

# ELABORATE FLOORS

## **PROSPECTUS**



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# THE ELABORATE FLOORS JOURNEY

Nahum Gray is a joiner by trade, which is what led him to start Elaborate furniture and joinery almost a decade ago. He successfully operated the business for 5 years before he noticed repeat requests for quality flooring services as well. Seizing the opportunity to break into a high demand industry, he learned everything he could about the flooring trade, and before long Elaborate floors was born.

What started as a fledgling flooring company, operating within Wellington, quickly grew to a nationwide commercial enterprise, with lucrative flooring contracts across New Zealand.

Capitalising on his success thus far, Nahum developed the business further, building a sister operation specialising in commercial carpets..As well as their exceptional reputation throughout NZ's flooring and trade industries, Elaborate Floors has appeared prominently on reality tv show The Block, where they laid contestants' flooring for two consecutive seasons.

After more than a decade in the industry, Nahum's enormous success and thorough knowledge of high-quality flooring see Elaborate Floors completing large-scale, national work for high profile clients across the country.





# WHAT WE DO

Elaborate Floors is a nationwide flooring installation company. We focus primarily (though, not exclusively) on timber flooring and are capable of any flooring job, big or small. Elaborate floors can skilfully complete everything from one room projects to multi-story complex buildings, and we have a strong working relationship with retailers across the country.

At Elaborate Floors we work closely with homeowners, developers, builders, designers, and architects, to ensure the flooring for their designs are precisely and efficiently installed every time. Our extensive range of high-quality floor supplies can be delivered and installed both privately and commercially New Zealand wide. With over 10 years in business, Elaborate Floors are well-established in the timber flooring industry and a go-to for developers across the country.

# WHAT WE OFFER

The success of Elaborate Floors lies in its proven, profitable business model, designed to respond to an industry in high demand. We have expertly trained several successful flooring specialists without any prior industry experience and they have all gone on to thrive, carving out their own rewarding flooring businesses.

We offer franchisees the lucrative opportunity to purchase a franchise operation under the successful brand of Elaborate Floors, affording you access to our range of high-profile clientele and strong connections with local suppliers. Our user-friendly digital admin systems are easy to learn, pre-loaded with relevant invoicing information, and can be customised to accommodate new clients for your convenience.





# ALL ABOUT YOU

Elaborate Floors is the ideal franchise opportunity for husband-and-wife duos, couples, sole breadwinners, and experienced tradies looking to make the move into the flooring industry. The most profitable franchise models will be 1-2 person operations that can work steadily throughout the week.

Previous trade experience is required for specialists to succeed in the business, which can be physical and requires plenty of face-to-face interaction with clients and suppliers. Elaborate Floors is looking for family-oriented franchisees, with a strong sense of responsibility and commitment. Our operators pride themselves on their work, are hard-working, trustworthy, and great communicators.

Franchisees should be focused and motivated. We must always maintain the brand, never let our customers down, and stay engaged. The perfect Elaborate Floors franchisee is someone enthusiastic to grow their business.

# THE ELABORATE FLOORS DIFFERENCE

As our control of the market expands, so too will your Elaborate Floors enterprise and earning potential. With extensive training in both the trade and business aspects of the operation, franchisees can be confident they are learning from the best, joining a successful network of flooring specialists that know the industry inside out.

The flooring industry delivers one of the highest returns on investment of any trade, and our years of experience in the market means we can offer larger and more lucrative contracts to franchisees through our networks than competitors.

Furthermore, unlike other trades, the industry is not weather dependent, meaning eager franchisees can work as often as they're able to. At Elaborate Floors, we offer franchisees a unique opportunity to grow under experienced leadership while operating their own high-profit small business.

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# VISION AND VALUES

At Elaborate Floors, our vision is to introduce hard-working, family-oriented tradespeople to the flooring industry. Our goal is to see all our franchisees prosper financially under our guidance, and with access to high profile clients and lucrative projects.

After our incredible exposure on several seasons of national tv, we have gained recognition in the local community for our superior service, and we are confident in our potential to become NZ's foremost flooring contractors among retailers. Our installations have already drawn national attention and we hope to see the Elaborate brand become a household name.

Our core values are **Family**, **Hard Work**, and **Integrity**. These are the principles that Elaborate Floors was built on, and the reason for our success so far. With faith in these ideals, we know great things can be achieved.





# THE BUSINESS MODEL

Our lucrative business model is tried-and-tested, having been refined over years of successful operation nationwide in not only the flooring, but other trade industries too. Designed to propel the growth of new franchisees, the Elaborate Floors model is simple, straightforward, and profitable for all parties. This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.

# GETTING STARTED

Thank you  
for your continued interest in a  
Elaborate Floors Franchise

If you would like to find out more  
Get in touch with our team today

✉ [nicola@firstfranchise.co.nz](mailto:nicola@firstfranchise.co.nz)

☎ +64 22 194 8747

