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Fresh Coat Hires The Growth Coach to Drive Franchisees' Success
Owners Achieve Greater Business Goals While Balancing Work and Life

CINCINNATI – Fresh Coat, one of the fastest-growing interior painting franchise systems, recently announced that it has entered into a partnership with The Growth Coach, a national business coaching company, to help its franchisees balance their lives and drive success in their markets.

Through the partnership, Fresh Coat franchise owners throughout North America can receive ongoing coaching and accountability solutions via The Coaching Club, a private, on-demand coaching system developed by The Growth Coach for large and rapidly-expanding franchise systems. Fresh Coat franchisees will receive the structure, discipline and processes to improve three essential components to running a successful business: themselves as owners, their business and the quality of their personal lives.

Like all great athletes, every business owner, including all franchisees, can benefit significantly from ongoing and professional coaching. Upon extensive due diligence in seeking business coaching services, we determined that The Growth Coach was the best fit for Fresh Coat.” said Ralph Martin, president of Fresh Coat. “With the addition of business coaching to the franchise support system, we are taking the next progressive step to set up our franchisees for even greater success and satisfaction as owners,” Martin added.

The hiring of a business coaching service comes at an ideal time for Fresh Coat, which recently rolled out its Office & Commercial Painting program. Martin said that this addition to the Fresh Coat business model, along with franchisees’ rapid business growth, makes it essential for owners to grow and adopt even more effective mindsets, strategies and habits.

According to Dan Murphy, president of The Growth Coach, “Business coaching throughout a franchise system is an effective and supplemental approach for empowering franchisees to clearly define a business vision, develop a focused action plan to get there and receive objective and ongoing review in order to adjust and stay on course. We are committed to helping Fresh Coat franchisees develop and implement a strategic game plan for their franchises so they achieve greater success, satisfaction and balance in their lives.”

Fresh Coat sponsors The Growth Coach services and is able to provide them to the franchisees at discounted rates thanks to the negotiating and buying power of their franchise system. “By hiring The Growth Coach, a national coaching business, we continue to expand our National Accounts program and strengthen the Fresh Coat franchise system as a whole.”

About Fresh Coat

Founded in 2004, Fresh Coat is one of the painting industry’s first and fastest-growing professional interior painting franchises. Its goal is to provide consumers with a reliable brand for interior painting that has previously been non-existent while they professionalize the industry. With the introduction of its new Office and Commercial Painting program, Fresh Coat continues to develop and grow to meet the market’s needs. Fresh Coat boasts more than 60 locations across North America. For more franchise opportunity information, visit www.FreshCoatPainters.com.

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