



NEW ENTREPRENEUR PROGRAM



Benjamin Moore®



Own your own store, not a franchise

You've dreamed of owning your own business, one that is part of the community it serves. And you have the right qualities: passion, leadership, decisiveness, and tenacity. Today, you can take the first step toward becoming a business owner—not a franchisee—in our network of more than 7,500 independent Benjamin Moore retailers.

Because our store owners are not franchisees, they do not pay franchise fees or royalties. However, they do receive the training and support characteristic of a franchise system, and they enjoy greater independent decision-making power in running their business compared to a typical franchisee.



Support that Benjamin Moore provides

- \$175K+ financial support during the first two years of operation
- Financial consulting
- National advertising
- Local advertising support and guidance
- Training
- Local sales support
- Store design and merchandising



Are you a candidate?

- Cash investment of \$75K (minimum); access to an additional \$200K (minimum)
- Entrepreneurial background preferred, along with retail, general business, or industry experience
- Strong credit history
- Residence near an available market or willingness to relocate

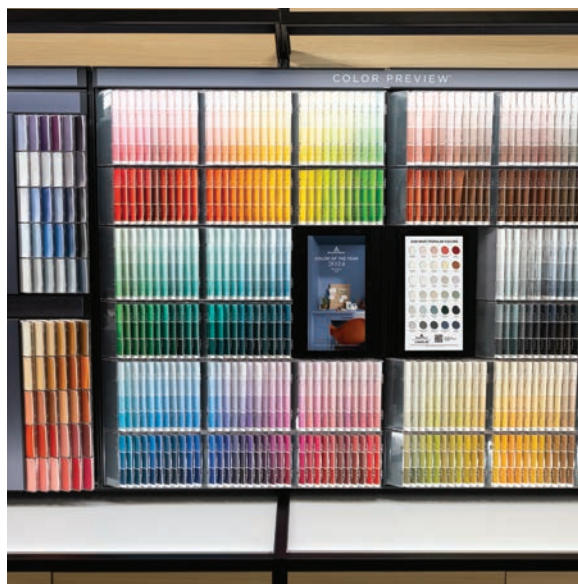


For more information, visit us at
benjaminmoore.com/newdealers



Benjamin Moore





Ready to apply? Complete the application at
benjaminmoore.com/partnerwithus



See how some of our retailers feel about being a store owner and the New Entrepreneur Program:
<http://bit.ly/BMNEPVideos>

101 Paragon Drive, Montvale, NJ 07645 | benjaminmoore.ca