



**DEALERSHIP OPPORTUNITY**

# THE OPPORTUNITY

Build a million-dollar business with less than  
\$75,000 as an initial investment.

- Exclusive Territory
- No-Franchise Fees
- Robust Marketing Support
- Complete Sales Training
- Installation & Crew Training
- Dealer & Financial Management Guidance
- Average Rhino Shield Dealer \$1.5MM+ Annual Revenues—[click here to watch a short video.](#)



# THE INVESTMENT

Build a million-dollar business with less than  
\$75,000 initial investment.

- **No-Franchise Fees**—we simply require a one-time \$20,000 product & marketing deposit to secure exclusivity and license the Rhino Shield Brand.
- **Successful Rhino Shield Dealers** require \$35,000 to \$40,000 in initial marketing spend
  - Best practice is 15-18% of Revenues reinvested in marketing
- **Equipment investment** will vary by dealer. You may need up to \$15,000-\$20,000.

## The Deposit

- \$15,000 Product Credit
- Rhino Shield Website Build
- 12 Months SEO
- Edits/Changes
- Review Management System

\*website maintenance \$200 month after 1 year

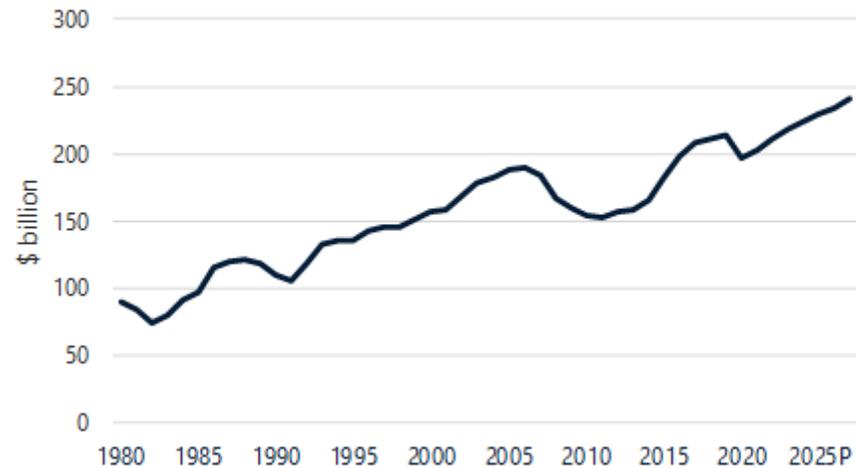


# THE EXTERIOR COATINGS MARKET

Private spending on home improvements and repairs, including exterior coating & paint, is a ~\$230 billion industry, expected to grow at around 3% through 2026\*.

As discretionary income and private spending on home improvements continues to increase, your Rhino Shield Dealership will benefit from more people investing in protecting their home.

Private Spending on Home Improvements



\*Source: IBIS and CSHW estimates.



# THE EXTERIOR COATINGS MARKET

February 16, 2022

## Residential building starts

For the 12 months ending January 2022, residential starts improved 19% from the 12 months ending January 2021. Single family starts were 2% lower, while multifamily starts were 26% stronger on a 12-month rolling sum basis.

**DODGE**  
DATA & ANALYTICS  
Powered by Dodge Construction Network

December 2021

## Demand for Architectural Coatings

Architectural applications generated the highest demand for paints and coatings during the historical period (2015–2020), both in terms of volume and value. This is attributed to the rapid growth in the global population, which has resulted in an increasing demand for paints and coatings for residential and commercial construction projects.

PRESCIENT & STRATEGIC  
INTELLIGENCE  
Where knowledge inspires strategy

September 4, 2020

## U.S. Landscaping Market: Growth, Trends & Forecast 2020-2025

The United States Landscaping market is estimated to grow at a CAGR of 4.5%, during the forecast period (2020-2025).

### Growing Demand for Residential Outdoor Landscape Maintenance

A significant shift that models the current landscaping industry is the growing demand for residential outdoor landscaping from younger households across the country, following the industry dip after the economic recession.

Research and Markets

November 17, 2020

46% of survey respondents are thinking about relocating within the next year.

Two-thirds (67%) of consumers desire home amenities and features they didn't previously consider.

- #1 (27%) want a yard & more time outdoors without being around other people
- #4 (14%) want a swimming pool

lendingtree

- House Starts are up—and still behind it's prior peak by 60%
- Coatings demand is high
- Exterior Improvements are a high priority to homeowners

Source: Housing starts from the U.S. Census Bureau.



# WHY AMCOAT?

For more than two decades, AmCoat Industrial has helped grow and develop coatings dealerships across the U.S.

AmCoat Industrial is a leading manufacturer of high-performance coatings for walls, concrete, roofs and specialty industrial applications. AmCoat is home to some of the most recognizable brands in the U.S., most notably Rhino Shield Ceramic Elastomeric Coating and Floor Shield 100% Polyaspartic Concrete Coating. Through a network of independent dealers, AmCoat Distributes its products nationally and internationally, coating thousands of homes and buildings, including commercial and industrial applications.

*"For more than two decades, we have helped develop and grow independent dealerships into multi-million-dollar businesses. We can help you launch and grow your business too."*

*Terry Andre, Chief Executive Officer*



**RAIN OR SHINE**  
RHINO SHIELD PROTECTS



# OUR TEAM



**Terry Andre**  
Chief Executive Officer

Terry Andre has led AmCoat as its CEO since 2010. With more than twenty years of contract manufacturing experience, he is uniquely qualified to help dealers develop their businesses and keep the supply chain moving.

Terry and his wife Kathy reside in Destin, Florida and have three adult children.



**Jason Crawford**  
Managing Partner

Jason Crawford has a strong background in entrepreneurship with combat-proven leadership. Prior to his business ventures, Jason served 8 years in the U.S. Army as an Infantry Team Leader. With tours in South Korea, Bosnia, and the initial occupation of Iraq, Crawford was awarded the Commendation Medal x3, Combat Infantry Badge, and Purple Heart. Jason and his wife Heather live in Pensacola, Florida with their three daughters.



**Bryan Ley**  
Partner

Bryan has participated as a partner/advisor in multiple successful entrepreneurial endeavors that have growing annual revenues, debt free balance sheets, and healthy profit margins. Bryan and his wife Emily live in Pensacola, FL and they have two sons and a daughter who love the beach life.



**Jerold Hall**  
Vice President of Sales & Dealer Development

Jerold has more than thirty years of Sales Leadership experience with Fortune 500 Companies and small businesses alike. He is an avid offshore fisherman, a die-hard New Orleans Saints Fan and lover of all things BBQ. Jerold and his wife Becky have two children and call Pensacola, Florida home.



**ENGINEERED TO OUTLAST PAINT.**



**FORMULATED TO PROTECT AGAINST THE ELEMENTS.**

**Rhino Shield®**



# WHY RHINO SHIELD?

Launched in 2000, the **Rhino Shield** brand has grown to be the nationally-recognized leader in premium exterior coatings. Its proprietary formula beautifully protects against the elements, while coating your home and protecting your greatest investment - backed by a 25-year product guarantee.



# THE RHINO SHIELD® STORY



Over the last two decades, Rhino Shield has become the oldest and largest ceramic wall coating company with

**TENS OF  
THOUSANDS  
OF SUCCESSFUL  
INSTALLATIONS  
WORLDWIDE.**

### International Markets Include:

Dubai  
Egypt  
Kuwait  
Mexico  
Ghana  
Brazil  
Canada

# RHINO SHIELD® TWO-COAT SYSTEM



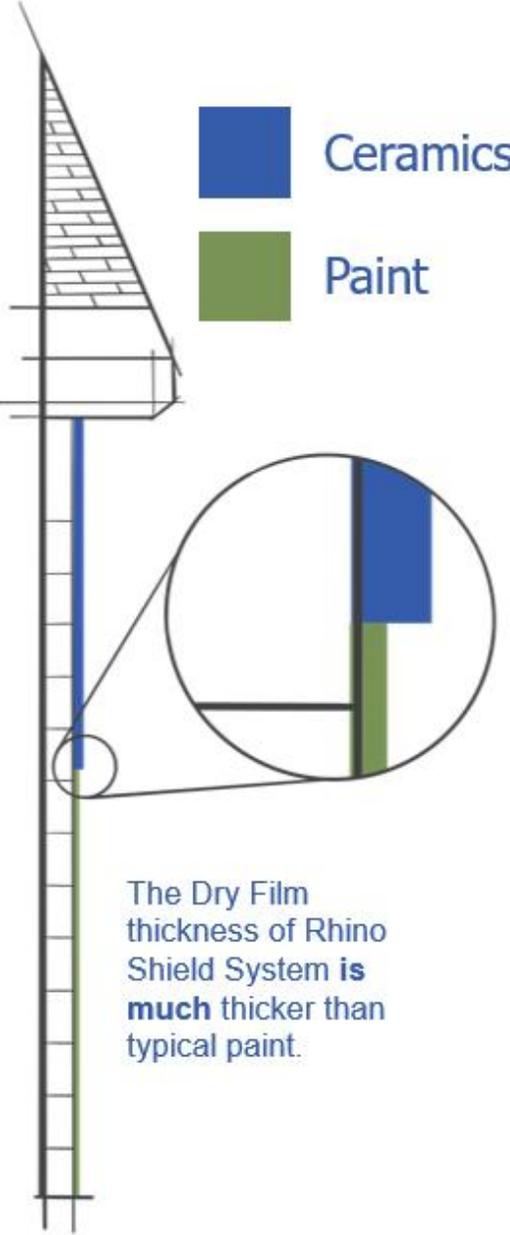
Adhesive Primer Sealer (APS) creates a **moisture-proof seal** and **adheres to most any surface**. Our Durable Finish Coat (DFC) provides **UV ray reflection, abrasion, dirt, mildew and mold resistance,** and outstanding **permeability**.

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OLD PAINT

ADHESIVE PRIMER

CERAMIC FINISH COAT



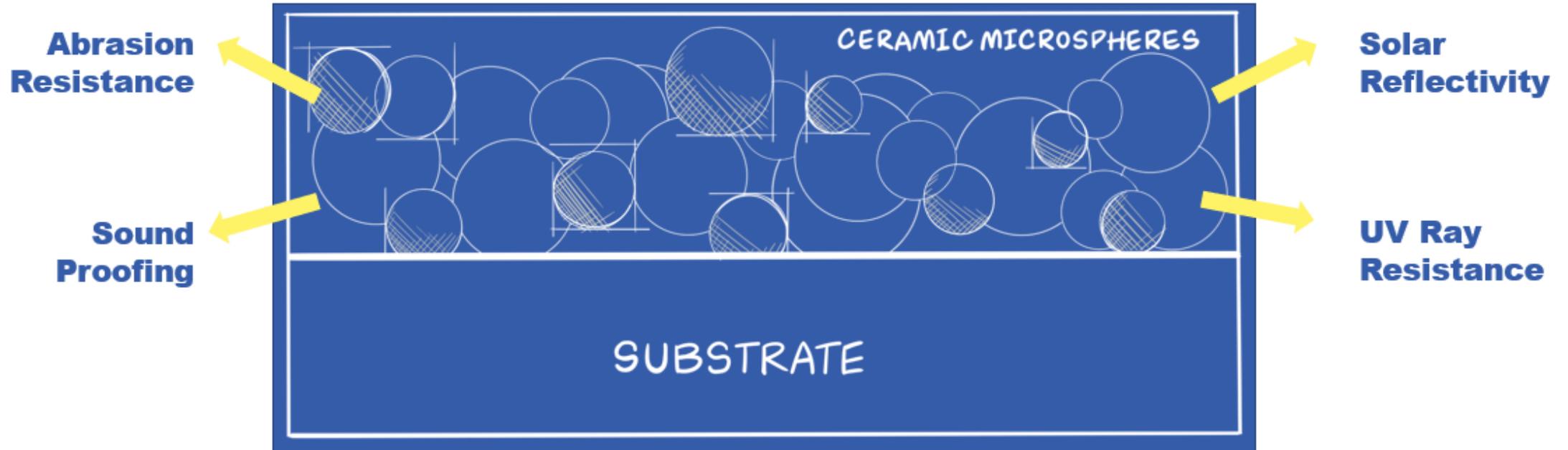
# BETTER INGREDIENTS MAKE A SUPERIOR PRODUCT!



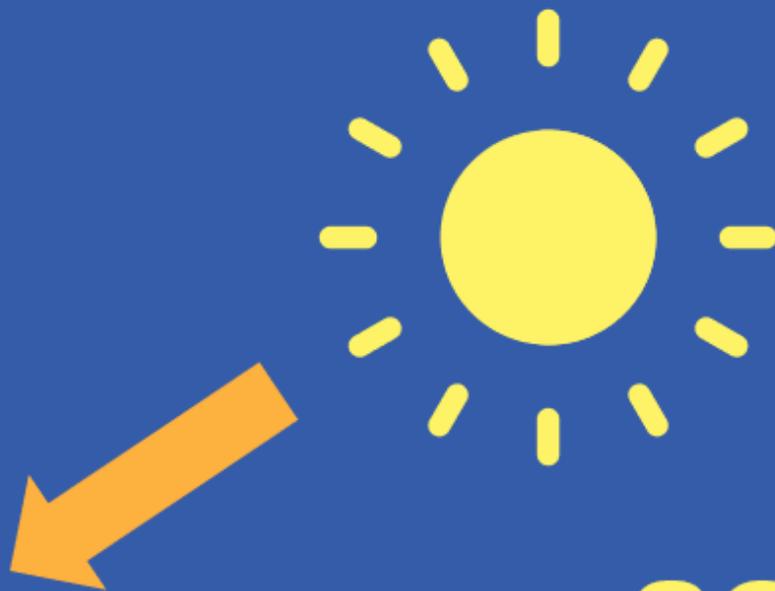
\* Percentages based on average of solids by weight and volume

# THE CERAMIC ADVANTAGE

The secret to the Rhino Shield System lies in the use of ceramic *microspheres* which replace the inexpensive filler products found in conventional paints. These variable size *microspheres* packed tightly together provide an insulating barrier for your walls against heat, UV rays, & coating breakdown.



**Ceramics are today's multi-use protectant material of choice!**



# SOLAR REFLECTANCE

Solar radiation from the sun's intense rays can significantly raise a wall's surface temperature. Our ceramic system reflects solar rays away from your home lowering wall surface temperature thus cooling your home and reducing energy consumption.

# THE RHINO SHIELD<sup>®</sup> WATER SHIELDING DIFFERENCE

Water is the #1 cause of building wall deterioration and damage. The Rhino Shield System seals to the surface and helps prevent water penetration.

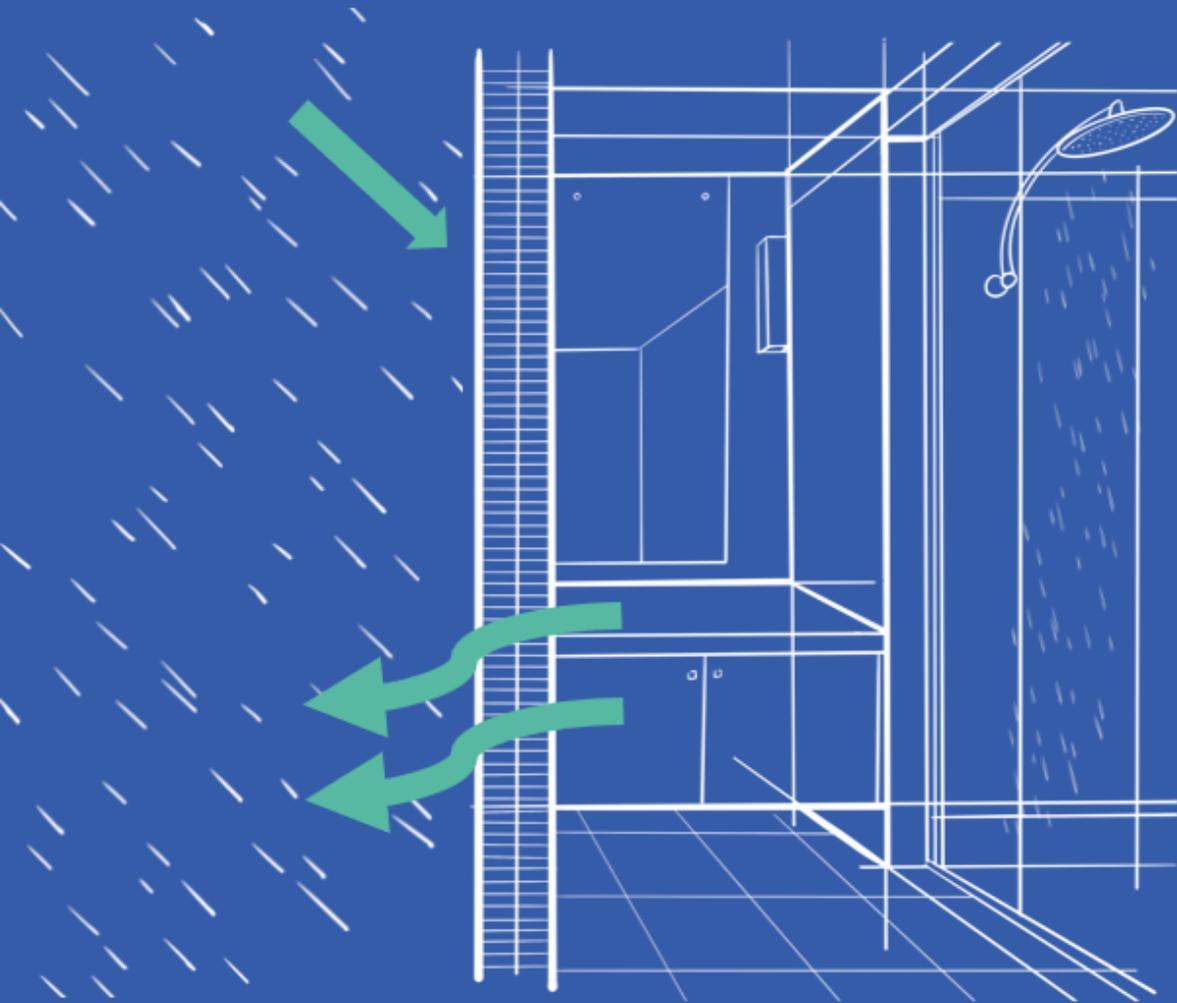
**Exceeds Federal  
Wind-Driven  
Rain Specification  
(TT-C-555B) At 98  
miles per hour!**

**Proprietary EPA  
registered 3-part  
mold, mildew,  
fungus, and algae  
additive!**



# BREATHABILITY

Pores in the coating  
repel water...



...while allowing  
water vapors  
naturally  
generated inside  
the home to  
escape.

While water shielding is crucial,  
so is breathability. Trapped  
water and condensation in  
non-permeable coatings are the  
leading causes of coating failure  
and also contribute to mold and  
mildew growth.

**Rhino Shield  
helps prevent  
water  
penetration**

# UNIQUE SELLING PROPOSITION



In a sea of painters, stand out with Rhino Shield  
Anyone can paint a house. Only Rhino Shield  
Authorized Dealers can Shield your home.  
You can bring a National, Branded Coatings  
Solution to your customers. As the Local Dealer,  
you stand with your customer, and we stand  
behind the product.



# TRAINING



AmCoat provides its' Dealers with robust Training Support including:

- Marketing Training & Support
- Sales Training & Support
- Installation and Technical Training
- On-Going Support
- National Dealership Meeting

*\*CEO Terry Andre addresses Dealer Owners at the 2022 National Dealer Meeting*

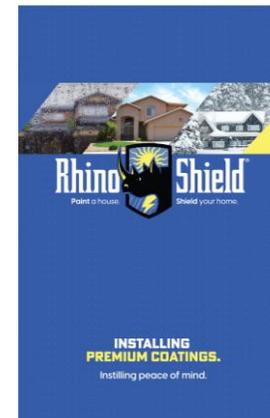


# MARKETING SUPPORT



AmCoat provides its' Dealers with robust Marketing Support including:

- Customer Testimonial Videos
- Brochures
- Product Samples
- Sample TV and Radio Spots
- Print Ad Examples



# MARKETING SUPPORT



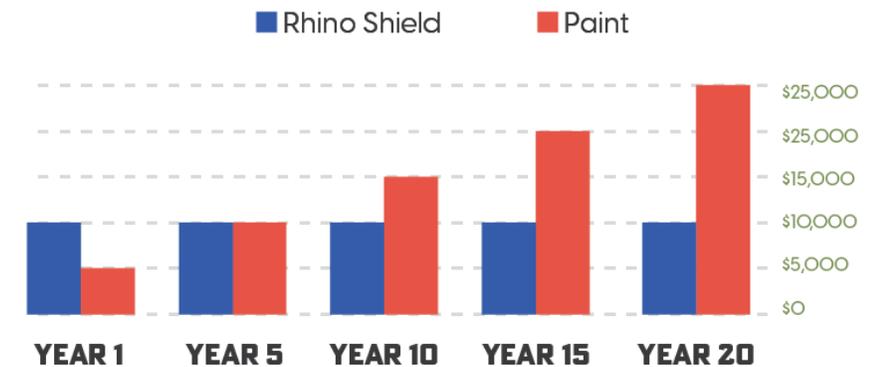
- Home Show Aides
- Photo Galleries
- Product Placement Videos (HGTV, PBS, etc...)
- Rhino Shield Store
- Product Testing Reports and Certifications
- Commercial Market Marketing and Sales Tools
- On-Going Support



# SALES SUPPORT

- Complete Sales Training Program
  - Rhino Shield 10-Step Sales System
- Pitch Books (print and laptop versions)
- Sales Kits (Full and Clipboard)
- Contracts, Forms, Paperwork
- Dealer Portal
- On-Going Sales Support

## CUMULATIVE COST OF RHINO SHIELD vs REGULAR PAINT



# INSTALLATION SUPPORT



Rhino Shield

- Installation Training
- Application Manuals
- Training Video
- Product and Safety Data Sheets
- Pre-job Installation Assessment
- Service Issue Analysis
- Product Recommendations
- On-Going In-Field Support



# DEALER ECONOMICS



- Typical Rhino Shield dealers gross \$1.5M+ in gross revenue
- Gross profits of 55-60%
- Net profit margins of 15-20%



# DEALER ECONOMICS



- Average retail/sq. ft.: \$4.50-\$6.00+
- Average Gross Margin: 55-60%



## Typical Dealer P&L Breakdown

Material:	13-15% of revenue
Labor:	25-30%
<hr/>	
Gross Margin:	55%-60%



## Variable Expenses

Marketing:	15-18%
Sales Commissions:	10-12%
Admin./Other:	10-15%
<hr/>	
Net Profit:	15-20%



# START TODAY

Build a million-dollar business with less than  
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