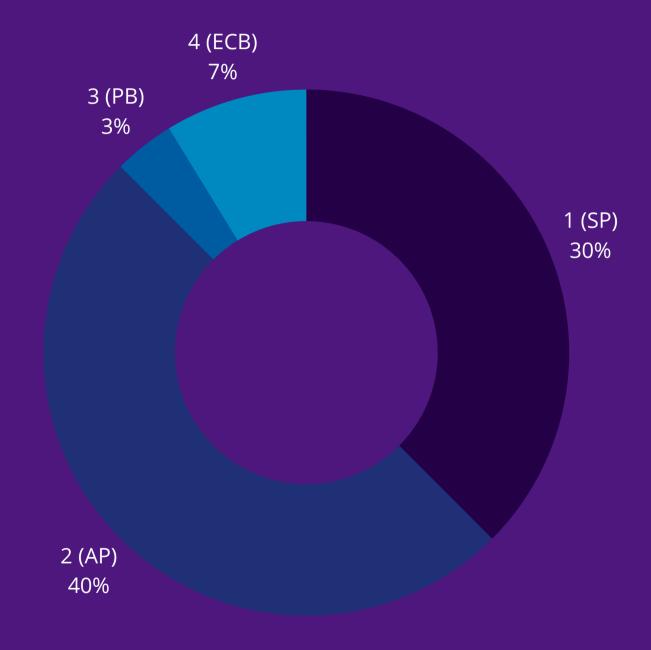
Upon completion of training, and as a franchise becomes available, you will be presented with an opportunity to fully begin establishing your franchise business.

Step 12 – Fully pursuing a franchise.

The overall training process will be completed and focus on business growth and achieving success as an entrepreneur can begin.

The Compensation Plan.

- 1. Standard Percentage (30%).
- 2. Applied Percentage (40%).
- 3. Primary Bonus (3%).
- 4. Evolution Cycle Bonus (7%).



The Compensation Plan explained.

Applied Percentage:

A contract that a franchisee has acquired by their own efforts, is categorized as applied percentage.

There will be 40% of the profits allocated to the franchisee who services the contract; the profit margin of each contract is 40%.

Standard Percentage:

A contract that you have been provided by the efforts of either Mariposa or a superior franchisee is categorized as applied percentage.

There will be 30% of the profits allocated to the franchisee who services the contract; the profit margin of each contract is 30%.



The Compensation Plan explained.

Primary Bonuses:

There will be 3% of profits allocated to the master franchisee (Regional Manager to General Manager) for every contract serviced with their respective geographic territory.

Primary Bonuses consists of 3% of the overall profit margin.



The Compensation Plan explained.

Evolution Cycle Bonus:

There will be 7% of profits allocated to the master franchisee (Executive level) for every contract serviced with their respective geographic territory.

Evolution Cycle Bonus consists of 7% of the overall profit margin.





mariposa decorum





Decorum Products

Profit Margin 1

As a Regional Manager or General Manager, you may earn 6% from every decorum product sold within your respective network of business operations.

Profit Margin 2

As a Executive Manager, you may earn 8% from every decorum product sold within your respective network of business operations.

Profit Margin 3

As a Senior Executive Manager, you may earn 10% from every decorum product sold within your respective network of business operations.





Profit from installations



Residential instalations	10%
Commercial installations	8%
Industrial installations	8%
New Home Installations	10%



Installation categories



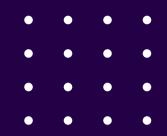
01	Flooring and Broadloom	06	Decorative Outdoor
02	Wallcoverings	07	Appliances
03	Window Treatments	08	Garage Solutions
04	Accentuates	09	Energy Solutions
05	Kitchen and Bathroom	10	Storage Solutions

Installation categories



01	Staircases and Railings	06	Entertainment
02	Doors	07	Recreation
03	Windows	08	Insulation
04	Roofing Tiles and Shingles	09	Smart Property
05	Landscaping	10	Children's Safety

Potential profitability for District Managers.









Potential profitability for Regional Managers.





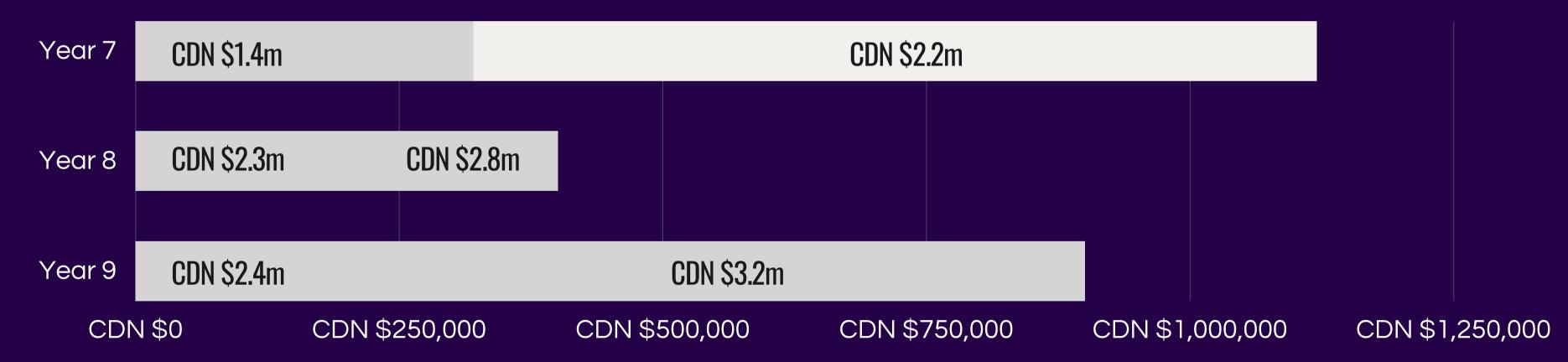




Potential profitability for Quadrant Managers.

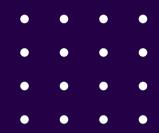




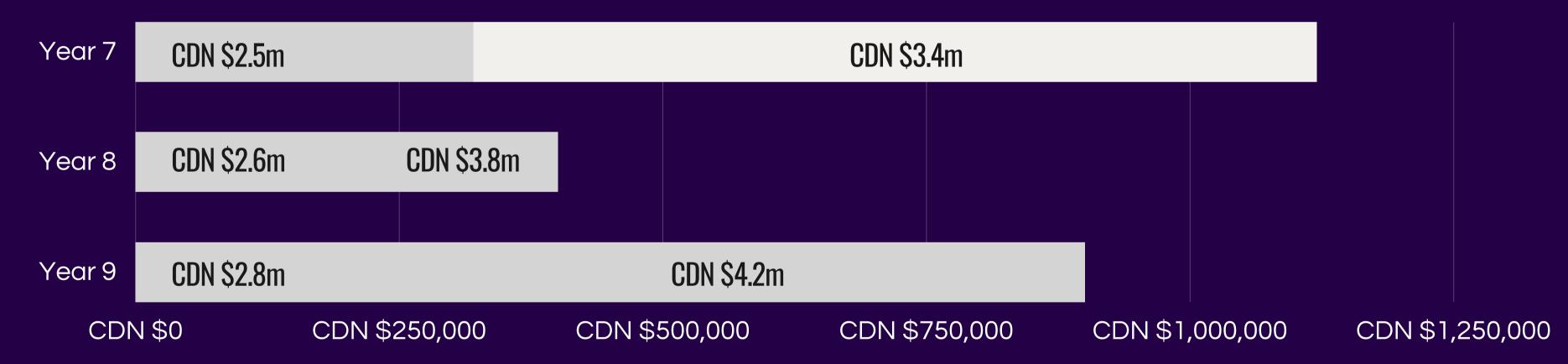




Potential profitability for General Managers.









Elevation in management





Growing a network.

Mariposa's Master Franchise Network...

A Mariposa Master Franchise Network consists of a collective of Operational Business Units (which is based on Mariposa Geographical Territories).

Elevation of management throughout the master franchising networks.

An Operations Director owns and maintains 4 Operational Business Units.

A Managing Director owns and maintains 5 Operational Business Units.

An Executive Managing Director owns and maintains 6 Operational Business Units.



Operations Director | Managing Director | Executive Managing Director

Management Responsibilities:

An Operations Director manages nearly half of the Mariposa Geographical Territories within a Canadian Province.

A Managing Director manages over half of the Mariposa Geographical Territories within a Canadian Province.

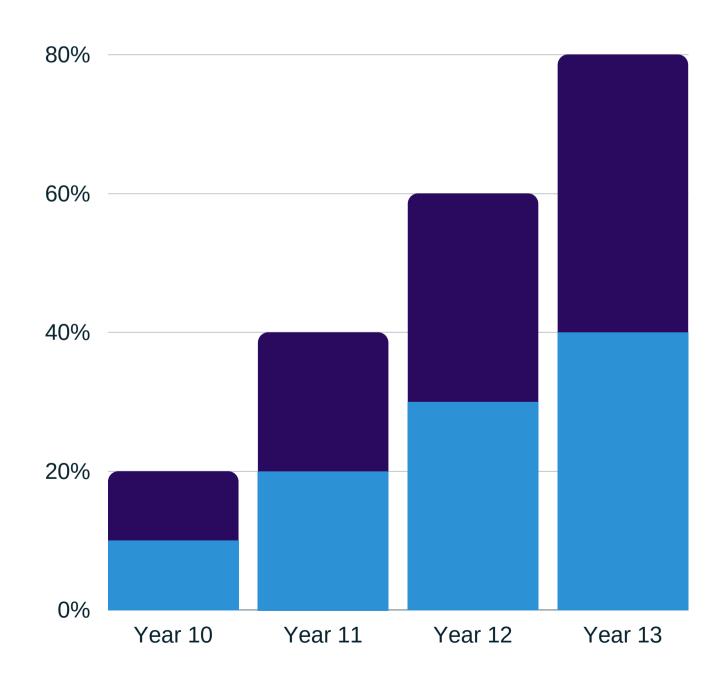
An Executive Director manages over all of the Mariposa Geographical Territories within a Canadian Province.



Profit projections across the network.

Profit projections

Profit projections will vary for each geographical territory.







AVERAGE INCOMES

Annual incomes depend on the different scale of productivity across geographical territories.



OPERATIONS DIRECTOR

An average income of CDN \$2m to \$5m.



MANAGING DIRECTOR

An average income of CDN \$3m to \$8m.



EXECUTIVE MANAGING DIRECTOR

An average income of CDN \$4m to \$10m.



EXPANDING OPERATIONS ACROSS CANADA.

Leading the way for the growth of Mariposa Painting & Decorating Canada.





Role of a Senior Vice President.

The Corporate Governance Policy provides almost no official duties for a senior vice president apart from assuming responsibilities assigned by the superior executive management of Mariposa Painting & Decorating Canada.

A senior vice president attends many, if not most management meetings, assuming a position of leadership when representing the interests of franchisees. A senior vice president may represent Mariposa Painting & Decorating as a Division of Mariposa Group Canada out of the country, and may take an active role in charity fundraising, presiding over public relations and engagement events, and is a principle promoter of the Mariposa brand and philosophy.









Role and Responsibilities of a President.

In addition to the overall success of a business organization, a president is responsible for leading the development and execution of long-term strategies, with the goal of increasing their own shareholder value.

The role and responsibilities of a president vary from one business organization to another, often depending on the organizational structure and/or size of operations. In smaller business organizations, the president takes on a more "hands-on role," such as making lower-level business decisions (e.g., marketing and promoting). In larger business organizations, he or she usually only deals with high-level strategizing and major management decisions. Other tasks are delegated to senior managers throughout the network of master franchisees.





Wealth stabilization and lifestyle security.

The average annual income of an executive vice president is CDN \$12m.

The average annual income of a president is CDN \$18m.

The master franchisees who achieves becoming an executive vice president and then the ultimate achievement of becoming a president, can afford the time and flexibility to do whatever they want. Generational wealth at this level can eventually exceed CDN \$30m.



Initial Investment

There is an initial investment required.

There is an initial investment of CDN \$8,700 in order to establish a franchise business; with a portion of CDN \$2,350 paid immediately for activation.

The remaining CDN \$6,350 will be paid upon the presentation of franchise disclosure and signing of the franchise contract agreement. Such investment funds are refundable if there are discrepencies.





Investment to be made throughout the first year.

Once you begin the start-up phase of your franchise business, there will be an additional investment required by the fourth month after establishing your franchise business.

The amount of CDN \$27,000 will be required to be invested after four months operating your franchise business.

By the end of the first year in business, the remaining amount of CDN \$20,000 will be required to maintain the franchise business.



You will sign a contract agreement that requires you to invest the basic amount of CDN \$47,000.



The Business Development
Department of Mariposa
Group can assist you with
obtaining business lines of
credit.



An optimization of business growth.



Making the necessary investment throughout the cycle of business growth.

In order to achieve a decent proportionate amount of business growth, there are practical investment decisions to be made.

Between CDN \$67,000 to \$87,000 is recommended to be invested by the end of the second year being in business.

A commitment of CDN \$120,000 to \$140,000 minimum is recommended to be consistently invested each year then after.







Investing in the necessary Technology.



Mariposa's online resources.

Mariposa Approved Business Computers.

Mariposa's marketing and promotion apps.







Investing in necessary equipment.

01

Standard Crew Kit

Each project being serviced requires a crew kit, therefore the amount is determined by the demand in daily operational productivity.

03

Ladders

There are a variety of ladders needed in order to effectively paint and decorate; such type and amount of ladders will be determined by demand and scale of a project.



Specialty Equipment

Such specialty equipment can include paint sprayers and safety and protection gear.



Lighting

There are a variety of lighting lamps and electrical extension cords required to effectively service a painting or decorating project.

You, yourself will require to invest in the appropriate apparel and appearance style.









Painters Uniform
There are a variety of uniforms.

Service Apparel
Informal Dress Apparel.

Representative Uniform
Informal apparel.

Pristine Apparel
Classy Dress Apparel





Compensation during training program.





Franchise Manager Trainee

You will earn between CDN \$20h to \$30h throughout the initial 2 to 4 months of training.

Operations Manager Trainee

You will earn between CDN \$32h to \$42h throughout the 5th and 6th month of training.

District Manager Trainee

You will earn between CDN \$45h to \$55h throughout the franchise start-up phase.

Project Management Trainee

You will earn between CDN \$62h to \$68h throughout the project management training sessions.

Conclusion

There are no glass ceilings created in Mariposa. Therefore, your potential for personal growth within our company is unlimited.

The owners and senior management of Mariposa Group will consistently invest in you. A series of investment will be in the abundance if you are deserving of such generosity.

Your opinion and ideas are important within the entire scope of Mariposa as a company.





Your opportunity can begin today.

Your goals and aspirations are important to senior management. Therefore, you will be consistently fortified to achieve business goals and personal life aspirations.

You never need to feel alone as a member of Team Mariposa. Mariposa is a family-centric company, which means that you matter. There will always be a considerable amount of compassion and care extended.

The people involved in all areas of this company are high tempo and extremely focused men and women.

Send us your resume

Send us your resume with an inspiring cover letter, and hopefully we will find you impressive.

opportunity@mariposacanada.ca

