



FRANCHISE GUIDE



SWiFenceFranchise.com



Build Your Future with **SWi Fence**

You bring the drive. We'll help you build something that lasts.

This isn't just about starting a business. It's about taking control of your future—leading a team, building something real, and doing work that actually means something.

If you're the kind of person who shows up early, sticks with it when it's tough, and takes pride in a job well done... then you already have what it takes. We're here to help you turn that mindset into a business you can grow, lead, and be proud of.

At SWI Fence, we've spent decades building systems, training, and a name people trust. As a franchise owner, you'll get the support, structure, and brand power to do what you do best—take the lead, build great fences, and earn a reputation worth having.

This guide will walk you through what it looks like to build a future with SWI. The opportunity is here. The next move is yours.

Who We Are

Built from the ground up. Backed by experience. Driven by results.

At SWI Fence, we've been in the field for decades—running crews, digging holes, solving problems, and building some of the strongest, straightest fences in the industry. But it wasn't always smooth.

Truth is, our first fence company didn't go as planned. We could build a good fence—but we didn't know how to run a business or take care of our people the way they deserved. We learned those lessons the hard way. And we carried them with us when we rebuilt from the ground up. That's what makes this business different. Everything we teach today comes from experience—not just what went right, but what went wrong. We've learned how to lead teams, deliver real value, and build a business that lasts. And we've turned those lessons into a franchise system that helps others avoid the same pitfalls and build something better, faster.

Today, SWI Fence is one of the most recognized names in the fencing industry. Our YouTube channel is the go-to resource for builders across the country, and our systems are training up the next generation of fence professionals. When you franchise with SWI, you're getting more than a brand—you're getting a guide who's been where you are and knows how to help you move forward.



**FROM ROCK
BOTTOM
TO ROCK SOLID**

“Our first fence business didn't go as planned. Not because we didn't work hard—but because we didn't know how to run a business. We didn't understand quoting, margins, team management, or how to stay profitable. We learned those lessons the hard way. And we never forgot them.”

Mark Olson, SWI Fence

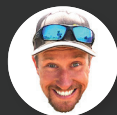


That failure became our turning point. We rebuilt with systems, structure, and a commitment to doing things right—not just in the field, but behind the scenes too. Those lessons are now baked into the franchise model we offer today—so you don't have to learn them the hard way like we did.

BY THE NUMBERS A few reasons SWi Fence stands out:

30+ years
of hands-on fence
building experience

**#1 Fence Channel
on YouTube**
(Millions of views & counting)



What We Do (and Why It Matters)

We don't just build fences. We build privacy, protection, and peace of mind.

At its core, this is a fence company. But if you've ever built one, you know—it's never just a fence. We help families feel safe in their backyard. We help ranchers keep their livestock secure. We help businesses protect their property and look professional doing it. Whether it's a clean cedar fence in a new neighborhood or a durable perimeter for ranch livestock, every job we take on serves a real need--and delivers real value.

SWi Fence is known for doing things differently—and doing them right. We don't chase the cheapest bids or cut corners to win jobs. Instead, we focus on premium materials, proven systems, and innovative methods—like our no-dig fence installs—that help crews work faster and smarter without sacrificing strength or quality.

As a franchise owner, you'll lead and grow multiple crews as demand builds in your territory—each job reinforcing your reputation for quality and reliability. You're not just putting up fence. You're building trust, earning respect, and creating something that lasts.



Why Choose SWi Fence

Built by fence builders. Backed by results. Driven by what actually works.

There are plenty of ways to get into the fence business. You could go it alone. You could copy what the guy down the road is doing. Or you could join a company that's been through the ups, downs, and hard lessons—and come out stronger on the other side.

At SWi Fence, we're not some slick VC-backed franchise idea dreamed up by guys in ties with whiteboards. We're the ones who actually did the work. Dug the holes. Managed the crews. Got it wrong. Got it right. And turned it into something solid you can build on. That's the kind of experience you want in your corner.

We're also not stuck in the past. While a lot of the industry is still doing things the same old way, we're pushing forward—testing new tools, embracing no-dig fence systems, learning from methods used in places

like New Zealand and Australia, and finding smarter ways to work. Some people in the fence world think we're too innovative. We take that as a compliment.

We've also built the biggest fence brand on YouTube—millions of views, tens of thousands of followers, and a steady stream of leads and credibility that no one else in the industry can match. When you join SWi Fence, you're stepping into a brand that people already recognize and respect.

And through it all, we stay teachable. We're always looking for a better way, a smarter tool, a new idea. That mindset—combined with decades of hands-on experience—is what sets our franchise system apart.

**If you've got the work ethic,
we've got the blueprint.**





The Franchise Ownership Model

Lead the team. Grow the business. We'll help you build both.

Owning an SWI Fence franchise isn't about swinging a hammer all day. It's about leading a team, running a business, and building something that can scale beyond what one person could do on their own.

And while you're focused on leading your team and growing your business, we're in the background helping with marketing, systems, training tools, and more—so you're never left guessing what comes next.

You'll start by hiring and training your first crew—or maybe two. Then, as demand grows (and it will), you'll add more. You'll quote jobs, meet with customers, and make sure your crews are set up for success. You'll work hard—but you'll also work smart, backed by systems that keep things running smoothly and profitably. We'll teach you everything we've learned about building a business that works. From quoting jobs accurately and protecting your margins, to managing people and scheduling efficiently—we've made the mistakes, fixed them, and built a model you can trust.

Work Hard. Live Well.

Family-friendly hours

**No on-call or
emergency jobs**

Set your own schedule

Steady, in-demand work

**Room to grow without
burning out**

You build it. We'll back you every step of the way.



You Focus On

- Leading your team
- Quoting jobs
- Keeping jobs profitable
- Growing your business
- Building a great reputation



We Help With

- Training guides and team-building best practices
- Pricing tools & templates
- Proven job costing & scheduling systems
- Local + national marketing support
- Backing from a trusted national brand

1. Start with 1 Crew
2. Add a Second Crew as Demand Builds
3. Grow Your Reach
4. Add Estimator or Manager Role
5. Build a Business That Runs Without You on Every Job

Revenue Streams

One skill. Multiple ways to earn.

Fencing is in demand—and it's not slowing down anytime soon. Whether it's families moving into new homes, businesses protecting their properties, or ranchers securing their land, people need fences. And they need someone they can trust to build them right.

As an SWI Fence franchise owner, you'll have multiple ways to generate revenue within your territory. You don't have to guess which jobs to take or where the margins are. We'll help you focus on the work that pays well, builds your reputation, and opens the door for future business.

Here's where your revenue will come from:

Residential Fence Installation

Your bread and butter. From privacy fences in new neighborhoods to custom builds in older properties, residential customers want high-quality fence work—and they're willing to pay for someone who shows up, communicates well, and does it right.

Fencing for Local Businesses

From restaurants and retail shops to storage facilities and office buildings, local businesses need fencing too—whether it's for security, safety, or just a more professional appearance—things like enclosing a dumpster area, fencing off a parking lot, creating a secure yard for equipment, or adding privacy around an outdoor dining space.

As a franchise owner, you'll work directly with small business owners to custom design the right solution for their property.



Agricultural and Ranch Fencing

In many markets, ranchers and landowners need durable perimeter fencing to protect livestock and property. You'll learn how to quote, install, and manage these larger-scale jobs with the same systems we use in our own operations.

Repeat Business & Word of Mouth

Happy customers turn into repeat customers. They'll call you again when they move, expand their property, or need a repair. And they'll refer you to friends, neighbors, and local businesses. Over time, this builds a steady pipeline of high-trust, low-effort leads.

Training & Ongoing Support

Learn it right. Build it right. We're with you the whole way.

We don't just hand you a manual and wish you luck. At SWI Fence, we believe the best way to learn is by doing—and doing it with someone who's already been there.

Before you launch, you'll go through **hands-on training in the field and in the office**, covering every part of the business—from quoting and scheduling to crew management, installation techniques, and customer service. This isn't just a few hours in a classroom. It's real-world, boots-on-the-ground training designed to set you up for success from day one.

Once you're up and running, you'll get **full access to our online learning system**, packed with videos, walkthroughs, SOPs, and

troubleshooting guides that you and your team can reference anytime. Whether it's your first install or your hundredth, you'll always have clear answers and practical support.

And support doesn't end after launch. You'll have a direct line to us for questions about any part of the business—whether you're hiring a new crew leader, pricing a tricky job, or just trying to figure out the best way to schedule next week's work. We're not one of those franchises that hand you a binder, wish you luck, and disappear. That's not us.

We're builders. If something isn't working, we roll up our sleeves and fix it—with you.



What Makes an Ideal Owner

You don't need a background in fencing. You just need the mindset to lead.

We're not looking for perfection—we're looking for someone who takes ownership, follows through, and isn't afraid to take the lead. Someone who shows up steady, even when things get hard. Someone who respects their team, listens to their customers, and takes pride in doing things right.

If you're the kind of person who can manage a crew, make a decision when it counts, and keep things moving without having to be told what to do—you've already got what it takes to thrive here.

You're comfortable working with your hands, you know what good work looks like, and you're not afraid to hold a standard. But more than anything, you've got the kind of mindset that makes a business work: you're teachable, driven, and willing to follow a system that's already been proven.

If you're the kind of person who takes pride in doing things right, sticks with it when it's tough, and wants to build something that matters—you're a great fit.



What Makes This a Good Fit for You

You take responsibility. When something goes sideways, you step in and make it right.

You lead by doing. You don't talk a big game—you show up, work hard, and set the tone.

You're steady. People know they can count on you to follow through, even when it's not easy.

You're handy. You're comfortable around tools and don't mind getting your hands dirty.

You respect a good system. You don't need to reinvent everything—you just want something that works.

You treat people right. Customers, crew, vendors—everyone gets your respect.

You want something to show for your work. Not just a paycheck. A real business you can build and be proud of.

You don't need a fancy resume. You just need the mindset to build something that lasts—and the willingness to get after it.



Investment Overview

A real business, with real support—built to grow.

Starting an SWI Fence franchise is a serious commitment—but it's also a clear, proven path to building something of your own. You'll be stepping into a fully developed business model, with real-world systems, hands-on training, and ongoing support designed to grow with you.

The total investment will vary depending on how you launch. Some owners start lean—with a truck, tools, and a garage-based operation. Others come in ready to build out a full team from day one. Our system is designed to work either way, which is why the startup range can flex to fit different markets and setups.

Here's what to expect:

Initial Franchise Fee:

\$45,000

Training & Launch Support:

\$15,000

Total Startup Investment Range:

\$155,000 – \$625,000

Net Worth Requirement:

\$750,000

Liquid Capital Requirement:

\$250,000

Minimum Owner Contribution:

At least 25% of the total investment

This investment reflects what it takes to build a real business—with the support, tools, and brand to help you grow it with confidence.

Your investment includes everything from hands-on training and operational setup to marketing support, access to our full system of playbooks and tools, and the backing of a nationally recognized brand. Whether you start small or scale fast, you'll have what you need to succeed.

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. We will not offer you a franchise unless and until we have complied with applicable registration and disclosure requirements in your jurisdiction. Contact SWI Fence Franchise, 6150 W Yellowstone Hwy, Casper, WY 82604, or email info@swifencefranchise.com to inquire and request a copy of our FDD.

What Your Investment Really Covers

In-Depth, Hands-On Training

You won't just sit in a classroom. You'll train in the field and in the office, side-by-side with people who've done this work for years.

Ongoing Coaching and Support

Questions don't stop after launch, and neither does our support. You'll have direct access to experienced operators who've been where you are.

Full Online Learning System

A searchable, ever-growing library of videos, walkthroughs, and SOPs—so you always have answers at your fingertips.

Proven Business Systems

Tools and playbooks that take the guesswork out of quoting, scheduling, team management, and more.

Marketing Setup and Support

A strong local website, SEO tools, and ready-to-run ad campaigns to help you generate leads with confidence.

Professional Brand Library

A library of brand assets for use in truck wraps, uniforms, yard signs, and branded templates that help you show up like the pro you are.

We are in Your Corner

We're not just handing you a name. We're backing you with the experience and tools you need to build something that lasts.

**When you join SWi, you're not just getting a brand.
You're getting a team that knows what it's like to start
from scratch—and knows how to help you succeed.**



Why You Can Trust This Model

Built in the field. Backed by real-world experience.

Look—before we were a franchise, we were a fence company. Out there every day with crews, customers, and jobs that didn't always go as planned. We've made mistakes, learned hard lessons, and slowly built something solid—something we're proud of.

This franchise model wasn't created in a boardroom. It was built one job at a time, tested in the real world, and refined over years of doing the work ourselves. What we're offering isn't theory—it's a system that works, because it had to.



If you're ready to build something real, we're here to help you do it—with systems that work and support you can count on.

What We've Built So Far

30+ years of hands-on fencing experience

Thousands of fences installed across all kinds of terrain

Millions of views on the most-followed fence channel on YouTube

Multiple successful locations operating under the SWI name

Systems and tools built by fence pros who've been through it—not consultants or investors

What You Can Count On From Us

We'll train you hands-on—before you start, and long after

We'll give you real tools, real support, and honest advice

We'll keep improving based on what actually works in the field

You're part of the SWI team, not just a number

We'll remember what it felt like to be just starting out—because we've been there

Next Steps

Ready to build something that lasts? Let's talk.

If what you've read so far feels like a fit—if you're ready to lead, willing to learn, and want to build something real—we'd love to hear from you.

Start by filling out the interest form at SWiFenceFranchise.com.

No pressure, no sales pitch—just a straightforward way to see if this opportunity is the right fit for you.

We're intentionally limiting how many franchises we launch at once, because we're committed to supporting each one the right way. So if this opportunity feels right, don't wait.



A Note from Mark

When we started building fences, we had no idea it would lead to this—but we knew we wanted to do things the right way, and treat people right along the way.

That's what this franchise is built on. Not hype. Not shortcuts. Just solid systems, real training, and people you can count on.

If you're serious about building a business you can be proud of, we're serious about helping you do it.

Mark Olson, Founder, SWi Fence



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