



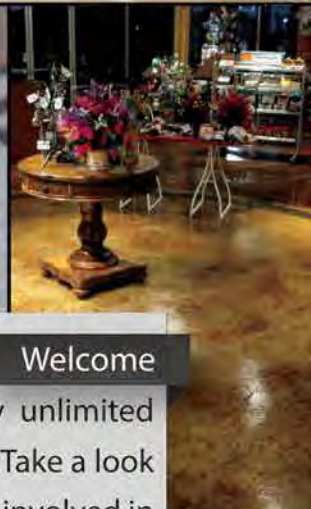
CONCRETE COATINGSTM INCTM

restore • re-invent • reviveTM



Explore the Possibilities





Welcome

To the exciting and virtually unlimited world of decorative concrete! Take a look inside to see how you can get involved in this fun and profitable industry.





**CONCRETE
COATINGS** INCTM
restore • re-invent • reviveTM

Opportunities

Thank You

No, Really

Thank you. We realize that you have many choices when it comes to business opportunities, let alone decorative concrete opportunities. We're flattered that you have chosen to take a look at us.

We are here to help you be successful. Honestly. Because if you're not successful, neither are we. If you have any questions while you're considering starting a career with us, please don't hesitate to let us know.

Our Story

We're Just Like You

In 1995, we were looking for a new career path, just like you are now. We discovered the decorative concrete industry, and our curiosity was immediately piqued. We began installing sprayable acrylic overlays, and we were hooked.

That next year we founded Concrete Coatings, Inc. Coming from the aerospace industry, we used our chemist contacts to formulate our products to withstand our harsh Utah climate, and we've been manufacturing them to our exacting specifications ever since.



"As I reflect back after completing my sixth season of installing acrylic overlays in the Northeast, I realize Concrete Coatings, Inc. has been the key to my success. They trained me, provide great products and support me in every way. The employees are genuine, sincere, knowledgeable and dependable. With their continued support, the sky is the limit for my business."

- Steve H., Abington, MA

How We Work

Training

We firmly believe that doing a job right the first time is the best way to grow any business. To help you know how to correctly install our products, we offer a hands-on training course here at our corporate headquarters.

During this training course you will learn how to install all of our signature products, including Spray-Tek™ Sprayable Acrylic Overlays, VIVID™ Acid Stains, Shield™ Epoxy Flooring Systems, GraniteLook™ Faux Granite Systems and more.

Support

After training, we want to continue to support you as you start and grow your decorative concrete business. We offer many different forms of support, including 24-hour technical support.

We provide marketing and sales support as well. We have sales literature available for purchase that you can hand out to potential customers. We can provide templates for additional brochures and handouts, or even design and print them for you.

We want to help you in every way we can. Whether it's getting you ready for your big home show or helping you choose what colors to spray a job, we're here for you, 24 hours a day.



Training

Agenda

You're going to learn a lot during your hands-on training course. Here's a breakdown of some of what you'll be learning:

Training Breakdown

- Spray-TekTM Sprayable Acrylic Overlay
- FastPatch Repair
- Micro-TekTM Micro-toppings
- Broom-TekTM Acrylic Overlay
- ShieldTM Epoxy Flooring System
- VIVIDTM Acid Stains
- GraniteLookTM System
- QuickDyeTM
- Sealers
- Marketing and Sales

Product Packages

After learning how to properly install our products, you're going to want to get out there and get going. To help you hit the ground running, we have a variety of packages available.

Dealer Package

- Enough Spray-TekTM materials to cover 3,000ft²
- All the tools that you'll need to get started, including a compressor
- Additional products, including ShieldTM Epoxy and VIVIDTM Acid Stain

Power Dealer Package

- Enough Spray-TekTM materials to cover 6,000ft²
- Everything included in the Dealer Package
- Additional resources, including marketing and sales literature

All of our packages are completely customizable by you. The last thing that we want to do is sell you something that you don't need or want. Be sure to talk to your dealer consultant about your different options.



"We are beginning our fourth year as a concrete coatings company. My sons and I started small. Today we are operating 2 crews and staying very busy. Concrete Coatings Inc. products have enabled us to provide our customers with solutions to their concrete needs. Concrete Coatings Inc. has guided, trained and supported us from a company doing \$50,000 worth of business the first year to \$250,000 this last year. We are extremely satisfied with the products but most importantly the integrity with which they conduct business." - Paul C., Washington

How Much Can You Make?

Nobody starts a business without intending to make money. Whether you're looking for a new, full-time career or just want some part-time spending money to fund your weekend adventures, how much you can earn depends entirely on you. You call the shots in your new business, so work as much or as little as you want!

Below are some average figures that show what you can expect to earn when starting your new Concrete Coatings, Inc. dealership.

Spray-Tek™ Acrylic Overlay

Typical driveway of 1000ft²

Installed price to customer:	\$4,500
Cost of materials:	\$1,040
Cost of sundries:	\$100
Number of labor hours:	10-15
Total Profit:	\$3,360
Hourly Wage:	\$225-335

VIVID™ Acid Stain

Typical project of 800ft²

Installed price to customer:	\$3,200
Cost of materials:	\$375
Cost of sundries:	\$80
Number of labor hours:	10-12
Total Profit:	\$2,745
Hourly Wage:	\$225-275

Shield™ Epoxy Flooring System

Typical two-car garage of 600ft²

Installed price to customer:	\$1,950
Cost of materials:	\$715
Cost of sundries:	\$60
Number of labor hours:	6-8
Total Profit:	\$1,175
Hourly Wage:	\$145-195

GraniteLook™

Typical countertop of 60ft²

Installed price to customer:	\$1,500
Cost of materials:	\$200
Cost of sundries:	\$30
Number of labor hours:	8-10
Total Profit:	\$1,270
Hourly Wage:	\$125-155

*These figures are estimates and do not represent a contract. All figures are estimates and do not represent a contract. All figures are estimates and do not represent a contract. All figures are estimates and do not represent a contract. All figures are estimates and do not represent a contract.

Call Today for Your Free Dealer Info Packet





The Next Steps

Get Educated

Learn More

We understand that you have many different options. Take a look at all of them and do your due diligence. We've been able to help a lot of people reach their goals and achieve financial independence. We'd love to be able to help you do the same.

All we ask is that you give us a chance. Starting a new company or business can be a little overwhelming. We're here for you. So read this booklet. Check out our website and the videos we have. If you're still not sure, come to a training class to see for yourself. There's never any requirement to buy!

Contact Us

Give Us a Call

Shoot us an email. Drop us a line. Check out our website. Like us on Facebook. Follow us on Twitter. Watch us on YouTube.

Your next step can't begin until you've taken the first step in contacting us. We don't like pushy salespeople any more than you do. We simply want to show you what we've got so you can make the best decision for your situation. So call us today. We'll get you whatever information you need to feel comfortable about taking the next step in your life.



"I am self-employed, and the income is high enough that we live a very high standard of life."

- Butch E., Huntsville, AL

Testimonials

Don't Just Take It from Us

We know the potential that decorative concrete has. That's why we've been in this business for over 16 years. But you don't have to take our word for it. Here are what others from all over the country, from different walks of life and various career backgrounds have to say.

Matt M., Phoenix, AZ

Thanks again for the training. We can't wait to start making samples and playing with your material. I see a bright future in our overlay division now that I have a renewed confidence in a system.

Chris B., Maryland

The staff is great to deal with and go out of their way to make you happy and help your business. If you are looking to get in to the decorative concrete business or just have your concrete fixed up and protected, I strongly recommend Concrete Coatings, Inc. You won't be sorry.

Jake & Cindy J., Kentucky

Everyone who sees the coatings is amazed at the look, feel and durability of the product. It is very user-friendly, and all our customers are thrilled with their 'new' concrete. We are very excited to be part of this growing industry and look forward to the opportunities to come!

Jeff M., Ogden, UT

Decorative concrete is the mainstay of our income. It has paid to raise our five kids, keep up our home and is now putting my wife through school.







We'd Love to See You

After you've had a chance to look over and consider your options, we'd love to see you at an upcoming training class. We look forward to seeing you soon!

