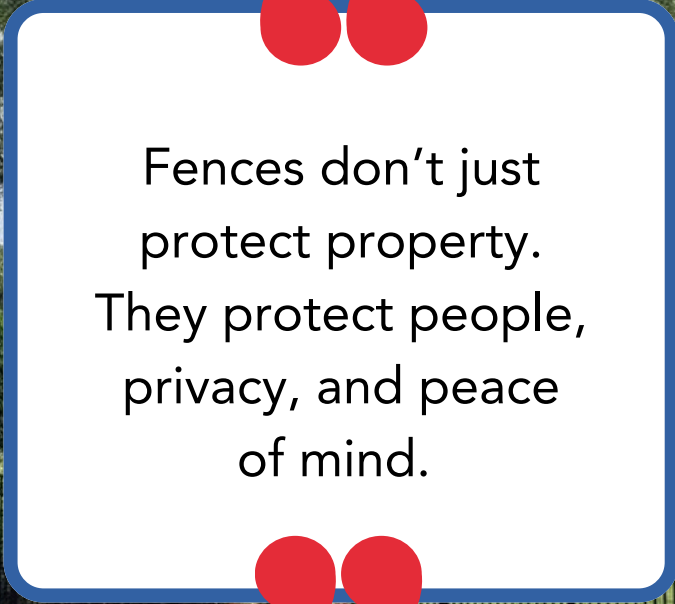

WELCOME TO 76 FENCE

A MODERN FRANCHISE IN AN ESSENTIAL INDUSTRY

76 Fence is a fencing company like no other — designed for today's business owner.

As a franchisee, you're stepping into an industry that's booming and a model built for growth. Whether you're full-time hands-on or looking to manage a manager part time, 76 Fence gives you the tools, technology, and support to grow.



Fences don't just protect property. They protect people, privacy, and peace of mind.

WHY FENCING? WHY NOW?

The fencing industry is one of the most quietly booming sectors in home improvement and property services.

HERE'S WHAT'S FUELING DEMAND:

\$12.1 BILLION

The estimated size of the U.S. fencing industry in 2025.

(Grand View Research)

5.2% ANNUAL GROWTH

Industry average, with consistent demand across markets.

(Grand View Research)

75% OF HOMEOWNERS

Say fencing is one of the first exterior upgrades they make for safety or privacy.

30-40%

RETURN ON INVESTMENT
Fencing is a proven value-add for property resale.

WHAT'S DRIVING GROWTH?

- ★ Increased homeownership and suburban expansion
- ★ Greater concern for safety and personal privacy
- ★ Growth in pet ownership — people want secure outdoor areas
- ★ New home builds and renovations in nearly every market

Fencing is not a trend. It's a permanent, essential service that customers need year after year.

HOW 76 FENCE STANDS OUT

76 Fence isn't just a fencing company. We're a modern, tech-enabled, professionally operated franchise built on a foundation of reliability, scalability, and operational excellence. **76 Fence changes the game with:**



PROFESSIONAL OPERATIONS

We bring a high level of professionalism to a traditionally unstructured industry.



FULLY INTEGRATED SOFTWARE

Our software platforms help franchisees manage quotes, jobs, labor, invoices, scheduling, and more — in an easy-to-use system.



CALL CENTER SUPPORT

Our call center agents act as your support team, helping handle inbound leads, 24/7.



PERMITTING MADE EASY

Unlike many competitors, if needed, 76 Fence handles permits and paperwork for customers — a key selling point.



FAST CUSTOMER COMMUNICATION

All inquiries are responded to in less than 24 hours. That builds trust and wins business.



SOME OF WHAT YOU GET AS A 76 FENCE FRANCHISEE

When you invest in 76 Fence, you're not just buying a business, you're gaining a partner in growth.

★ Training and Onboarding

- One week of immersive training pre-launch
- Field training at your location
- Access to ongoing workshops, updates, and support materials

★ Technology Systems

- 76 Fence Experience Software
- Lead tracking, quoting, CRM, invoicing, and labor management
- Real-time dashboards to monitor every job

★ Operational Support

- Assistance with payroll, insurance, HR, and compliance
- Employee handbooks, safety manuals, and protocols provided

★ Call Center Sales Support

- Professional agents answering calls and helping book appointments

★ Marketing

- Targeted online ads, SEO, and social media
- Local Outreach including print ads, mailers, and more
- Build trust through BBB accreditation, contractor listings, and local networking.

★ Growth Guidance

- Mentorship and Support
- Ongoing access to a team that helps you scale

FRANCHISE MODELS

PRIMARY UNIT FRANCHISEE OPTIONS:

Full-Time Owner-Operator (CEO Role/Manager)

Franchisee will run the day to day of business. This includes marketing, managing employees, goal setting, and achieving growth.

Manage the Manager

Franchisee will hire a manager, train the manager to oversee the day-to-day tasks, run the budget, manage the financials of the business, and oversee the company and its growth.

REGIONAL DEVELOPER MODEL OPTION:

Regional Developer (RD)

An agreement is purchased with a franchisor, giving RDs the exclusive right to build and develop franchisee locations for certain geographical areas

- RDs open and operate a 76 Fence primary/unit location territories
- RDs help Franchisees in the Regional Developer Market Territory
- Help Franchisees with recruiting staff
- Training Franchisees managers and team
- Ongoing support for the Franchisees in the Regional Developers covered territory
- Grow the 76 Fence brand in the territory they own

RD can use either of these ownership models

WHO MAKES A GREAT FRANCHISEE?

We're not looking for fence builders, we're looking for business builders. The ideal 76 Fence candidate will have:

- Have leadership and management experience or traits
- Understand financial performance and operational discipline
- Want to build a scalable business, not work a job
- Have a passion for delivering exceptional customer service
- Team Builder
- Are ready to be part of a growing franchise family



FDD ITEM 19

Net Income: **\$392,000**

Gross Revenue=

\$1.8 MILLION

This is a large ticket business that can generate solid revenue.

FDD ITEM 7

Total Investment:

Single Unit Territory - **\$190k+**
Regional Developer - **\$450k+**

Minimum Net Worth:
\$500,000

Minimum Liquid Capital:
\$200,000