



BORN FROM FRUSTRATION. BUILT FOR SUCCESS.


Tint Genius wasn't founded by industry insiders. It was founded by experienced business builders who, as customers, saw an industry that desperately needed to change.

Our journey began with a single, frustrating customer service experience. After being met with delays, rudeness, and a complete disregard for customer loyalty at a local shop, we had a powerful realization: **if a business could treat its customers that poorly and still survive, imagine what we could do by actually doing it right.**

In June 2021, we launched Tint Genius in McDonough, Georgia. We entered the market not as technicians creating a job, but as business experts creating a system. Our philosophy was simple: combine a focused menu of high-profit services with a "white glove" customer experience that was unheard of in the trade.

The response was immediate and overwhelming. We proved the market was starved for the professionalism we provided, and we achieved **over \$1 million in sales within our first full year.**

Today, our flagship location stands as the definitive proof of concept. We built the blueprint for success, and now we are looking for franchise partners who share our passion for excellence.



OUR SERVICES

Tint Genius focuses on profitable, in-demand services rather than the “jack-of-all-trades” approach:

- **Automotive Window Tinting** – Premium films offering UV/heat rejection, glare reduction, security, and aesthetic appeal.
- **Commercial & Residential Window Tinting** – Energy savings, UV protection, privacy, and security for homes and businesses.
- **Ceramic Coating** – Long-lasting, high-gloss paint protection that makes vehicles easier to clean while resisting scratches and UV damage.
- **Paint Protection Film (PPF)** – “Invisible armor” protecting vehicles against chips, scratches, and road debris with expert installation.





FOUR COMPELLING REASONS TO JOIN TINT GENIUS

1. A "White Glove" Brand in an Underserved Industry

The automotive styling industry is filled with businesses that treat customers poorly—and still survive. We built Tint Genius to solve this problem, creating a "white glove" customer experience that is rare in this trade. Our premium, professional facilities, and system-driven customer care create a powerful differentiator that builds trust, loyalty, and allows you to stand out from day one.

2. The "Tint Genius Academy": Our Solution to Skilled Labor

The single biggest obstacle to growth in this industry is the lack of a standardized pipeline for skilled technicians. We solved this critical issue by creating our own in-house training program: the **Tint Genius Academy**. This proprietary system is designed to take candidates with zero experience and develop them into veteran-level technicians, giving you a definitive edge in building a competent, scalable team.

3. A Focused, High-Profit Service Model

Many competitors operate under a "jack of all trades, master of none" mindset, drowning in bloated, unprofitable service menus. We do the opposite. We have strategically curated a core set of high-demand, high-profit services—like automotive tint, architectural tint, PPF, and ceramic coatings. This focused approach allows you to become a true expert, streamline operations, and build a significantly more profitable and scalable business.

4. A Turnkey System Built by Business Experts

You don't need industry experience to succeed with us—in fact, we prefer you don't. We aren't technicians who created a job; *we are experienced business owners who created a system*. Our franchise is a complete, turnkey model that provides comprehensive training on every aspect of the business, from technical skills to our proprietary customer service process. We value strong leadership and business acumen, and we will teach you the rest.

TRAINING & SUPPORT

Franchisees and staff are trained through **Tint Genius Academy** and our comprehensive onboarding program:

- **Classroom Training:** 38 hours
- **On-the-Job Training:** 46 hours
- **Core Topics:** Sales, customer service, pricing, technical skills, computer systems, and brand standards.

Ongoing support includes marketing guidance, operational checklists, field visits, and vendor partnerships (XPEL and more).





INDUSTRY STATISTICS

Automotive Tinting

- The global automotive tinting market is valued at over **\$7.5 billion**.
- This is a high-demand service, driven by consumer desire for **UV protection, privacy, and comfort**.
- The market is projected to grow steadily, with a **compound annual growth rate of over 5.5%**.

Flat Glass Tinting

- The global window film market is a **multi-billion dollar industry**.
- A primary driver is the demand for **energy efficiency**.
- Window films can reduce building cooling costs by **up to 30%**.

Protective Services (PPF & Ceramics)

- This is a rapidly expanding market, with the ceramic coatings segment valued at **over \$13 billion**.
 - The Paint Protection Film (PPF) market is projected to grow at a **CAGR of 6.6%**.
 - Growth is fueled by consumers protecting new vehicles and preserving **long-term resale value**.
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CUSTOMER BASE

A Tint Genius franchise is designed with multiple revenue streams, tapping into diverse and high-value customer markets. Your business will be a comprehensive solutions provider for your entire community.

- **Vehicle Owners** This is your core retail customer. They are passionate individuals seeking to enhance their vehicle's aesthetics, protect their investment, and increase their comfort. You will provide them with premium services including automotive tint for heat and UV rejection, Paint Protection Film (PPF) for "invisible armor" against rock chips, and ceramic coatings for the ultimate glossy shine and protection.
- **Homeowners (Residential Clients)** This is a lucrative and growing market. Our architectural films are a smart home investment that homeowners actively seek. You will help them achieve significant energy savings by lowering HVAC costs, protect valuable interior furnishings from fading by blocking 99% of UV rays, and increase their daytime privacy.
- **Business Owners (Commercial Clients)** You will provide B2B solutions to other businesses. Our commercial window tinting services help property owners reduce operating costs through energy savings, enhance workplace comfort, and add a layer of safety and security to their buildings.
- **Car Dealerships (High-Volume B2B)** This is a key B2B partnership channel. Dealerships need a reliable, professional, and insured partner to handle tint, PPF, and ceramic coating add-ons for their new and pre-owned vehicles. Our "white glove" system and "masterful results" make you the ideal vendor to help them increase the value and profit of every car they sell.
- **Auto Body & Custom Shops (Referral B2B)** We build powerful B2B relationships with other auto-focused businesses. Body shops and customizers trust Tint Genius to be the specialist who provides the final, perfect layer of protection. They partner with you to offer their clients our PPF and ceramic coating services, protecting their fresh paintwork and elevating their own customer experience.






PRE-OPENING SUPPORT

We guide you through every step:

- Site selection (prime retail shopping centers, not industrial parks).
- Lease negotiation and build-out design.
- Vendor setup with **XPEL** and other approved suppliers.
- Pre-opening training and recruitment guidance.

POST-OPENING SUPPORT

After launch, we remain your partner:

- Ongoing marketing campaigns & brand fund access.
 - Tint Genius Academy certification for new hires.
 - Field visits, operational guidance, and pricing support.
 - Access to corporate-approved technology, POS, and vendor systems.
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INVESTMENT COST

Based on Item 7, the estimated initial investment for a Tint Genius franchise includes:

- **Franchise Fee**
- **Build-Out & Leasehold Improvements**
- **Equipment (Graphtec Plotter 64", installation tools, shop computers, etc.)**
- **Furniture, Fixtures, Signage & Décor**
- **Initial Film & Supply Orders**
- **Training & Opening Marketing**
- **Working Capital**

(For the detailed cost table, see FDD Item 7.)





QUALIFICATIONS OF A FRANCHISEE

The ideal Tint Genius partner is:

- A **business-minded leader** with management experience.
- Skilled in **customer service and team motivation.**
- Passionate about building a premium, people-first culture.
- Financially qualified to support build-out, operations, and growth.
- System-oriented and committed to maintaining Tint Genius's **white glove standards.**

Industry experience is **not required** — our training and systems provide everything needed for success.