

archadeck®
outdoor living

Better Building *by* Design

Customization. Craftsmanship. Lifestyle.

Building a Future in
Outdoor Living Design

A Franchise Opportunity



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Better Building *by* Design

Across the country, homeowners are investing in outdoor spaces that reflect their lifestyle, enhance everyday living, and increase long-term property value. From screened porches and patios to fire features and decks, the demand for personalized outdoor design has never been stronger.

Archadeck Outdoor Living stands at the forefront of this booming market. As part of Empower Brands, a franchise corporation dedicated to innovation across the home improvement and outdoor living categories, Archadeck benefits from the collective strength of a growing brand family that includes other leaders in outdoor and home services. With over 45 years of national expertise, unmatched design-build processes, and an established support system, Archadeck offers entrepreneurs the tools to own a business rooted in creativity, craftsmanship, and customer satisfaction.

This Industry Outlook will explore the rising trends in outdoor living, the advantages of joining the Archadeck franchise network, and how you can turn your vision into a business that transforms homes and lives.

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What Sets Archadeck Apart?

Customization. Legacy. Support.

The home improvement industry has entered a new era, one where creativity, personalization, and functionality drive demand. Homeowners today aren't just looking to build decks or patios; they're seeking outdoor environments that reflect their lifestyle and improve their everyday experience. As an established name in the outdoor living franchise space, Archadeck Outdoor Living delivers a business model built for this transformation, helping franchise owners thrive in an evolving market.

Here's what sets us apart:

Customization: Where Outdoor Living Meets Personal Vision

We don't believe in one-size-fits-all solutions, because your clients don't, either. At Archadeck, custom design is at the heart of everything we do. Each project is tailored to fit a homeowner's lifestyle, property layout, and unique vision for their outdoor space. Whether it's a multi-level deck, a screened porch, a fire feature, a full outdoor kitchen, or combination of all of

the above, we help you deliver designs that balance beauty and functionality. In a market where personalization drives decisions, our approach gives you a real advantage: no two spaces look the same, and neither do the businesses behind them.

Legacy: 45+ Years of Innovation in Outdoor Remodeling

We've been building outdoor living spaces, while upholding a strong reputation since 1980. With more than 200,000 projects completed across North America, our legacy speaks for itself. As part of a long-standing home improvement franchise, you'll step into a business backed by four decades of operational know-how, refined systems, and recognized brand presence. While others are just getting started, we've been shaping the outdoor remodeling industry for years and now, we're ready to help you do the same in your market.

Support: Backed by Experts, Built for Growth

When you join Archadeck, you're never on your own. We're part of Empower Brands, which is a franchise network built to help owners thrive in the outdoor living sector. From day one, you get access to professional design tools, national marketing strategies, back-office systems, and real-time support from industry experts. Whether you're managing your first client or scaling up to multiple crews, our team is here to support you at every step. We don't just hand you a playbook, we walk with you as you build something lasting.



Industry Insights

A Growing Demand for Quality Outdoor Living Experiences

From patios and porches to fire features and fully customized decks, homeowners today are reimagining what their outdoor spaces can do, and they're willing to invest in them.

Archadeck Outdoor Living is well-positioned to meet this growing demand with a franchise model built around lifestyle design, customization, and expert service. Here's why now is the right time to enter the outdoor remodeling market:

- *The global outdoor living structure market is projected to reach \$3.66B by 2033* fueled by rising interest in stay-at-home upgrades and lifestyle-focused design.
- *A growing share of homeowners are directing renovation budgets to outdoor living upgrades*, creating stronger demand for outdoor remodeling and deck construction franchises.
- *63% of homeowners say they would prioritize outdoor living when remodeling*, with decks, patios, and shade structures topping the list of desired features.

Whether it's expanded living space, increased property value, or better use of the backyard, outdoor projects are no longer "nice-to-haves." They're now must-haves, and Archadeck helps you deliver them with confidence



Why Own a Franchise?

Build With Experience, Not From Scratch

Franchising gives you a head start in business ownership. Instead of figuring it out alone, you join a system that's already been tested, refined, and supported by a team that knows what it takes to operate and grow effectively. From brand recognition to ongoing support, franchising reduces the risk and helps you grow your business with confidence.

The Benefits of Franchising with Archadeck Outdoor Living

Refined Systems That Support Growth

We've been building better outdoor living spaces and better businesses for over four decades. Our processes, platforms, and project flow are thoughtfully developed to help you operate more efficiently from sales to project completion.

Tools, Training, and a Clear Plan Forward

From your first day, you'll get access to onboarding, hands-on training, and proprietary design and quoting tools. Whether you're familiar with construction or new to the space, we'll help you hit the ground running.

Smart Marketing and Local Lead Support

You'll benefit from national and regional marketing campaigns, plus guidance on how to generate and convert leads in your territory. We also provide digital assets, templates, and strategies to help you build awareness fast.

Community, Not Competition

Franchisees across the network share insights, advice, and encouragement. You're in business for yourself, but never by yourself. Our team and fellow owners are here to help at every stage.

Legal Protections Through the FTC

Franchising is regulated by the Federal Trade Commission (FTC), which helps ensure transparency between franchisors and franchisees. You'll receive a Franchise Disclosure Document (FDD) outlining all expectations before signing, so there are no surprises, just clear, upfront information about the opportunity.



The Archadeck Franchise Opportunity

A Smarter Way to Build Your Future

As part of an established outdoor living franchise, you'll bring beautiful backyard spaces to life, backed by a time-tested model, strong support, and the confidence of a well-recognized brand. From your first call to your first project, we're with you every step of the way.

The 6-Stage Franchise Discovery Process

Here's how to start your Archadeck journey:

Stage 1: Diagnose

We start by understanding your goals and motivations while giving you a strong first impression of Archadeck and what sets us apart.

Stage 2: Design

You'll begin to visualize yourself as an owner, and learn how the business works, the support you'll receive, and how you'll represent the Archadeck brand.

Stage 3: FDD & Territory Review

We simplify the FDD into clear insights and help you explore your local market through mapping and demographic tools.

Stage 4: Validation

You'll speak directly with current franchisees to confirm what you've learned and gain real-world insight. Leadership access may be included as needed.

Stage 5: Leadership Call

You'll meet with our leadership team to ensure alignment and prepare you for Empower Day with confidence.

Stage 6: Empower Day

A final, in-depth visit with our team, designed to confirm your decision and welcome you into the Archadeck family.

Ready to take the first step? Let's talk about your goals and how Archadeck can help you build a business with long-term potential.



Who We're Looking For

The Ideal Archadeck Franchise Owner Profile

Archadeck franchise owners come from all walks of life, so no construction experience required. We're looking for motivated, organized individuals who enjoy working with people, value great design, and are ready to build a business they can take pride in. Whether you're starting fresh or expanding an existing business, you'll thrive with a customer-first mindset, strong communication skills, and a willingness to follow our established systems. If you're passionate about outdoor spaces and ready to take the next step in business ownership, Archadeck could be the opportunity for you.



Own Your Future with Archadeck!

Bring Elevated Outdoor Living to Your Community

If you're looking for a franchise opportunity that blends design, lifestyle, and entrepreneurship, Archadeck Outdoor Living offers a compelling path forward. With over 45 years of experience and a track record of supporting franchisees from diverse backgrounds, we've built a system designed for people who want to make an impact in their community while growing something of their own.

Why Archadeck?

- Established brand with a clear focus on outdoor living
- Time-tested systems and dedicated operational guidance
- In-house design support and marketing resources
- A collaborative network of franchise owners across the U.S.
- Flexible entry points for both first-time and experienced business owners

Ready to explore what's next?

Let's talk about your goals and how Archadeck can support your next chapter.

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