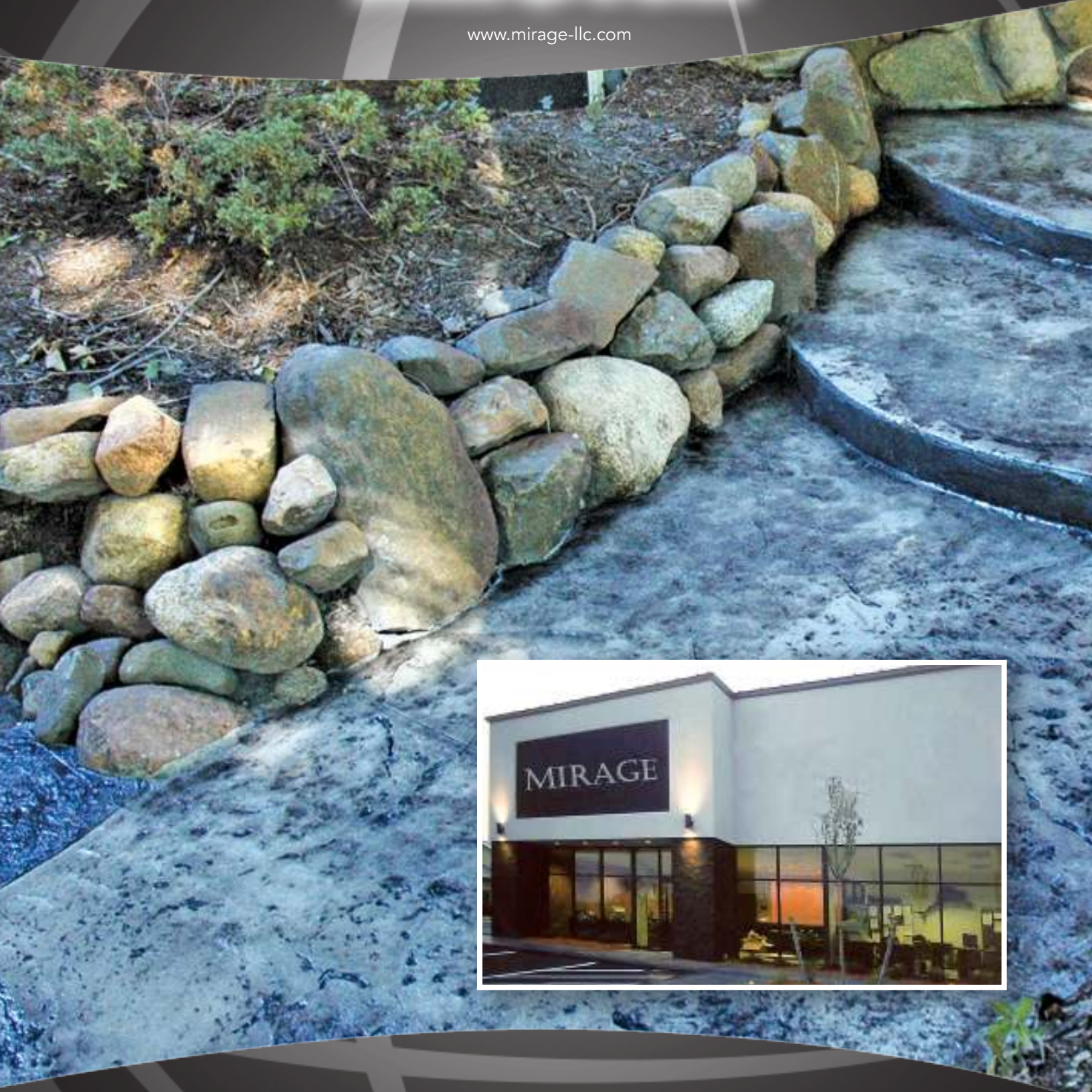




www.mirage-llc.com



DEALERSHIP BROCHURE



TO GET STARTED TODAY, CALL 855-767-4055 OR EMAIL PMF@MIRAGE-LLC.COM.

MIRAGE UNIQUE DEALERSHIP

OFFERS FOUR MONEY MAKING SYSTEMS

Mirage has been the industry leader in the concrete renovation market for over 20 years and owns several trademarks and U.S. patents.

P. Michael Fennessy, principle of the company, is ACI certified by the American Concrete Institute and is considered an expert in the concrete renovation market. There are billions of square, old ugly looking concrete just waiting to be restored with any of our four systems. What sets us a part from other companies is that we offer training on your first projects right in your home town. Mirage offers systems for every budget as low as \$2.95 sq. ft. And the best part ... you don't have to be a contractor to create attention-getting resurfaced spaces. We will teach you everything you need to be an expert in just one week.





HERE ARE THE TOP REASONS WHY MIRAGE IS AN INDUSTRY LEADER:

- Patented stamping tool set
- Our company trainer flies to you to work on your first projects; other companies make you fly to them and pay for a two-day seminar!
- Training materials included in package
- Earn 50% gross profit on any of the four Mirage systems
- You can run your Mirage dealership either full or part time; it's all up to you!
- Exclusive territory of up to 1.5 million, which will protect your pricing, while limiting competition. Other companies offer only 50,000 population.
- We mail 7,500 to 10,000 customized mailers in your city that get you plenty of jobs. You can purchase extra exclusive territory for a small fee, ask your Rep for details
- Mirage provides you with a customized mailing list for your zip codes
- Website use
- Feel free to call any of our company trainers seven days a week with questions
- Mirage supplies corporate brochures and color charts, which are included in your dealership package
- All of our equipment and materials are made here in America
- Ongoing discount on materials from up to 50%

Mirage has a successful business model and does not charge franchise fees, royalties or for startup marketing packages as other companies do. The company has been manufacturing all of its materials and patented equipment for over 20 years. Unlike some other companies, we package in five gallon pails rather than bags which usually end up broken.

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MIRAGE DEALERSHIP



- Exclusive territory of 500,000 population
- Onsite training in your city on your job
- 7,500-piece customized Mirage mailers to get you jobs
- 22-minute, comprehensive training DVD
- 100% financing with credit score of 680+
- 40% ongoing discount on all materials
- Four money systems under one dealership
- 300 corporate brochures, color chart and equipment catalog
- Use of Mirage website
- 7-day-a-week tech service
- Earn up to 60% gross profit installing the Mirage System

Mirage Start-Up Materials Included in Dealership

- 36 Pails Texture Material
- 12 Pails Gray Re-Do-It
- 3 Pails Patch and Leveling Material
- 2 Pails Ultra-Sheen Sealer
- 2 Containers Anti-Slip Grip
- 2 Pails Primer
- 1 Pail Liquid Release Agent
- 1 Pail Stamper's Friend
- 1 Pail Aqua Plus Cleaner
- 1 Gallon Light Gray and 1 Gallon Light Brown Aqua Plus Stains
- 1 Gallon English Amber and 1 Gallon Mocha Patina Stains
- 1 Pail Light Gray and 1 Pail Sandstone Integral Color

Patented Equipment Package

- 1 Set of Patented Stamping Tools
- 1 Cone Mixer
- 1 Release Mixer
- 1 Gauge Rake
- 1 Acid Brush
- 2 Magic Trowels
- 1 Roller Tool
- 1 Four-Inch Crack Chaser Blade
- 1 Four-Inch Diamond Blade
- 1 Water Measuring Device
- 12 Rolls Forming Tape

You don't have to be a contractor to create attention-getting resurfaced spaces.



PROTECT YOUR FUTURE. BE YOUR OWN BOSS. MIRAGE OFFERS AN INVESTMENT LEVEL FOR EVERYONE.

MIRAGE MASTER DEALERSHIP

This level is for the select prospect who wants to control a huge population of 1.5 million or more.

- Personalized onsite training in your city
- Place as many Mirage dealers as you want within your territory
- 1.5 million plus population exclusive territory
- 10,000-piece customized Mirage mailer to get you jobs
- Co-op future mailers at 50%
- 22-minute, comprehensive training DVD
- Ongoing discounts up to 50% off list
- Four money systems all in one dealership
- 500 Mirage corporate brochures, color charts and equipment catalogs
- Use of Mirage website
- 7-day-a-week tech services
- 100% financing with credit score of 680+

Mirage Start-Up Materials Included in Dealership

- 48 Pails Texture Material
- 24 Pails Gray Re-Do-It
- 6 Pails Patch and Leveling Material
- 4 Pails Ultra-Sheen Sealer
- 4 Jars Anti-Slip Grip
- 3 Pails Primer
- 2 Pails Liquid Release Agent
- 2 Pails Stamper's Friend
- 2 Pails Aqua Plus Cleaner
- 2 Pails Charcoal Release Agent
- 2 Pails Light Gray and 2 Pails Sandstone Integral Color
- 2 Gallons Light Gray and 2 Gallons Light Brown Aqua Plus Stains
- 2 Gallons English Amber and 2 Gallons Mocha Patina Stains

Mirage Patented Equipment Package

- 2 Sets of Patented Stamping Tools
- 2 Cone Mixers
- 2 Release Mixers
- 2 Gauge Rakes
- 2 Acid Brushes
- 3 Magic Trowels
- 2 Roller Tools
- 2 Four-Inch Crack Chaser Blades
- 2 Four-Inch Diamond Blades
- 2 Water Measuring Devices
- 24 Rolls Forming Tape



RE-DO-IT

Concrete Resurfacing System

Call today to get started

855-767-4055

or email pmf@mirage-llc.com

MIRAGE TEXTURE MATERIAL COST

National Average Pricing

Primer	\$0.20
MIRAGE stamp material	\$1.78
Release agent	\$0.15
Sealer	\$0.20
Grip	\$0.03
TOTAL COST	\$2.36

Approximate labor per sq. ft.	\$1.20
Misc. supplies	\$0.29
TOTAL SQ. FT. COST TO DEALER	\$3.85

1,000 sq. ft. project weekly

MIRAGE sold at \$7.95 sq. ft.	\$7,950
Less cost from above chart	\$3,850

GROSS PROFIT \$4,100

AQUA PLUS STAIN MATERIAL COST

National Average Pricing

Aqua Plus Cleaner	\$0.20
Aqua Plus Stain	\$0.25
Sealer	\$0.30
TOTAL COST	\$0.75

Approximate labor per sq. ft.	\$0.30
Misc supplies	\$0.10
TOTAL COST SQ. FT. TO DEALER	\$1.15

1,000 sq. ft. project weekly

1,000 sq. ft. sold @ \$2.95 sq. ft.	\$2,950
Less cost from above chart	\$1,150

GROSS PROFIT \$1,800

PATINA STAIN MATERIAL COST

National Average Pricing

Concrete Cleaner	\$0.20
Aqua Plus Stain	\$0.25
Sealer	\$0.30
TOTAL COST	\$0.75

Approximate labor per sq. ft.	\$0.40
Misc supplies	\$0.10
TOTAL COST SQ. FT. TO DEALER	\$1.25

1,000 sq. ft. project weekly

1,000 sq. ft. sold @ \$2.95 sq. ft.	\$2,950
Less cost from above chart	\$1,250

GROSS PROFIT \$1,700

RE-DO-IT RE-SURFACING MATERIAL COST

National Average Pricing

Primer	\$0.20
Re-Do-It material	\$0.47
Integral color	\$0.15
Sealer	\$0.20
TOTAL	\$1.02

Approximate labor per sq. ft.	\$0.60
Misc. supplies	\$0.20
TOTAL SQ. FT. COST TO DEALER	\$1.82

1,000 sq. ft. project weekly

1,000 sq. ft. sold @ \$4.95 sq. ft.	\$4,950
Less cost from above chart	\$1,820

GROSS PROFIT \$3,130

