



International Franchise Expo Press Kit

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ABOUT N-HANCE WOOD REFINISHING

Founded in 2001, N-Hance Wood Refinishing is based in Logan, Utah and is a trusted partner of the Home Depot, with a presence in more than 1,400 locations. N-Hance Wood Refinishing has more than 500 franchises across the United States, Canada, Australia and New Zealand and is backed by Harris Research, Inc., the same company that grew Chem-Dry into the world's largest carpet cleaning company.

About Harris Research, Inc.

HRI is the owner of the Chem-Dry and N-Hance franchise businesses. Chem-Dry is the world's leading carpet and upholstery cleaning service with a network of 3,000 units in over 50 countries serving over 11,000 homes and businesses a day worldwide. Its green-certified solution and proprietary Hot Carbonating Extraction cleaning process provide a deeper clean, allow surfaces to dry faster, and leave homes healthier. N-Hance Wood Refinishing is the #1 wood refinishing company in the United States, with more than 500 locations across the U.S., Canada, Australia and New Zealand. N-Hance can restore the natural beauty of your hardwood floors, cabinets, doors and trims or can change the color of your wood surfaces to provide a whole new look with a factory-quality finish. The company's proprietary products and refinishing techniques shorten the process and decrease the mess, offering a more convenient way to refinish your wood surfaces. Founded in 2001, N-Hance Wood Refinishing is a trusted partner of the Home Depot, with a presence in more than 1,300 locations.

Fact Sheet

Wood Renewal Segment:

- Wood and furniture repair is a \$2 billion/year industry, which employs more than 130,00 people
- While the very segmented industry is dominated by small business owners, franchise organizations provide a strong support system for owners and generally ensures higher level of success

N-Hance Key Facts:

- N-Hance Wood Refinishing was founded in 2001.
- N-Hance Wood Refinishing is a trusted partner of The Home Depot for wood refinishing of kitchen cabinets and wood floors.
- N-Hance Wood Refinishing can cost 1/5 of the cost of re-facing or replacing cabinets.
- N-Hance Wood Refinishing's UV light technology, "LightSpeed," is great for commercial settings where businesses can't afford to close. The finish can be put on at night and the business will be ready to open the next morning.
- N-Hance's new Lightspeed Plus™ anti-microbial finish technology keeps homes safer and healthier after a home improvement project by reducing bacteria growth by 99 percent and effectively eliminating dangerous microbes such as E. Coli and Staph.
- N-Hance Wood Refinishing closed out 2017 by awarding its 500th unit in just 12 years since it started franchising in 2006. The acclaimed international company has sights set on continued growth, with plans to award 85 more franchises in 2018.
- N-Hance Wood Refinishing has averaged close to 90 units a year over the past five years and has more than doubled its system size during that time period.

N-Hance Wood Refinishing™ Awards 500th Franchise

International Home Improvement Company Celebrates Major Growth Milestone

LOGAN, Utah - [N-Hance Wood Refinishing](#) recently celebrated reaching the 500-unit mark, which is a notable milestone in the franchise industry. The brand closed out 2017 by awarding its 500th unit in just 12 years since it started franchising in 2006. The acclaimed international company has sights set on continued growth, with plans to award 85 more franchises in 2018.

The leadership team credits much of this success to continued product and service innovation, and the brand's exceptional franchise partners. "Over the past few years, N-Hance Wood Refinishing has expanded and diversified its home improvement service offering," said Dan Tarantin, CEO of Harris Research Inc. "While the brand started out only providing services to refinish floors, floor refinishing now generates just 25 percent of our business as cabinet refinishing has grown to become by far the most popular service. Continued research and development has led us to introducing numerous new products and services every year, which has strengthened our franchise model and helped us attract new franchisees."

In addition to reaching the 500-unit network size, the brand has seen continued increases in top line sales. Since 2014, the top quartile of franchisees has seen over 30 percent growth year-over-year. The franchise network's continued growth and success has also pushed N-Hance Wood Refinishing to new heights in the [2018 Entrepreneur's Franchise 500 List](#) ranking, putting it at No. 159, a jump of nearly 100 spots from its ranking of No. 258 last year.

One key factor that has driven the brand's expansion over the past few years has been its efforts to find qualified franchisees in specific target markets, both nationally and internationally. Top development markets for 2018 include Chicago, Houston, Las Vegas, Washington D.C. and New Orleans.

"Our mission is to continue to support our N-Hance franchisees and strengthen and grow the brand to expand our leadership position in the wood refinishing market," said Tarantin. "We have a unique, industry-leading service and our franchisees today use our products and processes to deliver a phenomenal customer experience. We expect to see continued growth by finding new franchisees who are just as passionate and through our national advertising efforts, which we ramped up last year and have generated incredible awareness and boosted local franchisee's business as well."

N-Hance Wood Refinishing is an innovative, affordable cabinet and floor refinishing service that renews your wood cabinets and floors without the inconvenience associated with traditional refinishing and provides much higher quality and durability than painting methods.

For more information about N-Hance and franchise opportunities, please visit <http://nhancefranchise.com>

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Franchisor Harris Research, Inc. Rides Wave of Milestone Year, Projects 200 Awarded Franchises in 2018

Home Service Brands Reach New Heights, Chem-Dry Celebrates 40th Anniversary & N-Hance Opens 500th Unit

Nashville, Tenn. – For Harris Research, Inc. (HRI), parent company of home service franchise brands [Chem-Dry Carpet and Upholstery Cleaning](#) and [N-Hance Wood Refinishing](#), 2017 marked a milestone year. Chem-Dry celebrated its 40th anniversary and broke into its 53rd country, and N-Hance surpassed the 500-unit mark. The acclaimed international brands expect 2018 to be another stellar year for franchise growth, projecting nearly 200 awarded franchises combined.

Increased consumer spending on home services, growing popularity of healthier and more environmentally friendly services, stronger brand differentiation, and smart investments were significant contributors to the increase in consumer demand and franchise expansion. In addition to the nearly 150 combined franchise units that Chem-Dry and N-Hance awarded in 2017, both brands have experienced sustained growth in recent years. Chem-Dry has added more than 80 units a year for six consecutive years and has averaged more than 100 per year over the past three years. N-Hance has averaged close to 90 units a year over the past five years and has more than doubled its system size during that time period.

“We celebrated some important milestones in 2017 and our goal is to build on that momentum with another year of strong growth with both brands,” said HRI President and CEO Dan Tarantin. “With the future of the home services and remodeling industry looking healthy and vibrant, we expect our franchise owners to continue to grow their sales and expand their operations in their local markets. For that same reason, we’re excited that our two franchise models continue to offer a great opportunity for entrepreneurs to own their own business with a market-leading brand that has a proven track record.”

The HRI leadership team credits much of this success to its ongoing commitment to product and service innovation, and the brands’ exceptional franchise owners. HRI continues to make significant investments in the area of research and development that has resulted in the launch of more than 20 proprietary new and improved products to its line of superior-performing solutions and leading-edge equipment. Chem-Dry has grown sales by leveraging its broad array of services including granite countertop renewal, tile and stone cleaning, and premium area rug cleaning. N-Hance has evolved from a past focus on refinishing floors to the point today where cabinet refinishing has become its most popular service and its main revenue driver.

Chem-Dry uses a green-certified solution and proprietary deeper-cleaning Hot Carbonating Extraction (HCE) process to create healthier homes and workplaces. In a study by an independent lab, Chem-Dry’s HCE cleaning method was found to remove 98 percent of common household allergens from carpets and upholstery and 89 percent of airborne bacteria when a sanitizer was added. As part of the brand’s Healthy Home initiative, it now has 42 Green Certified products.

N-Hance is an innovative, affordable cabinet and floor refinishing service that renews your wood cabinets, floors and other wood surfaces at a lower cost and less disruption than traditional remodeling projects, and with much higher quality and durability than painting methods.

“Our growth and success are tied to the fact that both brands offer unique, high-quality products and services that fit the healthier, more environmentally friendly mindset and lifestyle of today’s

customers,” added Tarantin. “While 2017 was a solid year for us, we are projecting an even stronger year in 2018, with plans to award more than 200 units combined. That should allow us to solidify our position as the industry leader in our categories not only in terms of size but in the areas of innovation, quality of work, customer service, and healthfulness.”

Chem-Dry was also recognized by Global Franchise Magazine as the “Best House & Office Franchise” in its 2018 Global Franchise Awards and ranked No. 1 in Category in Entrepreneur Magazine’s Franchise 500 list for the 30th consecutive year. Additionally, N-Hance jumped nearly 100 spots in Entrepreneur’s Franchise 500 List, reaching No. 159, and ranked No. 1 in Category for the fifth consecutive year.

For more information on Chem-Dry and N-Hance franchise opportunities, please visit www.chemdryfranchise.com and www.nhancefranchise.com. Harris Research is a portfolio company of Baird Capital Partners.

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Global Franchise*

<https://www.globalfranchisemagazine.com/case-study/success-stories-n-hance>

SUCCESS STORIES: N-HANCE

Franchising Case Studies | 01 May 2018



To ensure a franchise system is on target for healthy, sustainable growth, a franchisor has to filter through its infrastructure and adapt accordingly. As franchise brands reach milestone after milestone, they are faced with new sets of challenges and objectives – how to ensure responsible growth? How to enhance the shared long-term vision? How to effectively scale for quality?

N-Hance Wood Refinishing recently celebrated one of these major franchise milestones, reaching its 500-unit mark. The brand closed out 2017 by awarding its 500th unit in just 12 years since it started franchising in 2003. The international company has sights set on continued growth, with plans to award 85 new franchises in 2018. So, how did they do it? What is the secret to sustained

franchise growth? Below are five tips for franchisors determined to stay on their path of consistent excellence and grow their franchise systems.

Keep Innovating

As your franchise system grows, consumer demands, technology, and the marketplace are changing. Without addressing those changes head-on and adapting accordingly, your business will flounder. The key is to balance heritage with innovation – adding and improving, not replacing your core.

The leadership team at N-Hance credits much of its success to continued product and service innovation. While the brand started out only providing services to refinish floors, floor refinishing now generates just 25 percent of its business as cabinet refinishing has become by far the most popular service.

Invest in Research & Development

Many franchise brands invest in R&D because they want to grow by developing new products and services; you should never settle for your current offerings. It is difficult for any company to remain competitive if it does not stay ahead of marketplace trends. Instead, continue to provide new avenues of revenue for franchisees that appeal to consumer demands. In the short-term, R&D is often viewed as an expense and drag on profits, but its long-term impact can have an immense effect on the brand's overall success.

Continued research and development has led N-Hance to introduce numerous new products and services each year, which has strengthened the franchise model and helped to attract new franchisees to the system. Over the past few years, the brand announced the launch of its Lightspeed instant-cure hardwood cabinet and floor refinishing treatment. The innovative process provides one-day hardwood refinishing with minimal dust and odor. The company is outselling its competition, by leading the industry with the latest technology and research.

Relationship Building

Your most important asset to the business are the relationships you build along the way – with customers, suppliers, franchisees, and others in the supply chain. Understanding where your franchisees and clients are coming from or understanding their pain in dealing with a problem, works wonders for building a relationship. The result is the growth of long-term franchisees and happy clients.

For N-Hance, this was the key to the success and the growth of the brand. As an organization, leadership believed in the power of listening. When you listen...really listen...you build a relationship and learn. Great things can be done when there is strength in the relationship.

Build a Strong Corporate Team & Culture

Company culture has expanded beyond just a buzzword. Culture is an important differentiator that sets your company apart from the competition. It is also what attracts the right talent and brings in the right customers. The N-Hance team put a focus on creating a diverse, talented team with people who will challenge each other, pushing towards common goals. Taking an active approach to company culture will help build brand identity, increase loyalty among employees, attract and retain talent, and naturally create brand advocates.

Enhance Franchisee Training

The most important factor in a healthy franchise organization is happy and profitable franchisees. It is critical to focus on improving the franchisee experience and building their success. Promote transparency, planning, and open communication to grow your brand to new heights. For example, N-Hance is debuting a Quickstart coaching program to regional training. A Quickstart coach will support the franchisee during his/her first year of operation to help launch the business, continue to provide education on the brand, and set individual business goals. Additionally, the brand is rolling out N-Hance University – a 24/7 online training program. By improving educational opportunities for franchisees, you will see an increase in top-line sales and profitability.

<https://www.thisoldhouse.com/ideas/how-to-redesign-your-kitchen-budget>



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How to Redesign Your Kitchen on a Budget

Small upgrades that make a big impact - *Brigitte Ballard of N-Hance Wood Refinishing*

Update Your Hardware



Replacing small details such as your drawer handles and cabinet knobs can make a huge aesthetic difference. Try opting for accents with a subtle splash of color, sleek silver upgrades or brass hardware using more mid-century modern styles.

Add Fresh Decorative Elements



Add scalloped curtains, a plant, or a bowl of fruit for quick, cheap and easy pops of color.

Go Two-Toned



Changing the color of cabinets can breathe new life into a drab kitchen space. [Paint the lower cabinets](#) one color and keep the upper cabinets neutral for a clean, balanced look. If you have light floors and countertops, go for dark colors and vice versa. Think navy blues with whites, pastels and wood, or gray with bold colors, etcetera.

Refinish Surfaces



Brand new kitchen cabinets or new granite countertops can be a big-ticket wish-list item. A refinishing or renewal project can bring dated kitchen cabinets or worn granite countertops back to life with a stunning finish.

https://www.bhg.com/bhg/xfile.jsp?item=%2Fcontests%2FBHG_Nhance%2Fbhg_splash_sweeps_nhance_kitchen&temp=testing&brandsource=bhg&utm_source=bhg-redirect&utm_medium=redirect&utm_campaign=rdbhg201804&utm_id=n-hance

Better Homes & Gardens

Dazzling Kitchen Refresh SWEEPSTAKES

In honor of Mother's Day...

Enter to **WIN \$5,000** in N-Hance Wood Refinishing® services and **\$2,500 cash** prize to provide a Dazzling Kitchen Refresh for a deserving mother.

N-Hance Wood Refinishing® will help turn your drab kitchen into something fabulous without the mess or inconvenience of a typical remodel.

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NO PURCHASE NECESSARY. Open to legal residents of the United States, and the District of Columbia, excluding ME, ND, MT, WY and AK, 21 years or older who own their own residence and have current wood cabinetry in the kitchen of their home. Individuals who reside in rental properties, mobile homes or do not have wood cabinetry in the kitchen of their home are ineligible to enter. Must live within 15 miles of 1 of the 470 N-Hance Wood Refinishing® franchise locations. For a list of N-Hance territories, visit www.nhance.com. Begins: 12:01 a.m. CT on 4/1/18. Ends: 11:59 p.m. CT on 5/31/18. Subject to Official Rules at www.bhg.com/N-Hance. Void where prohibited. Sponsor: Meredith Corporation.

