



Be Part of the Solution

Finding the Right Balance

'g' Green Design Center is a combination retail shop and showroom serving a mission to provide customers with all they need to create green, sustainable environments that are both beautiful and responsible to our earth. Our "one-stop shop" contains items ranging from green building materials and home improvements to lifestyle products. With a goal to make going green a user-friendly process, our prototype store has grown into a position as a community leader and gathering place.

The Green market is in its infancy with no recognized brand leader. As this nascent industry continues to gain momentum, the time is ripe for a leader to emerge. 'g' Green Design is the first store of its kind in the nation, positioned to become the go-to company for all things green.



natural

style

smart

solar

green

earth

eco-friendly

sustainable

environment

A New Way of Life

The Green Market

Environmentally conscious consumers are a continually growing marketplace and market influencer.¹ An April 2008 Gallup Poll reports that 83 percent of Americans have made changes in response to environmental concerns.² According to the Natural Marketing Institute's 2005 research, this group spends upwards of \$209 billion a year, a figure that most certainly has grown since then.³

But while consumers may be ready to go green, they are not finding what they want in the market.⁴ The 'g' Green Design franchise is poised to provide this eager audience with the products, information and gateway services they are seeking.

¹ Ibid.
² "Are U.S. Consumers Driving Companies to Go Green?" Accessed 31 Oct 2008 <<http://www.celsias.com/article/are-us-consumers-driving-companies-to-go-green/>>.
³ Ibid.
⁴ "Study: Consumers want to go green but can't." 25 Mar 2008. Accessed 31 Oct 2008 <<http://boston.bizjournals.com/boston/stories/2008/03/24/daily22.html>>.





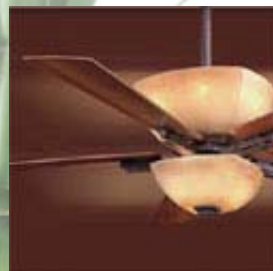
Research published by McGraw Hill Construction indicates an immense opportunity for green building product and service providers.⁵ Their findings include that by 2012, the green building market is expected to double to 12 to 20 percent of the market share, or \$40 to \$70 billion.⁶ Green has gone mainstream,⁷ and builders, home-owners and businesses can no longer ignore the benefits and market advantages of green building.⁸

The green building sector shows even more growth during uncertain economic times.⁹ For homeowners, motivations include energy-efficiency, cost savings, increased durability, and a higher quality product.¹⁰ Commercial builders seek to benefit from reduced operating costs, enhanced asset value and profits, improved employee productivity and satisfaction, and optimized life-cycle performance.¹¹



"Green-Washing"

A trusted resource for environmentally sound products and information, 'g' Green Design provides our customers with everything they need to make responsible choices. Increased regulation of environmental messaging is needed to prevent consumers from giving more credit for positive environmental practices than is deserved.¹² Because there is no hard definition of green, there is no way for consumers to distinguish truly green products from hype or "green wash."¹³ A recent study revealed that many consumers view green labeling as little more than a marketing tactic.¹⁴ As a franchise, 'g' presents an unprecedented opportunity for you to combine your commitment to the environment with your entrepreneurial drive.



⁵"Looking for Opportunities in a Down Market?" Accessed 31 Oct 2008 <<http://www.triplepundit.com/pages/looking-for-opportunity-in-a-003537.php>>
⁶"Green Home Building Market has 'Tipped' and is Expected to Double by 2012..." 12 May 2008. Accessed 31 Oct 2008 <<http://construction.com/AboutUs/2008/0512pr.asp>>
⁷Ibid.
⁸"Green Building on Upswing Despite Down Market." 13 Oct 2008. Accessed 31 Oct 2008 <<http://www.greenerbuildings.com/news/2008/10/13/green-building-upswing-despite-down-market-report>>
⁹"Looking for Opportunities in a Down Market?" Accessed 31 Oct 2008 <<http://www.triplepundit.com/pages/looking-for-opportunity-in-a-003537.php>>
¹⁰Ibid.
¹¹Ibid.
¹²Ibid.
¹³Ibid.
¹⁴"Consumers See Through 'Green Wash.'" 12 Oct 2007. Accessed 31 Oct 2008 <<http://sunhomedesign.wordpress.com/2007/10/12/consumers-see-through-green-wash/>>
¹⁵Ibid.

energy

resources

nature

design

global

biodegradable

solution

healthier

refurbish

A Demonstrated Need



Founder of 'g' Green Design Center, Nicole Goldman, was driven by both personal and professional motivations to create this incredible resource.

While renovating her family's home a few years ago, Nicole wanted make it as green as possible. Frustration set in as she was frequently thwarted by the scarcity of green materials in addition to resistance from some of her contractors. Professionally, Nicole had been working on green building with clients as an interior designer and project manager.

In this capacity and as a writer on the subject with numerous regional and national publications, she had identified a growing interest among consumers and builders to have access to green materials.

Nicole's investigation of regional green building supply stores strengthened her resolve that a new concept was needed, one that would make it easy and accessible for homeowners and small businesses to achieve more eco-friendly, energy-efficient and healthy places in which to work and live. As it was, contractors, builders and architects were forced to resource suppliers across the country for clients wishing to remodel, refurbish or build green. And there was no authoritative agency or certification agent to verify that the materials met any specific green criteria.

Once Nicole performed additional research on the West Coast where she visited some showrooms closer to what she envisioned, there was no turning back. She knew it was time to create a new enterprise that would benefit clients and our environment. And she had found the perfect location – a destination shopping center centrally located on Cape Cod, a place whose natural beauty was a major attraction to residents and environmental sensitivity a major concern, and where she knew her concept would be well-received. Since then, Nicole has been awarded the CIREnew's (Cape and Islands Renewable Energy Coalition) Go Green Business Award for Outstanding Contributions and an award from Governor Deval Patrick and the State Legislature of Massachusetts for being an Unsung Heroine of Massachusetts.





The 'g' Business System



Today, 'g' Green Design Center has evolved into a complete green "experience," including products, information, resources, and more. Should you be awarded a 'g' franchise, you'll operate your eco-friendly business following our established business system.

Eco-Friendly, Energy-Efficient, Healthy Living

A 'g' franchise is your opportunity to take your personal interest in the new green revolution to a professional level. 'g' Green Design franchises will range in size between 1,200 and 2,000 square feet. The size and layout of your store will vary depending upon available retail space.

Your well-designed showroom will allow customers to browse samples in a relaxed, helpful atmosphere.

Some of the items you stock may include:

- Non-toxic paints
- Cabinetry and building materials
- Flooring
- Decorative hardware
- Energy-efficient lighting
- Metering and recharging devices
- Non-toxic cleaners and detergents
- Organic lotions and spa products
- Organic and recycled-material rugs
- Biodegradable disposable tableware
- Recycling and composting bins
- Compact, fluorescent light bulbs
- Solar lights, accessories and battery packs

Our prototype store sells dozens of styles of countertops that look and feel like granite, but are made from recycled glass. Other products include cork and recycled rubber products, bamboo flooring, eco-friendly nontoxic carpeting, and insulation made from recycled denim, which has a high "R" value. Your wide product range will enable any customer to contribute to the cause in some way and improve their home and the global environment, no matter how large or small.



A Word about Product Cost

Part of your customer education will include the information that many 'g' products provide the advantages of contributing to cost and energy savings as well as living healthier lives. What's more, some of your products offer a longer life, such as compact fluorescent bulbs. Still others may reduce a customer's costs by increasing energy efficiency.

And, as a member of the 'g' Green franchise team, you'll be part of a group that together wields greater buying power. In turn, you may pass on the cost savings to your customers.





'g' Green Design Center is much more than a retail outlet; education plays an enormous role in the success of this brand. Towards this end, your store will house an extensive collection of displays with resource information on available earth-friendly products and materials, books and more. You'll function as a contact gateway to businesses and homeowners, providing information that includes contractor selection and design assistance. You also have the option to provide workshops and showroom presentations to help customers learn more about green building. Information to create these workshops will be supplied by 'g' headquarters. Your passion and interest in taking a proactive step in caring for our environment coupled with 'g' Green Design Center's training and resources will assist you to become experts in green building.

Community-Minded

'g' Green subscribes to a greater consciousness that values the environment and, as a natural extension, embraces the good of the community. We host events that are closely allied with our mission, such as a workshop series, eco-fashion show, and a juried art exhibit of work using recycled and reclaimed materials.

Additionally, we have formed the 'g' Foundation, a non-profit charitable fund allied with our desire to give back to the community. The Foundation accepts donations, which are tax-deductible, to further support renewable energy and environmental education. The 'g' Green Design mission not only strives to provide eco-friendly alternatives, but provides education, assistance and positive reinforcement at local events and businesses. All 'g' Green Design franchisees will be supported and encouraged to become leaders in the community.



The 'g' Green Design Franchise Advantage

As the green movement continues to grow, the time is right for a franchise company to bundle exceptional knowledge, products and related services into a "one-stop-shop." That company is 'g' Green Design Center.

Operating under the umbrella of the 'g' brand makes you part of a recognizable entity in the highly fragmented, fledgling eco-friendly marketplace. As a member of our franchise, you also benefit from adopting an existing business structure that has been tried and proven. And, while you'll own your own business, you will be guided by our expertise, experience and support to help you along the way.



impact

recycle

efficient

organic

growing

future

renewable

evolve

alternative

Guiding Your Path

'g' works with its franchisees to make their journey practical, yet educational and inspiring. We'll assist you in choosing flexible options and exploring the endless possibilities inherent in owning a 'g' franchise. You can also depend on an outstanding array of support services.

You'll receive extensive, intensive training that covers the following areas:

- Green Building Training (at your level of expertise)
- Purchasing and Point of Sale System
- Sales and Merchandising
- Marketing and Promotions
- Employee Management
- Growth and Community Development

As you prepare to open your store, members from the 'g' team will visit to make sure your showroom is ready. Whether you opt for a grand opening or a soft opening, we'll be there to provide assistance, encouragement and congratulations.



When it comes to marketing, 'g' generally avoids traditional advertising, instead relying more on promotional events and publicity. We will show you how to coordinate events and provide you with publicity-generating strategies that help bring new and old customers through your doors. Plus you will benefit from the additional positive exposure provided by the 'g' website, speaking engagements by Nicole, national building conference exposure and leadership.

We will supply you with an Operations Manual that will serve as a complete reference to all 'g' Green policies, procedures and more, including setting up your shop and showroom. You will also be given site selection guidelines for choosing an appropriate store location. On an ongoing basis, you'll receive product updates to inform you of the latest technological improvements, the best materials and fabulous design options.

You'll benefit from ongoing support that includes periodic visits from our field support staff. Should you need advice or answers to questions at any time, we are available by phone or email to provide assistance.

education

balance

reduce

change

life

alternative

reclaimed

revolution

non-toxic

Franchisee Requirements

You don't have to be an expert on all matters green to become a 'g' Green franchisee, but you should be concerned about our earth and environment. As a 'g' franchisee, you'll become part of the solution.

We're seeking educated people who are interested in interior design, building and construction. You must possess strong sales and customer service abilities and have well-developed people skills. Your high personal standards should include organization, cleanliness, honesty and integrity. Former small business experience will be considered a plus, but is not required.



The Revolution Has Begun...and You Can Make a Difference

Become part of the 'g' team of committed, enthusiastic business owners bringing green solutions to a motivated audience. If we encourage and work with others to solve existing environmental problems and prevent new ones, we can change the world, bit by bit.

Please use the contact information located on the back cover of this brochure to let us know of your interest. We're looking forward to hearing from you.





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