



My Story – Steven Montgomery, Painter to Franchisor to Platform Brand

Four Lessons Learned in Franchising

1. Franchising isn't a new business; it's the same business at scale with a lot more people. Stay product and experience focused always.
2. Your job isn't to make franchisees happy or successful. That's their job. Your job is to build, manage, monitor, and protect a unique and effective system ferociously.
3. Build boots on the ground up. Think about work in the field for the workforce. Prioritize them. Happy workforce = happy customers = happy franchisees = happy franchisor
4. Create a Profit-First System. If franchisee Net Profit isn't your main KPI, the system will suffer. All else is secondary. Start all coaching calls by talking about net profit. Make franchisee net profit your North Star.

The Six Unstoppable Laws of Rapid Growth

1. Everyone is better at something than you - drop the ego - put the brush down - let them shine
2. Less is more - slow is fast - cinder block 30% less is 100% more
3. Vision comes before execution always. Cybertruck it, create something unique, build hype and excitement, take as long as you need to execute, and then deliver what you promised. Never flip it.
4. Little wins become big wins: reverse engineer your goals, don't create tasks, create micro wins "micro-dose your wins"
5. Things worth noticing get noticed - focus less on promotion and more on the craft itself, build amazing things and the attention will follow.
6. The vision has to be bigger than you. - find out other people's why. Give people the room to achieve their dream alongside yours. Create a dream enabling environment.

The singular reason you should dream bigger and build better.
Because you were created to. Deep down you know that.