



## WHAT WILL LICENSEES RECEIVE?

TerryBRICK, developed, refined and perfected by Terry Montgomery during the past 20 years, is a custom, decorative process installed over regular drywall. TerryBRICK creations decorate more than 1,000 homes throughout the southern United States. The TerryBRICK installation looks and feels like brick, including texture and coloration, without the intensive effort, cost and structural requirements of real brick masonry products.

To help with the increased demand of TerryBRICK, Terry Montgomery will be selecting potential candidates and offering limited opportunities for select partners to become trained, certified and licensed as TerryBRICK installers in select geographic locations. Typical installations are completed in two days at a price range of \$1,200 - \$5,000 and 70% net profit margin.

### **As a licensee of TerryBRICK - you get these benefits:**

- **“First mover” advantage.** There is nothing like TerryBRICK. There are no direct competitors!
- **Low materials cost.** You won't need any special tools, and you only buy the materials you need for your project.
- **Quick results** - you can recoup your investment within months.
- You're creating a **unique work of art** that is one-of-a-kind.

### **1. Hands-on Training with Terry Montgomery**

- a. You will receive personal one-on-one training with Terry Montgomery, who developed and has implemented her TerryBRICK method successfully for more than 16 years.

### **2. Step-by-Step Training Manual**

- a. From focusing and connecting with your target audience, developing client relationships, up through the exact paint colors and painting method, you will receive a complete “how to” manual with proprietary TerryBRICK intellectual property.

### **3. Experienced TerryBRICK craftsmen to assist on your projects**

These craftsmen have worked with Terry Montgomery on multiple projects and will guide and assist you with your projects, as you build your own client and referral base.

### **4. Promotion through TerryBRICK website**

The TerryBRICK site can help you with your promotions. A photo gallery of past projects will show potential clients the quality work we do every day, and a history of the experience you are continuing. Your contact information will be added to the site for visitors to contact.

### **5. Marketing Materials**

- a. You have access to the TerryBRICK logo and all marketing materials that are created.
- b. Your contact information will be included in any print and email marketing efforts.

### **6. Marketing Expert**

You have access to our marketing expert who can...

- a. Help create your personal TerryBRICK story
- b. Create social media posts using your photos
- c. Create graphics, video

### **7. Receive leads generated by TerryBRICK marketing efforts**

- a. Social Media (Houzz, Pinterest, Facebook)
- b. Website
- c. Mailings
- d. Trade shows