

# Business Basics

CORTZ franchise LLC by FSP is a B2B, B2C, B2G game court construction service franchise. CORTZ constructs, resurfaces, repairs, and maintains game courts.

Industry	Game Court Services
Year Business Started	1997
No. of Company Units open	01
Franchise Fee \$	\$50,000
Required Net Worth \$	\$150,000
Industry Size \$	Multi-Billion Dollar Industry
SBA Registry?	No
Offer Group Health Insurance?	No
In House Financing?	No
Absentee or Semi-Absentee Allowed?	Semi-Absentee Model. Allows for a fully trained manager.

Year started franchising	2024
Franchise units open	03 (US)
Investment Range \$	\$100,122 ~ \$199,842
Required Liquid Capital \$	\$25,000 & financing ability
Royalty	6% of first \$1M 4% of additional revenue
Available in Canada / International	No/No
VetFran	Yes - VetFran 20% discount off Franchise Fee
State Registrations	All non registration states
Any Sold Out Area?	All US states available
Buyer Motives	Low overhead, High margin, Mobile, Outdoor

\*CORTZ Franchise LLC by FSP royalty Siz (6)% of Gross Revenue per month on the first \$1,000,000 in an annual Gross Revenue, then the Royalty drops to 4% on annual Gross Revenue \$1,000,001



## FOR FRANCHISE INFORMATION

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# Why Choose CORTZ?

CORTZ is a year-round business, and with the exploding popularity of pickleball, there is unlimited growth potential.

You can repair, resurface, or construct pickleball, tennis, and basketball courts outdoors when the weather permits or work on indoor courts when the weather prevents working outside. There is a consistent residual business as courts need to be repaired or resurfaced every 2-3 years.

The CORTZ franchise is a mobile business that enables franchisees to operate without being tied to a desk all day. Backed by a service crew, franchisees repair, resurface, convert, or construct game courts, including pickleball, tennis, and basketball courts. As a part of the CORTZ Franchise, franchisees collaborate with schools, cities, businesses, and individuals to create engaging spaces for communities of all sizes, promoting health and shared enjoyment.



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## FEATURES OF BUSINESS

- Outdoor, Mobile business
- Large ticket sales
- Residual in nature
- B2B, B2C & B2G Customers
- Low Overhead
- High Margin

## Daily Activities for Franchisees

On a daily basis, the owner of a CORTZ Franchise will spend their time in the field with their construction team and reaching out or following up on new business and contracts.

The franchisee will bid new jobs, manage supply inventory for repair and construction jobs, schedule new jobs and assign teams to the individual tasks, and manage the invoicing and collection of accounts receivable.

A CORTZ Franchisee will find their time split between working with others as they bid jobs and working alone as they perform some of the individual tasks of the court repairs. CORTZ Franchising allows for a manager- operated-franchisee model.

## The Ideal Candidate

CORTZ Franchisees are self-starters who are physically fit and ready to operate an outdoor construction-style business. Candidates must have a contractor's license or be affiliated with a licensed contractor in their state of operation. They should be able to present professional service bids to clients. Successful candidates should also be able to follow step-by-step procedures learned in the CORTZ Training Program and be able to manage and motivate their construction team. Ideal candidates have an eye for detail in placing bids and managing their invoicing and payment collections.

## Number & Type of Employees

The franchisee should establish service teams for repairing, resurfacing, or constructing the courts. Each team usually comprises one truck and 1-3 people, along with the franchisee/manager. As the franchisee's business grows, they may require additional teams to complete their tasks on schedule. Each team must be supervised by a fully trained manager.

## Territory Description

Each franchisee will receive a Designated Territory (DT) of 1,000,000 people. They will not compete against other CORTZ Franchisees in their DT.

# Discovery Process

## Discover the CORTZ Way

The aim of the CORTZ Discovery Process is to enable you to understand our franchise system, while we learn about you and your aspirations for owning a business. We strive to align the goals of qualified individuals with the CORTZ using a Discovery Process founded on integrity, knowledge and respect.

The discovery process typically ranges from 30 to 75 days: As a potential Franchisee, we anticipate that you will reach a point of clarity and sign a franchise agreement within this period, if you are granted a franchise. However, this decision doesn't mean you're "opening the business" immediately. At this stage, the choice is to become a business owner and join the CORTZ Network as a new franchisee.

## The CORTZ 08-Steps Process

1. Goals, Overview, & Your Decision Criteria
2. Brand Review
3. Complete Candidate Questionnaire
4. Introduction to Funding Partners & Primary Market Area Analysis
5. Business Review of FDD
6. Attend Discovery Day
7. Final Franchisee & Financial Validation
8. Sign Franchise Agreement



# 08 Steps **Process**



## **01** Overview & Your Decision Criteria

At CORTZ, we believe in deeply understanding your experiences and goals. We will carefully evaluate your personal and professional needs, your compatibility with our culture, and your timeline, selection criteria, and investment range. We are committed to addressing any concerns you may have and guiding you through this journey with clarity and precision.

## **02** Brand Review

This step is an exploration into our vision, objectives, and the unique value proposition our franchisees offer to clients. It's a pivotal point where we decide whether it makes sense to continue the discussion, through an open and honest dialogue. Here, you will gain a clear picture of our business and its culture, while discovering the traits, style, and habits that define a successful Franchisee. If we mutually agree to proceed, we'll map out the following stages and set concrete timelines

## **03** Funding Partners & Primary Market Analysis

This step is an exploration into our vision, objectives, and the unique value proposition our franchisees offer to clients. It's a pivotal point where we decide whether it makes sense to continue the discussion, through an open and honest dialogue. Here, you will gain a clear picture of our business and its culture, while discovering the traits, style, and habits that define a successful Franchisee. If we mutually agree to proceed, we'll map out the following stages and set concrete timelines

## **04** Complete Candidate Questionnaire

Our "Candidate Questionnaire" is a confidential, non-binding document that signifies your genuine interest in exploring this opportunity with us. At this phase, there's absolutely no commitment required from your side. Once we receive and review your questionnaire, we will present you with our Franchise Disclosure Document (FDD). The FDD offers comprehensive information about the training, mutual commitments, initial investment, and continual expenses involved in owning and operating the business.

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# 08 Steps **Process**



## **05** Business Review of FDD

At CORTZ, we prioritize transparency and want you to fully understand your commitment. As mandated by the Federal Trade Commission, we provide a Franchise Disclosure Document that outlines our company background, management team, investment details, current franchisees, and financial health. We ensure you understand all aspects of the business and the mutual obligations involved. It's essential for us to document your selection criteria and confirm that CORTZ is the right fit for you.

## **06** Discovery Day (Optional)

This is your moment to engage with our entire executive team face to face. It's a unique opportunity to delve into the CORTZ Culture and understand how we can empower you to realize your dreams of small business ownership. In this interaction, you're encouraged to ask challenging questions and gain deeper insights. Spouses and partners are welcome.

## **07** Final Franchisee & Financial Validation

During your Discovery Process, we encourage you to connect with our franchisees to learn about their experiences. The depth of these conversations depends on your understanding of our business model and strategies. Use this time to take notes, explore your interest in CORTZ, address any concerns, and clarify any questions. We will then schedule the signing of the Franchise Agreement.

## **08** Sign Franchise Agreement

Congratulations! You can now proudly call yourself a CORTZ Franchise Owner. Upon receipt of the signed Franchise Agreement and initial fees, we'll promptly set up a hand-off call with our On-Boarding and Operations team. This call starts your On-Boarding journey, establishing a training schedule and strategic plan for a successful launch. Our dedicated on-boarding and operations team will ensure that you are well-equipped as you begin to market your new business.

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# Your Guide to **CORTZ** Ownership

- ▶ Your Franchise Path
  - ▶ Value Prop & Benefits
  - ▶ Financial Requirements
  - ▶ Training & Support Offered
  - ▶ Contact Us
- 



# Your Franchise Path



The US pickleball market, valued at \$1.47 billion in 2023, is expected to nearly double to around \$2.91 billion by 2030, growing at a CAGR of 10.2%

Under typical circumstances, a franchisee can effectively service up to 16 customers per month. Operating at this volume allows for a substantial gross margin.

## You're Looking for a Smart Investment

As a licensed contractor with construction experience, CORTZ is a great franchise option for several reasons

## A Profitable Industry

A Profitable Business  
With a CORTZ franchise, you'll find an endless stream of customers awaiting your unique service. Once active lifestyle communities experience the CORTZ difference, they quickly appreciate the transformative power of these new, engaging spaces - fostering health and shared enjoyment.

## Operate Anywhere

A CORTZ franchise can be completely run and operated from anywhere in the USA. Begin on a small scale, and as your vision grows, bring more service team members and territories on board

## Software to Back You Up

CORTZ has customized a unique software platform exclusively for our franchisees. Our home office suite enables management of customers communications, marketing, and inventory with sophistication and ease-of-use.

## Let's Get Started

Sound like a value proposition you're interested in? Take the next step on your path to independent business success.



# Value Prop

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- No Territories
- A service that generates return Customers
- Create your Own Schedule
- Work for yourself
- Underserved Market
- Make a Difference
- Continual Assistance and Training
- Low Overhead. No Inventory
- Proprietary Technology
- Scalability

# Benefits

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- Unlimited Growth Potential
- Create lasting Relationships & Residual Income
- Greater Work ~ Life balance
- Succeed based on Your Own Efforts
- High Demand, Recession Resistant Business Model
- Feel Satisfaction by Helping Small to Medium Businesses Succeed
- Receive the Support You need from Professionals that have been there
- Save Time, Money, and Energy
- Provide the Best available Service to Your Customers
- Hire Sales Reps to Grow Your Business on your terms

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# Financial Requirements & Ongoing Fees



Here's what you can expect to spend to start the business and what ongoing fees the franchisor charges throughout the life of the business.

- Initial Franchise Fee ————— \$50,000
- Initial Investment ————— \$100,122 – \$199,842
- Net Worth Requirement ————— \$150,000
- Cash Requirement ————— \$25,000+ with ability to get financing
- Royalty Fee ————— 6% of first \$1 Million, 4% of additional revenue
- Terms Of Agreement ————— 5 Years
- Is Franchise Term Renewable? ————— Yes

## Financial Options

Some franchisors offer in-house financing, while others have relationships with third-party financial sources to which they refer qualified franchisees.

CORTZ does not offer in-house financing. However, they may have relationships with third-party sources that provide financing to cover franchise fees and start-up costs. Alternatively, you can choose to secure financing from a lending institution of your preference.

## Training & Support Offered

Franchisors offer initial training programs and a variety of ongoing support options to help franchisees run their business.

- On-the-job Training 56 hours
- Classroom Training 30 hours



### On-going Support

- Equipment & Method training
- Franchise Advisory Meetings
- Startup Training and Assistance
- Franchise LMS Portal
- CRM Software & Purchasing System

### Marketing Support

- Website Development & SEO
- Printable Marketing Assets
- Social Media Management
- Email Marketing Templates
- Leads from Website

# Ready to take your **Next Steps?**

01

Discover if CORTZ Franchise  
Ownership Fits your goals

02

Brand Review

03

Complete Candidate  
Questionnaire

04

Introduction to Funding Partners  
& Primary Market Area Analysis

05

Business Review of  
Franchise Disclosure Document

06

Final franchise & Final Validation

07

Attend CORTZ  
Discovery Day Event

08

Sign Franchise Agreement

## Disclaimer

The information provided about franchise sales does not constitute an offer to sell a franchise. To make an offer for a franchise, a Franchise Disclosure Document (FDD) must be delivered. Currently, the sale and offer of franchises are regulated in certain states, including 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 one of these states, we will not offer you a franchise unless the franchisors have registered the franchise or obtained an exemption from registration and complied with the pre-sale disclosure requirements in your jurisdiction.



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Contact Us at [info@cortz.com](mailto:info@cortz.com)

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