



# RISE X FLOOR COVERINGS INTERNATIONAL

Supporting a Flooring Franchise's Growth with Flexible Space Solutions

Paul Nichol, a seasoned professional with over 25 years of experience in manufacturing and operations, transitioned to entrepreneurship through a flooring franchise. Operating in the Twin Cities, Minnesota, Paul needed a functional and scalable space to launch his new business effectively.



# CHALLENGES

## Finding the Right Space

Paul faced significant difficulties locating a commercial space that met his unique needs, including: a combination of office and warehouse space, the ability to unload full-size semi-trailers, a short-term lease to minimize long-term commitments, and proximity to his territory's center.

## Navigating the Market

The local commercial real estate market offered limited options, with most spaces requiring long-term leases or extensive renovations. Many options were either too large, poorly maintained, or inconveniently located.

## Startup Pressures

As a first-time business owner, Paul was managing numerous responsibilities, including prioritizing tasks, selling products, and learning the flooring industry.

# FINDING RISE

Initially relying on LoopNet, Google, and a local real estate agent, Paul struggled to find suitable options in the competitive Twin Cities market. Most spaces required long-term leases, significant renovations, or lacked essential features.

During his search, Paul discovered RISE Commercial District. Paul was drawn to its offerings, which aligned with his requirements. Paul discovered a flexible space provider that addressed his needs.

The facility offered:

- Modern, clean spaces with the potential to scale as his business grew.
- Amenities like conference rooms, security cameras, and a forklift.
- A convenient location near major highways and residential areas.
- A one-year lease, aligning with his need for flexibility.

# THE BUSINESS JOURNEY

As a new franchise owner, Paul faced several challenges:

**Prioritizing Tasks:** Transitioning from corporate life to business ownership required Paul to juggle numerous responsibilities, from sales and operations to learning about flooring products. He found it difficult to determine which tasks to prioritize, especially given the steep learning curve.

**Sales and Product Knowledge:** Paul's immediate need to generate revenue meant taking on the role of salesperson, despite his limited knowledge of flooring. This aspect of his role presented the biggest hurdle as he navigated client interactions and product sales.

Despite these challenges, Paul's enthusiasm for his new role is exactly what he found in the other tenants at the RISE facility where the excitement and collaboration made the experience even more fulfilling.



## BUSINESS IMPACT

RISE played a crucial role in helping Paul establish his business by providing a functional, professional environment tailored to his needs. Key benefits included:

**Efficiency:** The turnkey nature of the workspace allowed Paul to focus on building his business rather than managing extensive renovations or setup tasks.

**Convenience:** The amenities provided, such as the forklift and conference room, streamlined operations and enhanced the professional image of his business.

**Scalability:** The ability to transition to a larger space within the facility gave Paul peace of mind and room to grow his business without significant disruption.



Paul Nichol's transition from corporate life to franchise ownership highlights the challenges and rewards of entrepreneurship. RISE provided the foundation for his business by delivering a flexible, well-equipped space that met his immediate needs and supported his growth ambitions.

Inspired by Floor Coverings  
International's success story?  
Get in touch with us to start your journey.



## contact

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