

THE NATION'S PREMIER COURT FRANCHISE

Build Courts. Build Community. Build Your Future.

CORTZ by FSP™ is a B2B, B2C, and B2G game court construction and service franchise. We construct, resurface, repair, and maintain pickleball, tennis, padel, basketball, and futsal courts across the country.

EXPLORE THE OPPORTUNITY →

Business Basics

KEY FRANCHISE FACTS AT A GLANCE

INDUSTRY	Game Court Services
YEAR STARTED FRANCHISING	2024
YEAR BUSINESS STARTED	1997
FRANCHISE UNITS OPEN	29 (US)
NO. OF COMPANY UNITS	01
INVESTMENT RANGE	\$103,122 – \$202,842
FRANCHISE FEE	\$50,000
REQUIRED LIQUID CAPITAL	\$25,000 & financing ability
REQUIRED NET WORTH	\$150,000
ROYALTY	6% of first \$1M · 4% of additional revenue
INDUSTRY SIZE	Multi-Billion Dollar Industry
AVAILABLE IN CANADA / INTERNATIONAL	No / No
SBA REGISTRY	No
VETFRAN	Yes — 20% Off Franchise Fee
IN-HOUSE FINANCING	No
STATE REGISTRATIONS	CA, NY, VA, WA & All Registration States
ABSENTEE / SEMI-ABSENTEE	Semi-Absentee. Allows for a fully trained manager.
BUYER MOTIVES	Low Overhead · High Margin · Mobile · Outdoor

Royalty Note: CORTZ Franchise LLC by FSP royalty is 6% of Gross Revenue per month on the first \$1,000,000 in annual Gross Revenue. The royalty then drops to 4% on annual Gross Revenue above \$1,000,001.

THE CORTZ OPPORTUNITY

Build Courts. Build Community. Build Your Future.

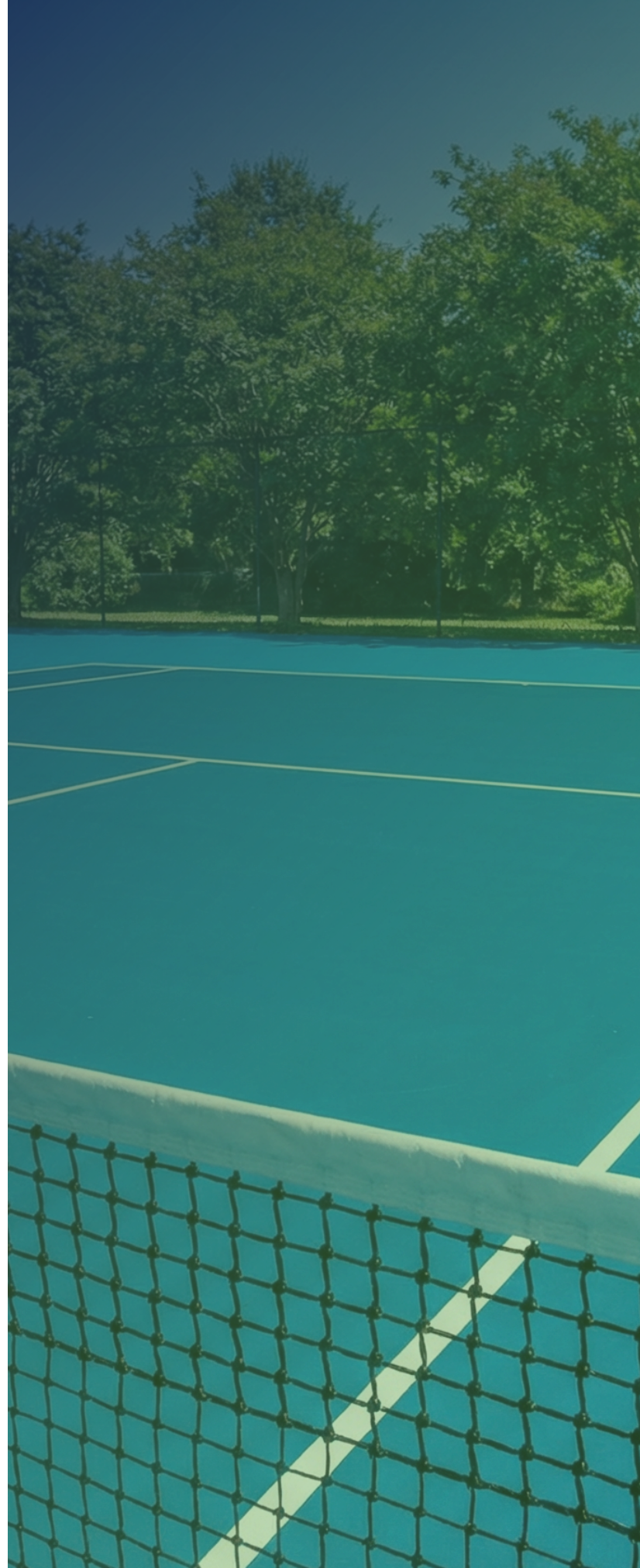
CORTZ is a dynamic, year-round business built to capitalize on the explosive growth of pickleball and padel, alongside continued demand for tennis, basketball, and fusol court construction and resurfacing.

Whether it's sunny skies or rainy days, the CORTZ model keeps you working. Outdoor court projects thrive in good weather, while indoor facilities provide consistent revenue through the winter months. With courts needing resurfacing or repair every 3–4 years, our franchisees benefit from reliable, repeat business.

As a CORTZ franchisee, you're not stuck behind a desk. This mobile, high-impact business puts you on the move — partnering with homeowners, schools, parks, cities, HOAs, racquet clubs, and more to design and deliver beautiful, functional courts. Supported by a dedicated service crew and industry-leading vendor network, you'll resurface, repair, convert, or build courts that bring people together and promote active living.

FEATURES OF BUSINESS

- **Outdoor, Mobile Business**
- **B2B, B2C & B2G Customers**
- **High Ticket Sales**
- **Low Overhead**
- **Residual in Nature**
- **High Margin**



The CORTZ Franchise Owner

A DAY IN THE LIFE & THE IDEAL CANDIDATE

A Day in the Life

As a CORTZ franchise owner, no two days are exactly alike — but each one is focused on growth, service, and delivering exceptional court experiences. You'll spend your time actively managing the business, both in the field and behind the scenes.

- **Working alongside your service team** on-site to ensure high-quality project execution
- **Selling and following up** on new business opportunities
- **Preparing bids, estimates, and proposals** for residential, commercial, and public clients
- **Overseeing scheduling, supply inventory, and logistics** for surfacing, repair, and construction jobs
- **Coordinating team assignments** and managing subcontractors as needed
- **Handling customer relationships,** contracts, invoicing, and collections

CORTZ also supports a **manager-run operational model**, giving owners the flexibility to scale with confidence.

The Ideal Candidate

CORTZ franchisees are motivated, hands-on leaders who enjoy working outdoors and take pride in building vibrant community spaces. Ideal candidates are self-starters who are physically capable of supporting a construction-oriented business and thrive in active, on-site environments.

To operate a CORTZ franchise, candidates must either hold a valid contractor's license or partner with a licensed contractor in their operating state. Equally important is the ability to present professional, compelling service bids to a wide range of clients — from private homeowners to schools and municipalities.

Successful CORTZ owners follow our proven systems, execute projects with attention to detail, and lead small teams with clarity and confidence. If you're someone who values freedom from a traditional desk job, is eager to make an impact in your community, and wants to build a growing business backed by national support — CORTZ may be the perfect fit.

Structure & Territory

HOW YOUR BUSINESS IS BUILT TO SCALE

Team Structure & Staffing

Each CORTZ franchise typically launches with a single service team responsible for repairs, resurfacing, and new court construction. A standard team consists of:

1

Lead
Technician

1

Laborer

1

Owner /
Manager

As business demand increases, franchisees can scale by adding additional teams. Each new team should include a trained lead and support staff, with oversight from a fully trained manager to ensure quality, consistency, and adherence to CORTZ standards. This structure offers the flexibility to grow quickly while maintaining control and operational efficiency.

Exclusive Territory Rights

Each CORTZ franchisee is awarded a protected Designated Territory (DT) consisting of approximately **1,000,000 in population**. Within this area, no other CORTZ franchise will operate, ensuring you can build your business without internal competition.

While your DT is exclusive, franchisees are permitted to operate outside their assigned area provided:

- They hold the proper licenses in that region
- No other CORTZ franchisee holds the rights to that territory

This flexible model allows you to expand your reach, take on projects beyond your DT, and capitalize on broader opportunities — all while maintaining clear and protected boundaries for your core market.

General Overview

CORTZ™ is the nation's leading franchise for court construction and surfacing. We specialize in designing, building, resurfacing, and maintaining pickleball, tennis, padel, basketball, and futsal courts for homeowners, private facilities, schools, and municipalities. With the growing demand for vibrant, active outdoor spaces, CORTZ offers a powerful path to building a high-margin, high-impact business.

The CORTZ Discovery Process

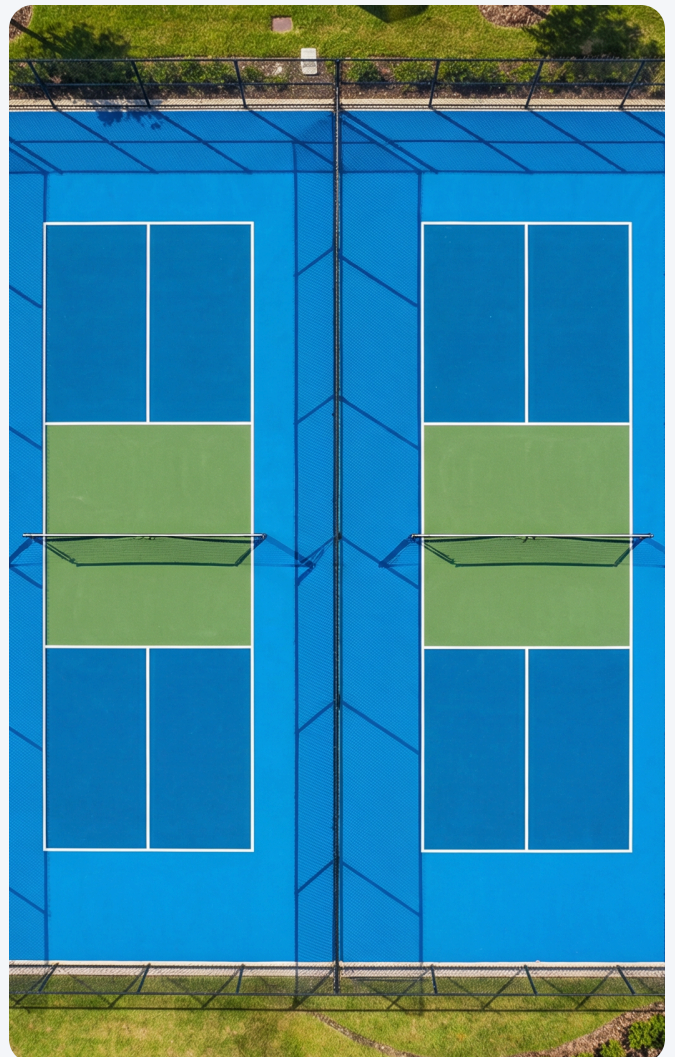
At CORTZ, our Discovery Process is a two-way conversation — designed to help you fully understand our franchise model while we learn about your goals as a potential franchise owner. This open, transparent process is grounded in mutual respect, integrity, and shared alignment. Over the course of 30 to 75 days, you'll explore how CORTZ supports franchisees, delivers on market opportunity, and empowers growth.

- 1 Goals, Overview, & Your Decision Criteria
- 2 Brand Review
- 3 Complete Candidate Questionnaire
- 4 Introduction to Funding Partners & Market Area Analysis
- 5 Business Review of FDD
- 6 Attend Discovery Day (Optional)
- 7 Final Franchisee & Financial Validation
- 8 Sign Franchise Agreement

Financial Options

CORTZ does not offer in-house financing. However, we maintain relationships with trusted third-party lenders who specialize in franchise and small business funding. These providers can assist qualified candidates in securing financing for franchise fees and start-up expenses.

You are also welcome to work with your preferred bank or financial institution. Our team is available to offer guidance and connect you with the right resources to explore your funding options with confidence.



Global Overview

WHY CORTZ IS THE SMART INVESTMENT



Explosive Industry Growth

Pickleball continues to dominate as America's fastest-growing sport, with over 48 million players and a 311% growth rate over the last three years. The US pickleball market, valued at \$1.47 billion in 2023, is expected to nearly double to \$2.91 billion by 2030, growing at a CAGR of 10.2%.



Built-In Repeat Customers

Game courts require resurfacing every 3–4 years, creating predictable demand and long-term client relationships. Once you serve a community, school, or HOA, you become their trusted court partner for life.



Scalable Infrastructure

Grow at your own pace by expanding with multiple service teams in exclusive, protected territories. Start lean with one team and scale as demand grows — the CORTZ model is designed for rapid, controlled expansion.



Flexible Operations

Run a lean, mobile business that thrives in both outdoor and indoor environments — no fixed location or heavy infrastructure required. A CORTZ franchise can be completely run and operated from anywhere in the USA.



Multiple Revenue Channels

Serve residential backyards, country clubs, HOAs, commercial sports facilities, and public institutions with tailored service offerings across pickleball, tennis, padel, basketball, and fusol courts.



Smart Tech Advantage

Franchisees leverage our custom CRM, estimating tools, advertising platform, and business management systems to streamline operations and scale faster. Our home office suite enables management of customer communications, marketing, and quoting with sophistication and ease-of-use.

Who We're Looking For

THE CORTZ FRANCHISEE PROFILE

MINDSET

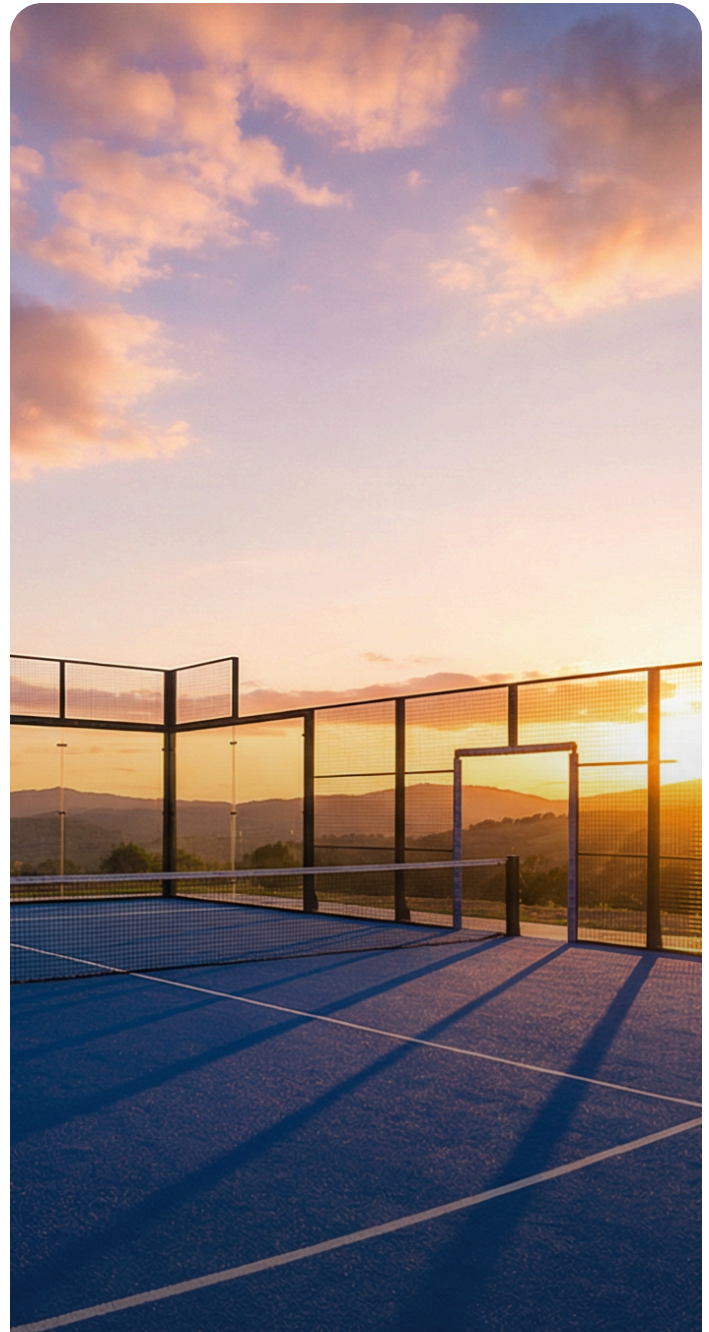
We're seeking driven, hands-on leaders who thrive outdoors and enjoy building great customer relationships. The ideal candidate is a motivated self-starter with the ability to manage a small team and deliver professional service with precision.

LICENSING

A contractor's license — or a partnership with a licensed contractor — is required. Sales acumen, a sharp eye for detail, and a commitment to following proven systems are essential to success with CORTZ.

WHAT MAKES YOU SUCCESSFUL

- Follow proven systems with discipline
- Execute projects with attention to detail
- Lead small teams with clarity and confidence
- Build lasting client relationships
- Embrace outdoor, active business environments



Ready to Build Your Court Empire?

Join a fast-growing network of 29 franchisees changing the landscape of sports construction across America.

Financial Snapshot

INVESTMENT OVERVIEW & KEY FINANCIAL TERMS

Your Investment at a Glance

FRANCHISE FEE **\$50,000**

INVESTMENT RANGE **\$103,122 – \$202,842**

REQUIRED NET WORTH **\$150,000**

LIQUID CAPITAL **\$25,000+**

ROYALTY **6% first \$1M • then 4%**

TERM **5 Years (Renewable)**

TERRITORY **1,000,000 Pop. (Protected)**



16

CUSTOMERS SERVICEABLE PER MONTH

\$2.91B

US PICKLEBALL MARKET BY 2030

10.2%

MARKET CAGR THROUGH 2030

Your Franchise Path

THE ROAD TO BUILDING A THRIVING COURT BUSINESS

Under typical circumstances, a franchisee can effectively service up to 16 customers per month. Operating at this volume allows for a substantial gross margin. The US pickleball market, valued at \$1.47 billion in 2023, is expected to nearly double to around \$2.91 billion by 2030, growing at a CAGR of 10.2%.

You're Looking for a Smart Investment

As a licensed contractor with construction experience, CORTZ is a great franchise option for several reasons.

A Profitable Industry

With a CORTZ franchise, you'll find an endless stream of customers awaiting your unique service. Active lifestyle communities quickly appreciate the transformative power of these new, engaging spaces.

Operate Anywhere

A CORTZ franchise can be completely run and operated from anywhere in the USA. Begin on a small scale, and as your vision grows, bring more service team members and territories on board.

Software to Back You Up

CORTZ has customized a unique software platform exclusively for our franchisees. Our home office suite enables management of customer communications, marketing, and quoting/estimating with sophistication and ease-of-use.

Let's Get Started

Sound like a value proposition you're interested in? Take the next step on your path to independent business success. Contact us today to begin your discovery journey.



FROM DAY ONE

Training & Support

CORTZ equips you with the knowledge, tools, and team to succeed from the moment you sign your agreement. You are never alone in this business.



86 Hours of Training

Comprehensive on-the-job and classroom training to master court construction, surfacing, and business operations.



Franchise Portal with LMS

Full learning management system and operational support hub available 24/7 for your entire team.



CRM, Quoting & Inventory Platform

Custom-built tools to manage every customer, estimate, and job from one powerful dashboard.



Ongoing Marketing Support

National brand campaigns, local marketing templates, and an advertising platform to drive leads consistently.



Group Purchasing Power

Access to preferred vendor relationships and bulk pricing that independent operators simply cannot match.

Your 8-Step Discovery Journey

- 1 Define Goals & Decision Criteria →
- 2 Brand Review →
- 3 Candidate Questionnaire →
- 4 Market Analysis & Funding Partners →
- 5 Review Franchise Disclosure Document (FDD) →
- 6 Discovery Day (Optional) →
- 7 Franchisee & Financial Validation →
- 8 Sign Franchise Agreement →

Reaching the point of signing a franchise agreement doesn't mean launching your business immediately — it means you're making the empowered decision to step into business ownership and join a fast-growing network of operators changing the landscape of sports construction.



JOIN 29 FRANCHISEES NATIONWIDE

Ready to Build Your Court Empire?

Take the next step on your path to independent business success.
Contact us today to begin your CORTZ Discovery Journey.

- Call: 925-639-1978
- Email: brian@cortz.com
- Visit: www.cortz.com

CORTZ by FSP™