

FRANCHISE OPPORTUNITY



FIVE STAR
PAINTING 

a neighborly company

**PAINT YOUR
FUTURE WITH A
DIFFERENT BRUSH**

WHO WE ARE

Every day, nationwide, hundreds of thousands of aspiring business owners walk into their jobs looking for a way to change the income and the outcome of their lives. A way to reclaim control of their lives, to find more flexibility in the way they make a living. A way to ensure a bright and colorful future for themselves and their families long into retirement. What many haven't yet realized is that the solution is literally all around them, in virtually every room they enter.



255+

territory
locations in the
North America

22+

years of franchise
experience

5.0%

Overall painting industry
compound annual
growth rate*

*Grand View Research U.S. Paints & Coatings Market Analysis Report 2025-2030

For over 20 years, the Five Star Painting® franchise opportunity has empowered owners - in over 255 territories to paint their future with a different brush. With our established model and uncompromising commitment to quality, we put the power in their hands to secure the time, freedom, and possibilities that have been missing from their lives. The consensus among Five Star Painting franchise owners? They wish they'd have jumped into this opportunity years ago. Nothing like a fresh coat of paint to change your perspective.

The Power of Franchising

Family, community, and hard work are intrinsic to who we are, and they've laid the foundation for the trust, respect, and camaraderie shared by everyone within the Five Star Painting system. As our company has grown and evolved, we've never lost sight of those values. Since joining forces with like-minded professionals at Neighborly® — and the 18 other leading home services franchise brands within its system — we've been able to enhance the value of our franchise opportunity.



Once I purchased my Five Star Painting franchise, I was my own boss, experienced freedom with my schedule and had more time to spend with my family. I have room to breathe and enjoy life much more.

MARK LAMBERT

Franchise Owner, Colorado Springs, CO



Learn more at franchise.fivestarpainting.com

OWNERSHIP MODEL

A Full Palette of Franchise Benefits

- ✓ **No Painting Required**
Some states may require a license, but they don't require owners to paint!
- ✓ **Highly Scalable Model**
Operational simplicity, small footprint, low overhead, no initial office space required. Year-round services. Potential for a more hands-off approach to rapid growth over time.
- ✓ **Prime Territories**
Room to grow your business with protected territories.
- ✓ **No Employees Necessary to Start**
As your business grows, you could hire estimators, project managers, and/or office staff.
- ✓ **ProTradeNet® Buying Power**
 - Price breaks from 250+ suppliers; \$8.3M Neighborly-wide annual rebates given for the full year 2025¹
 - Access to medical, dental, and vision insurance
 - Training and buying power with the biggest names in paint
- ✓ **Flexible Schedule**
Family-friendly work week, no emergency or on-call work.



Franchise Owner Support

Everyone within our tight-knit community of franchise owners benefits from the world-class training, operations, and support systems Neighborly provides.

- **Community of Support:** Unparalleled administrative and business support.
- **Marketing-Driven Model:** Access to marketing plans and promotional resources.
- **Hands-On Support:** Specialized coaching and training allowing franchise owners to focus on their business.
- **Powerful Vendor Relationships:** Cost savings with economy of scale (discounts on the best products in the industry).



My family supports Five Star Painting, and they are also passionate about what it means to be part of Neighborly.

Amado Cano, Franchise Owner, Huntsville, AL



A Stroke of Genius

Five Star Painting was founded in 2004 by two friends who painted houses to pay their way through college. It wasn't long before our two founders realized they'd stumbled on a winning mixture. In just a few years, **Five Star Painting began franchising, completely disrupting the U.S. painting service industry.** Now, after the 2015 acquisition by Neighborly, we're well on our way to achieving our goal to become North America's leading painting services provider. We aim to transform the lives of customers and franchise owners alike by providing reliable and exceptional painting experiences, beautifying and protecting homes and businesses through quality and color.



Prep. Prime. Paint.

If home and business owners have a surface that needs professional painting, they know Five Star Painting has the quality tools, products, and five-star service to get the job done right every time. We offer a wide range of services for a variety of needs, including:

- Residential
- Commercial
- Interiors
- Exteriors
- Cabinet Painting
- Wallpaper Installation
- Wallpaper Removal
- Popcorn Ceiling Removal
- Garage Floors
- Decks & Fences
- Eco-Friendly Painting
- Pressure Washing
- Carpentry Services
- Textured & Faux Painting

Nothing Like a Fresh Coat of Paint

Our customers love the work we do. We help them make the vision they have of their perfect home a reality.



Who's Our Customer?

High-income homeowners looking to improve their home's value



Homeowners Are Spending on Improvement Average overall homeowner spend on home improvement was \$12,472 in 2025, with 20% of surveyed homeowners planning interior painting projects in 2026¹



Recession Resistance

Homes need a fresh coat of exterior paint regularly and many HOAs require fresh paint on exterior surfaces

¹Angi, State of Home Spending, 2025

RESOURCES AND SUPPORT



The Neighborly Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



5,500+
franchise locations

\$4.6B+
systemwide revenue

Marketing Tools

Five Star Painting® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones. **Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.

Rebates and Discounts

Through ProTradeNet, Five Star Painting owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through Neighborly's powerful network, Five Star Painting franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing respect for all people



Integrity

Acting with integrity in all dealings



Customers

Serving customers with enthusiasm



Having Fun

And having fun in the process

OUR FRANCHISE RELATIONSHIP

The painting industry is a \$30+ billion industry annually¹. **Five Star Painting is at its core about sales and providing the BEST customer service.** This isn't retail, it's a service.

With a flexible schedule, and no storefront or office space required, you can focus on growing the business. One of the best parts of the business? You don't need any employees to start. For our owners, this means they don't initially have to spend time and resources on hiring, training, or team management.



Five Star Painting franchise owners don't need to be painters. We're looking for people from all backgrounds who share some key traits:



Desire for Business Success

Your own dedication, drive, and desire can make or break your business — so you've got to be focused, motivated, and hardworking to give yourself the best shot at success.



Passion for Helping Others

Helping people spruce up their homes with new and refreshing color is a personal and rewarding line of work, and the passion it takes to see that just can't be taught.

Investment Overview

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$82,200–
\$194,600**

estimated initial investment range¹

Ask us about financing options that might be available.

- \$50,000 in available liquid capital required
- \$45,000 initial franchise fee²

Strong Revenue Potential

The Five Star Painting business model is delivering excellent business results that keep getting better.

\$4,440

Average Gross Sales Per Job Attained²



20% off

Initial Franchise Fee for Qualified Military Veterans⁴

As a Founding Member of VetFran, we proudly offer US or Canadian military veterans who were honorably discharged and who meet our qualifications to purchase a franchise, a 20% discount off the initial franchise fee.

1. Plus any additional franchise fee and any real estate costs. Refer to Item 7 of the 2026 Five Star Painting SPV LLC Franchise Disclosure Document for complete details. 2. The figures represent the 2025 average annual gross sales per job for 208 Franchised Businesses open for a full 12 Months in 2025. Of the 208 reporting franchise businesses, 98, or 47%, achieved or exceeded this average. Refer to Item 19 of the 2026 Five Star Painting SPV LLC Franchise Disclosure Document (FDD) for full details.



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IMPROVE YOUR LIFESTYLE ONE COLOR AT A TIME

To learn more about **joining the Five Star Painting community** and starting your successful business, contact us now at:

833-439-0309 or
franchise.fivestarpainting@nbly.com



You can also get **more information** about
Five Star Painting at:

franchise.fivestarpainting.com

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states 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 state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.