

## UglyDeck.com Offers New Franchise Opportunities to the Home Improvement Industry

Written by Australian Business

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BURNSVILLE, MN, October 03, 2013 **/24-7PressRelease/** -- UglyDeck.com, a Minnesota deck building company, is beginning to offer franchise opportunities in select regions as a profitable add-on for existing construction, remodeling, landscaping or home improvement businesses. Recent growth has motivated the company, which sells maintenance free decking materials, to expand both its territory and customer base through branded franchises.

Franchising with UglyDeck.com offers a number of benefits to existing exterior building companies as well, as maintenance free decks, deck railings, outdoor spiral staircases, and other low-upkeep outdoor living area products become more prevalent.

Conclusions from a study done by The Freedonia Group indicate that the growth in demand of composite decking materials is going to outpace the growth in demand for wooden decking in the near future. According to an article by Remodeling Magazine, "The 'Wood & Competitive Decking' study attributes the popularity of composite and plastic to 'durability and low maintenance requirements.'"

The increasing demand for easy-upkeep composite decking, predicted by many in the industry, has already been demonstrated through UglyDeck.com's success. In the first three years after branding the company, even during an economically challenging time in the U.S., UglyDeck.com's sales doubled. Today, the Minneapolis deck builders offer the Twin Cities' widest portfolio of maintenance free decking products.

In addition to a creative, memorable marketing plan with a proven sales system, UglyDeck.com franchisees receive:

- Enrollment into a buying alliance
- Lead generator tools
- Sales and installation support
- An pre-loaded iPad with sales tools and graphics
- Easy financing options
- Search engine optimized, branded webpages

Offering high-demand products, industry expertise and leadership, growing profit margins, and a wide network of suppliers such as Trex, Azek and Timbertech, UglyDeck.com provides a unique and profitable opportunity for existing businesses.

Companies in construction or home improvement industries are encouraged to learn more

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about how UglyDeck.com's franchise openings can benefit them. For details and further information, contact Director of Business Development Stu Dankers at (952) 736-3308 or at [stu@uglydeck.com](mailto:stu@uglydeck.com).

### About UglyDeck.com

UglyDeck.com is a deck building company serving the Twin Cities metropolitan area. It specializes in maintenance free decks and decking materials, deck rails, and deck spiral stairs. The owners' 35 years of combined experience has helped the company grow and gain hundreds of satisfied customers since 2005. Today, the UglyDeck.com team of Minnesota deck builders offers the widest range of maintenance free decking materials in the Twin Cities.

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