

LIQUID LIGHTS®



Franchise Overview

Limitless install (and growth) opportunity

It doesn't stop at strip lighting, if it can be done with LEDs, it can be done by your franchise!

Many businesses view lighting as a seasonal supplement to their existing business. As a Liquid Lights franchisee you'll have consistent work, regardless of season or weather.

The diversity of lighting opportunities Liquid Lights provides - residential, commercial, and recreational - enables you to focus only on lighting year-round.

The versatility of Liquid Lights enables you to grow in your area. Are pools common in your city? Is there a large golf cart community nearby? Do homeowners need better lighting during the longer winter nights?

The installation applications are only limited by you and your customer's creativity, allowing you to sell based on the needs of where you live.

As a territory owner, you'll develop long lasting relationships with repeat customers when their lighting needs change and expand.

Some ideas to get your imagination flowing:

- ~ Sconces
- ~ Landscaping
- ~ RVs
- ~ Docks
- ~ Boats
- ~ Trucks
- ~ Kitchen Cabinets
- ~ Pools (In and around!)



Built on **Quality** and Customer Service.

Liquid Lights LEDs' mission is to provide sales and installation of the highest quality LED product, experience, and service for residential, commercial, and recreational use.

You'll see your customers' eyes light up when they realize the product you provide is far beyond the quality of anything they've purchased before. And with exceptional service, your customers will not only return to you for additional lighting, they'll also share the word with others who want LED lighting.

Liquid Lights has been built on providing the highest quality lighting and the best customer service from initial quote through installation.

"Awesome experience from start to finish. The owner came and gave me a price and within two weeks my lights were up. The installers were awesome and very professional. I highly recommend them."

- Lisa M.



Striving to be the **Brightest** and Best

Many LED options are a waste of money.

Liquid Lights provides the highest quality LED strips for commercial, residential, and recreational use.

~ Building relationships

~ Communicating directly with the your clients

~ Building your own team

~ In person quotes

~ Quality install

~ Highest quality products backed with 10+ years of knowledge

~ No subcontractors

How do we do this? You aren't using an out-of-the-box lighting strand.

We work directly with our manufacturer in research and development of each lighting unit. The product is continually evolving and new products are being released regularly.

If you need something completely customized - from length to different voltage systems to everything in between - we'll work with you and the manufacturer to provide you with what you need to make the installation easy.

The Lifetime Warranty on all our products gives your customers confidence the product will last. An optional protection plan, which includes preventative maintenance twice a year, can also give you a steady stream of recurring revenue.



Fully Supported from Day 1

All franchise owners will come to the Liquid Lights home office in Florida for a two week training program. You'll receive training in project estimating, sales, administration, and marketing. You'll also become an expert on Liquid Lights LEDs and receive a liberal amount of hands-on installation training.

The proprietary installation procedures and products you will learn during training are what will set you apart from everyone else.

The first three days your Liquid Lights location is open you'll have an experienced trainer present to help with beginning your business. Throughout the year you'll have additional training opportunities, both at your location and at the Florida home office.

The success of one Liquid Lights location impacts the success of all locations. We will always be available by phone for any questions. We'll be involved in helping and doing what it takes to make you successful with any necessary support.

Liquid Lights®



Past, Present and Future

In 2013, Marc Iceberg began LED strip installation on golf carts, which quickly led to years of strong financial growth and brought about many other install opportunities in various industries and applications.

Liquid Lights LEDs is now co-owned by Marc, Ed, and Logan Genter. The complimentary array of experience, from serving the community as a retired Lake County Fire Rescue Lieutenant (Ed) to leadership (Logan) to entrepreneurship (Marc), ensures no aspect of the company goes overlooked.

Franchise owners have the opportunity to learn and grow from the strengths of each of the owners, making the future of Liquid Lights, dare we say, look very bright.



Marc



Logan



Ed

Become the **owner and operator** of your franchise... and your life.

As a Liquid Lights LEDs franchisee, you'll be expected to act with the highest level of integrity and a commitment to strong client service.

Creating strong relationships with clients will be your bread and butter. The highest quality LED lighting will be the tools of your trade.

Are you ready to...

- work directly with customers?
- install lighting that wows your customers?
- take control of your future with recurring income?
- allow your creativity to bring fresh ideas to the company?
- establish and grow your own team?

If yes, the Liquid Lights LEDs owner/operator life might be for you!

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Investment Information

The initial franchise fee is \$40,000 with an overall estimated initial investment between \$102,100 - \$225,000, there will also be a monthly 8% of gross sales royalty paid back to the Liquid Lights Franchising, LLC.

All franchise territories are sold by population.



Opening your **Liquid Lights** franchise

Step 1: Apply

Complete the franchise application and if you are a good fit we'll schedule a meeting to learn more about one another.

Step 2: Set Up

Through the training period you'll receive a comprehensive understanding of how to run your franchise, from selling to installation.

Step 3: Build and Grow

Your Liquid Lights franchise will open bringing light to all those around you.

For additional information
please contact:

352-314-3707

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Disclaimer: This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of, or wish to acquire a franchise for a LIQUID LIGHTS ENTERPRISES LLC to be located in, one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

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