



# Welcome Packet

[www.cortz.com](http://www.cortz.com)

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# Welcome to CORTZ!



On behalf of everyone at CORTZ, it is with great pleasure and excitement that we extend a warm welcome to you as the newest member of our franchise family! As the proud owners of CORTZ, we are thrilled to have you join us on this exhilarating journey.

First and foremost, congratulations on becoming the owner of your very own CORTZ franchise! We understand that this achievement is the culmination of your patience, dedication, and hard work throughout the entire process. Your commitment to excellence and your enthusiasm for providing top-notch service align perfectly with the values that define CORTZ.

As a former ATP Tour-ranked professional, I know firsthand the importance of quality court construction, repair, and maintenance. Andrea and I founded CORTZ with a vision to revolutionize the industry and set new standards of excellence, and we are confident that you share our passion and dedication.

We commend your desire to expand your business portfolio and embark on this exciting new venture with CORTZ. Rest assured, you are not alone in this endeavor. Our team is here to support you every step of the way, providing you with the resources, guidance, and expertise you need to succeed.

At CORTZ, we are more than just a franchise network; we are a close-knit family united by our shared values and commitment to excellence. We are excited to welcome you into our family and to collaborate with you to achieve mutual success.

As you embark on this new chapter, we wish you nothing but the utmost success and fulfillment. May your CORTZ franchise bring you joy, prosperity, and countless opportunities for growth and achievement.

Once again, welcome to the CORTZ family!

Warm regards,

**David and Andrea Klembith**  
Owners, CORTZ



# The CORTZ Story

## Serving Aces in Business and Beyond!

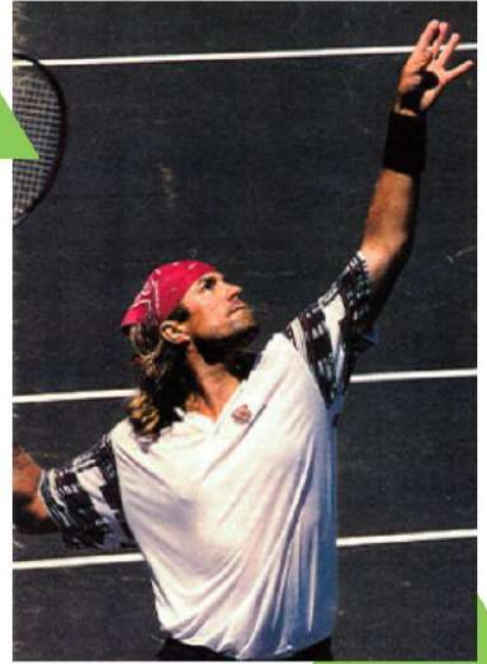
Welcome to CORTZ, where passion for sports meets entrepreneurial success! Our story begins with a retired tennis pro who traded in his racket for a vision – one that blossomed into a thriving American family business.

### From Court to Business Success: The CORTZ Journey

Meet the driving force behind CORTZ'S extraordinary journey: David and Andrea Klembith. A former ATP Tour ranked professional, David once graced the covers of tennis magazines, unknowingly foreshadowing the remarkable venture that lay ahead. Little did he know that resurfacing tennis courts would become the cornerstone of his family's success story. Working closely together, Andrea and Dave have expanded their business each year. They possess a sharp awareness of all the changes and trends in the game court arena and have consistently delivered high-quality court surfaces. CORTZ was born from their desire to share their expertise, extending an invitation for others to experience a similar level of success when they become part of the CORTZ family.

What started as a modest venture evolved into a comprehensive game court construction, resurfacing, and repair enterprise. At CORTZ by FSP, Inc., we take pride in turning dreams into reality, crafting top-tier sports facilities that stand the test of time.

Now, David and the CORTZ family invite you to be a part of our success story. We are thrilled to announce the launch of our franchise opportunities, opening doors for ambitious entrepreneurs seeking a solid and exciting business venture.



*"After playing on different surfaces for 25 years and three years as a professional tennis player, my commitment to you, our client, is to make sure that each job is researched, designed and tailored to meet your individual needs."*

**– David Klembith,**  
President of CORTZ



# Training Materials

Cortz is a year-round business, and with the exploding popularity of pickleball, there is unlimited growth potential. You can repair, resurface, or construct pickleball, tennis, and basketball courts outdoors when the weather permits, or work on indoor courts when the weather prevents working outside. There is a constant residual business as courts need to be repaired or resurfaced every 2-3 years.

Training materials, that include a set of videos, are available for our franchisees. We have worked hard to cover many topics and areas of the business from Estimates to final finish. You can see a brief listing here:

- Acrylic resurfacer videos
- Applying color coatings
- Cleaning concrete washing
- Crack repair prep work
- Estimating Videos
- Layout before color coats
- Mixing color coating
- Net installation
- Protech tape over cracks
- Rubberized coating system
- Sanding concrete floor buffer
- Sanding repair work
- Setting sleeve footings
- Stripping pickleball lines
- Using scrap metal coatings

All training videos are available to franchisees and their teams via



# Brand Manual and Style Guide



The CORTZ Brand Logo, fonts, colors

## LOGOS

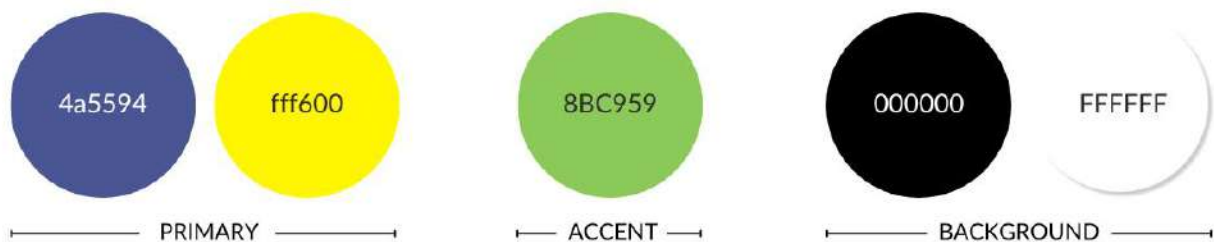
The CORTZ logo files are available upon request. They are housed at CORTZ headquarters.

## FONTS

The fonts that are used are from the Lato family of fonts. Cortz uses the sans serif.

**Font Family:** Lato, sans-serif

## COLORS

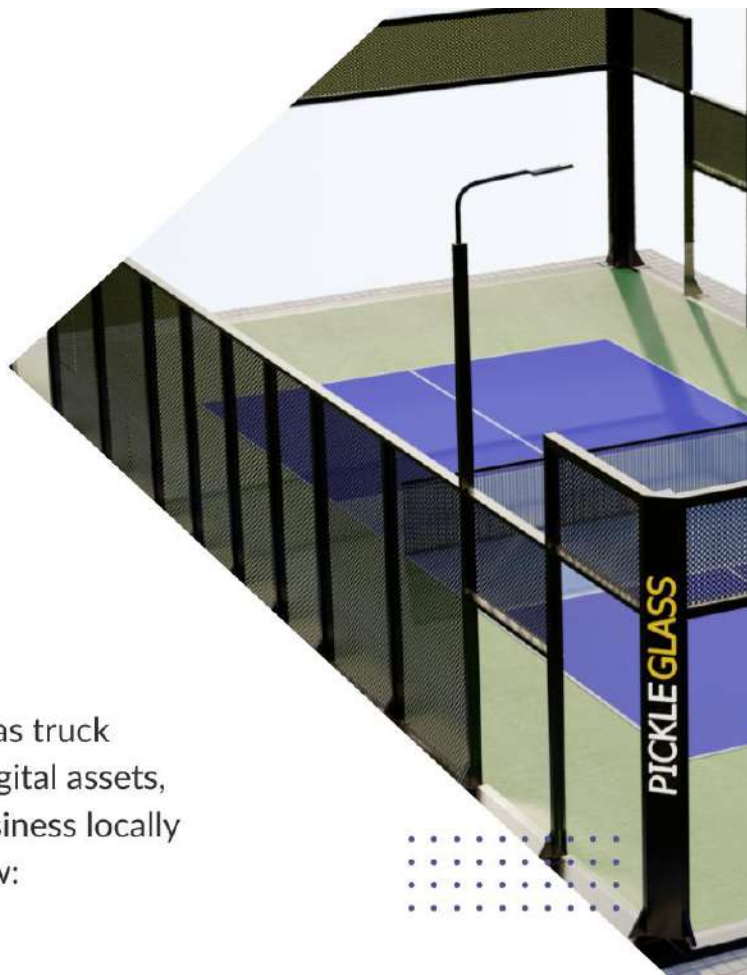


Office Use Only

- Designcrowd
- Alternate yellow: #eee600

# CORTZ Approved Vendors & Partners

Samples of promotional materials, such as truck decals, brochures, flyers, signage, and digital assets, to help the franchisee promote their business locally and attract customers are as listed below:



[www.icpgroup.com](http://www.icpgroup.com)



[www.puttermanathletics.com](http://www.puttermanathletics.com)



[www.ngisports.com](http://www.ngisports.com)



[www.latexite.com](http://www.latexite.com)



[www.pickletile.com/pickleglass](http://www.pickletile.com/pickleglass)



[www.sportmaster.net](http://www.sportmaster.net)

# Technology Used by CORTZ

Information about any proprietary software, technology platforms, or digital tools provided by the franchisor to streamline operations, manage sales and inventory, and support communication between headquarters and franchise locations are as listed below. Please note date of document for latest version.



Google Voice

