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FOR IMMEDIATE RELEASE:

## **GUIER FENCE “OPENS THE GATE” TO A NATIONWIDE FRANCHISE PROGRAM.**

*New Turn-key fence franchise opportunity is the only one of its kind in the U.S.*

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Kansas City, MO - Guier Fence, a 30 year-old producer and installer of residential and commercial fencing solutions, has developed a franchise program that is the first and only one of its kind in the United States. Guier Fence franchises are now available in defined territories across America.

“We’ve taken everything we’ve learned in 30-years of building one of the largest and most respected fence companies in the country and packaged into a franchise program,” said Lea Bailes, CEO of Guier Fence. “This is the first time there has been a nationwide fence franchise available in the U.S. and we’ve made sure it has everything an owner needs to be successful.”

Not only is Guier Fence breaking new ground with a fence company franchise, they have created two different franchise models depending on the experience level of the franchisees and on the upfront investment they want to make.

The “Guier Fence Professional” model is an opportunity to start a company with a lower investment amount and lower overhead. This may even be home-based depending on a variety of factors. This concept allows the franchise owner to market, sell, and install Guier-approved fencing solutions in a defined territory, leveraging Guier’s knowledge and experience with products, promotion, and more. No prior construction experience or carpentry skills are necessary.

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The “Guier Fence Showroom” Model is perfect for the experienced business manager, or a current “Guier Fence Professional” operator who is ready to expand, this option includes the opening and operating of a full-scale showroom and warehouse facility, and is designed for the franchise owner to hire staff to help operate the business. Guier Fence will of course be there to aid in the site selection, business ramp up, and ongoing operations.

So while this is a tremendous opportunity for an existing fence company or light contractor to make a quantum leap in capabilities and efficiencies, it is also one for people with no fence or related experience who are simply looking for an exciting new franchise business opportunity. There is even a discount for veterans.

In addition to aligning themselves with one of the most respected names in the industry, Guier Fence franchisees will be able to add over 30 years of experience and credibility to their sales pitches. There will be a national branding and marketing support system, assistance with tracking sales and efficiency, accounting services, sales and installation training, national purchasing power and supplier relationships and much more ongoing support.

“After 30 years, you learn a lot that you can share with others,” added Bailes. “Not only that, you build a lot of relationships, networks, product streams, buying clout and other abilities that give us and our franchisees real competitive advantages over other companies. The grass really IS greener on our side!”

Kelly Guier founded Guier Fence in 1979 and is now Chairman Emeritus. “I am really excited when I see what Lea and the team have put together for franchisees,” Guier said. “I can say first-hand that there was a lot of painful trial and error that led to the systems we have now. I can’t even imagine how much easier and faster we would have grown had I had something like this.”

Unlike many older franchises whose “good territories” are already spoken for, Guier Fence territories were only recently established. Said Bailes, “People who see this as a ground floor opportunity and see what this can do for them and then jump on it, will pretty much have their choice of territories. That only happens once.”

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### **About Guier Fence:**

Established in 1979, Guier Fence has grown to be one of America’s leading fencing companies, providing high quality retail fencing solutions and maintenance services to residential and commercial customers in the Kansas City area. Starting as a home-based business, they’ve evolved into a company with multiple showrooms and warehouses, featuring a wide range of fencing design and installation services. Their reputation for quality, warranty-backed work has been recognized both by customers and by the Kansas City A-List, who voted Guier Fence: *Best Fencing Company in 2009*.