



Granite Transformations Eyes Global Expansion In 2012

Home Improvement Franchise Plans for More Showrooms in North America and Beyond by Offering Unparalleled Franchisee Support

Miramar, FL ([PRWEB](#)) November 17, 2011 -- As any homeowner can attest, there's always something that needs to be fixed, improved or polished up. With the vast home improvement market – more than \$300 billion in the US and \$48 billion in Canada – as well as consumer's skyrocketing interest in home remodeling and design, home improvement franchising has seen exponential growth over the past year, enabling home remodeling aficionados, entrepreneurs and businessmen and women the point of entry into this trade-based business. Granite Transformations, a home improvement franchise and part of Remodeling Magazine's 550 Franchise listing, announces a successful year of franchise growth in 2011 with new plans to expand the concept even further in 2012.

With the majority of its franchise interest originating from former customers or current franchisees expanding into additional territories, Granite Transformations, which currently has nearly 90 locations in North America, successfully opened nine locations in 2011, including new markets in Chattanooga, Newfoundland and Madison, Wisc., and plans to open 20 additional locations in 2012. With expansion underway in Vancouver, Houston and Louisville, the concept is also in conversations with potential master franchisees outside North America in Spain, Portugal, Germany, Brazil and India to further expand its international presence, which currently includes Australia, New Zealand, England, Scotland, Ireland, South Africa and Italy.

“In 2011, Granite Transformations saw significant growth from existing franchisees, including Denver, Calgary and Atlanta, and we are elated that our current owners are our biggest advocates, supporting the growth and development of the concept,” explains Mark Johnson, CEO of Granite Transformations. “From the Franchise Advisory Council to the Best Practice Panel and Product Advisory Council, our franchisees have a strong voice in the direction we take our business. This has ultimately led them to be true supporters of our brand and add additional showrooms to grow their business portfolios.”

Granite Transformations has facilities and showrooms around the world offering new and exciting alternatives to traditional countertops, backsplashes, floors and more. Now in its 15th year as a franchise, the concept continues to stay abreast of design and remodeling trends and has proven to be one of the most sought after remodeling franchises across the globe.

“The Granite Transformations experience is unlike any other,” continues Johnson. “With products that transform kitchens and bathrooms forever, our franchisees are able to provide consumers the best in home remodeling services. Our lifetime warranty, exceptional training and franchise support are what continue to drive new franchisees to the concept and keep existing franchisees passionate about the brand.”

For more information, including franchising information, visit www.granitetransformations.com.

ABOUT GRANITE TRANSFORMATIONS

With U.S. offices based in Miramar, Fla., Granite Transformations, a division of Trend USA, has facilities and showrooms around the world offering new and exciting alternatives to traditional countertops, backsplashes, floors and more. The first Granite Transformations franchise opened in 1996 in Perth, Australia. Consumer



response to the revolutionary resurfacing process was overwhelming resulting in growth across Australia and New Zealand. With the first U.S. offices opening in 2001, Granite Transformations now has nearly 90 showrooms across North America with more showrooms opening every year. In 2004, the company began UK operations and is now also growing throughout Europe. In addition to easy installation and beautiful surfaces, the company also offers its customers the convenience of quality cabinet refacing and acrylic tub liners.

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