

FRANCHISE OPPORTUNITY



ShelfGenie®
a neighborly company

Working Wonders
for **Your Future**

EVERYTHING WITHIN REACH



WHO WE ARE

Since 2000, ShelfGenie® has been working wonders. Don't let our simple name and even simpler concept fool you. What we call designing and installing custom-made organizational solutions in existing cabinetry, our tens of thousands of satisfied clients call life-changing.



290+
territories in
the U.S. and Canada.

75%
of Americans over 50
want to age in place.¹

20+
years of
experience

At ShelfGenie, we are and always have been in the business of improving lives and making wishes come true, and **we do it by focusing on people first** — whether it's the clients we serve, the qualified designers and installers we hire, or the franchise owners we train to build powerful businesses.

As the **nation's leading home storage solution provider**, we offer luxury improvements to kitchens, laundry rooms, bathrooms, and other rooms of the home — but there's so much more to it. In fact, we installed our millionth "glide-out" in November 2022. Our custom-designed slide-out shelving empowers people to reclaim control of their living space through simple organization, specialty solutions, and easier access to everything they need to live the life they desire.



As a ShelfGenie franchise owner, I can spread my workweek out however I want. It doesn't have to be nine-to-five. I have the flexibility to go grab dinner with my daughter and keep things moving in the business before and after.

MICHAEL SAUNDERS

Franchise Owner, Cincinnati and Columbus, OH

Our Franchise Owner

When they come to us, ShelfGenie franchise candidates are looking for something more. They find it in the form of an impressively simple business model designed to bring order to their lives regardless of their career backgrounds while meeting their ambition for scalability. They have an entrepreneurial spirit ready to step into an executive leadership role in their very own enterprise.

They may be experienced entrepreneurs looking to take advantage of a franchise model's established systems. They may be frustrated workers finally ready to taste the freedom of business ownership. They may be savvy businesspeople preparing for retirement. No matter who they are, what they share is a desire to be part of providing a solution homeowners love and who genuinely care about every person they interact with.



Learn more at franchise.shelfgenie.com

OWNERSHIP MODEL

Proven Franchise Model Benefits

- ✓ **Built for scalability**
Owners can start with 2–4 designated territories (250K–500K households or more) and have room to grow.
- ✓ **No employees required to start**
Subcontractors can be effectively used for both design and installation needs to simplify HR needs.
- ✓ **Small footprint**
Minimal overhead, no brick and mortar or office space required. No inventory, no storage, no employees required.
- ✓ **Improved work/life balance**
Family-friendly workweek, no on-call or emergency work.
- ✓ **Easy-to-follow operations**
Established model and systems, focused on flexibility, ease of management, and scalability. No prior experience needed.
- ✓ **Ongoing operational support**
We instruct, coach, train, and mentor owners on how to build a successful business. Proprietary CRM and business software. Scheduling call center. Unparalleled administrative and business support, including training for designers and installers, allowing franchise owners to focus on their business.
- ✓ **Made in the U.S.A.**
We own and build our own products in our U.S.-based manufacturing plant.



Benefits of Ownership

- **Superior Solution:** Our custom glide-out shelving solutions are manufactured in-house at our U.S.-based facility from the highest-quality materials in the industry. Our high Net Promoter Score of 87% can translate into organic marketing in the form of recommendations and positive online reviews.
- **Improved Quality of Life:** More space. Better organization. Better access. Our solutions are custom designed with our clients' unique needs in mind. Whether looking for organization in their busy life or accessibility as they age, anyone who wants a custom solution needs ShelfGenie. While many clients seek accessibility solutions for medical or physiological conditions that affect their mobility, the luxury of custom organization solutions is equally driving in our business.
- **"Noble Purpose" Approach:** Our mission isn't to make a sale; it's to help people turn frustration and pain into enjoyment and love through creative custom made organizational solutions. Our sales process carries our guiding principles with it, and it's all part of the ongoing world-class training franchise owners and their team receive.
- **Integrated Technology:** Design appointments come standard with a real-time 3D rendering of our custom shelving solutions. Clients also receive automated text updates about their order status. Offering a premium experience from start to finish lets clients know who to call for future projects.



I don't have to recreate the wheel, somebody's already experienced what I'm going through and they can let me know what worked for them. I know I always have someone I can go to.

TRESA DORRIS
ShelfGenie Franchise Owner

THE SHELFGENIE® CLIENT EXPERIENCE

We offer the best experience in kitchen, pantry, and bathroom shelving reorganization and accessibility



We design solutions, not just fixes, for homeowners who desire to make life a little more special by adding custom organization, accessibility, and functionality to maximize the use of the space in home cabinets, closets, and storage spaces.

Simply put, we create spaces homeowners LOVE. The real value? We provide a needed product and service for those who don't want to let their age or limited mobility define them or have a negative impact on the way they maneuver in their home.

Additionally, we offer a solution for the client who has the desire to improve organization and functionality for their family. They see our product as a welcome improvement to their home to ensure it's comfortable for life. What does that mean for us and for candidates considering a ShelfGenie franchise? There's plenty of opportunity within reach!



Get Your Start in Our Storage Solution Industry

ShelfGenie is the leading franchise focused on providing needed access and organization to existing kitchen cabinets.

75% of Americans over 50 want to age in place¹
(and often upgrade their homes as they do)

1 in 8 American adults live with a condition that impairs mobility²
(and often require easier access to their stored items)

84% of American kitchen renovations in 2025 included upgrades to cabinet storage³

1. Reported by AARP. 2. Reported Centers for Disease Control and Prevention. 3. Reported by Houzz.



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

ShelfGenie® 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, ShelfGenie 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, ShelfGenie 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

As a ShelfGenie franchise owner, you become part of a community of passionate franchise owners who share a common vision and goals.

- Have an additional support system to navigate challenges
- Get experienced answers from people who've been there before
- Build camaraderie and celebrate successes together



ShelfGenie franchise owners don't need prior industry experience. We're looking for people from all backgrounds who share some key traits:



Drive 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.



True Passion for People

Our business is centered on the care and thoughtfulness we provide our clients in every interaction. That mentality is hard to come by and even harder to teach!

Investment Overview

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

**\$95,300—
\$148,350**

estimated initial investment range¹

Ask us about financing options that might be available.

- Territories available nationwide
- \$50,000 in available liquid capital required
- \$250,000 Net Worth
- \$69,500 initial franchise fee⁴

Strong Economics

The ShelfGenie business model is delivering excellent business results that keep getting better.

\$123,919 gross sales per territory²

\$4,912 average gross sales per order³

\$7,537 high gross sales per order³

\$2,233 low gross sales per order²

 **20%**

discount on franchise fee for qualified U.S. military veterans³

We proudly offer a discount to active or retired U.S. or Canadian military members who were honorably discharged and who meet our qualifications for purchasing a franchise.

1. For the executive franchise model. Refer to Item 7 of the 2026 ShelfGenie SPV LLC Franchise Disclosure Document (FDD) for full details. 2. Refer to Item 19 of the 2025 ShelfGenie SPV LLC Franchise Disclosure Document (FDD) for full details. For reporting period 2025 there were 48 reporting franchisees comprising 234 total reporting Franchised Businesses. New franchisee individual financial results may differ from the results stated herein. 3. Refer to Item 19 of the 2026 ShelfGenie SPV LLC Franchise Disclosure Document (FDD) for full details. For reporting period 2025 there were 48 reporting franchisees comprising 234 total reporting Franchised Businesses. New franchisee individual financial results may differ from the results stated herein. 4. \$69,500 initial franchise fee.



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Start Reorganizing Your Future Today

There are still designated territories available in prime markets nationwide — but they're selling quickly. Claim yours today!

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

833-439-0323 or franchise.shelfgenie@nbly.com

You can also get **more information** about ShelfGenie at:

franchise.shelfgenie.com

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: 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 or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.