



# Benjamin Moore®

NEW ENTREPRENEUR  
PROGRAM





## OWN A TRUE NEIGHBOURHOOD PAINT STORE

You've dreamed of owning your own business, one that's part of the community it serves. And you have the right qualities: drive, dedication and passion. Today, you can take the first step to chart your future as a business owner in our network of approximately 7,500 independent Benjamin Moore® retailers. This is your chance to create the business you've always wanted with the power of a historic, internationally recognized brand behind you.

The success of our independent retailers is our number one priority. If you're ready to partner with Benjamin Moore, we're painting the way for entrepreneurs just like you.



## THE TIME HAS NEVER BEEN BETTER FOR LOCAL, INDEPENDENT RETAILERS

Today's consumers are yearning for specialized problem-solving and hands-on service. They're tired of getting lost in the aisles of big-box stores. Our independent retailers focus on unmatched customer service and product quality, and they remain nimble, reacting much faster to changing market trends than their larger, corporate rivals.

Benjamin Moore founded his company in 1883. Throughout its history, Benjamin Moore has followed the three I's: intelligence, industry, integrity. Warren Buffett recognized Benjamin Moore's values and ideals, leading Berkshire Hathaway to purchase the historic brand in 2000.

Benjamin Moore remains poised for continued growth, now and in the future.



## SUPPORTED BY A BRAND YOU CAN TRUST

Our independent retailers share our passion for quality and service. We understand that running your own business is a source of pride. That's why we provide an extensive support system to ensure your success. We're there for you from the moment you partner with us and throughout the day-to-day operations of your business.

### Here are just a few examples of Benjamin Moore support:

- **Advertising**
- **Financial consulting access**
- **Training**
- **Market research and retail best practices**
- **National Accounts Partnership Program**
- **Special buying opportunities**
- **Store operations and procedures**
- **Sundry program**
- **Financial support during the first 2 years of operations**





## NO FEES, NO ROYALTIES, NO CONSTRAINTS

### **How is Benjamin Moore different from a franchise?**

Our independent retailers are not franchisees. That means no franchise fees or royalties. But they do receive training and guidance characteristic of a franchise system. They also enjoy more independent decision-making power in running their businesses when compared with a typical franchise.



## HELPING YOU GROW YOUR BUSINESS IS OUR BUSINESS

We look to partner with hardworking, dedicated individuals. We seek self-starters with ambition to own, grow and innovate their business. We value committed learners who will put in the hard work it takes to make their business thrive.



## ARE YOU A CANDIDATE?

- **Minimum capital investment of \$275,000, \$75,000 of which must be in liquid assets**
- **Retail, general business or related industry experience**
- **Strong credit history**
- **A residence near an available market or willingness to relocate**

**“Benjamin Moore’s primary goals:**

**Turn out the best paint in the world and have the  
best retailer organization in the world.”**

*-Warren Buffett, CEO Berkshire Hathaway*



**Benjamin Moore**<sup>®</sup>

BENJAMIN MOORE CLASSICS<sup>™</sup>



When you choose to partner with Benjamin Moore, there's no telling how far we can go. See how store owners have taken advantage of the New Entrepreneur Program:

**<http://bit.ly/BMNEPVideos>**

For more information on partnering with Benjamin Moore, visit us at **[benjaminmoore.ca/newdealers](http://benjaminmoore.ca/newdealers)**

Ready to apply? You'll find our new dealer application at **[benjaminmoore.ca/partnerwithus](http://benjaminmoore.ca/partnerwithus)**



8775 Keele St., Concord, ON L4K 2N1  
[benjaminmoore.ca](http://benjaminmoore.ca)