

**HouseMaster**<sup>®</sup>  
a Neighborly company

# Your Premier Franchise Opportunity Is Right Here

| TAKE A CLOSER LOOK







# Calling All Property Lovers, Real Estate Novices & House Hunters: Your Franchise Opportunity is Finally **Here**

## WHAT'S HOUSEMASTER ALL ABOUT?

Providing the industry-leading experience in home inspection services since 1971, HouseMaster is far and away the premier brand in the field. We've helped millions of home buyers and sellers make informed decisions by consistently offering the highest rated inspections in the category. We know first-hand that home is where the heart is – our franchise owners ensure it every day.

1

### OWN AND GROW AN IN-DEMAND BUSINESS

Home inspection has become a standard part of home buying and selling. 77% of homes sold in the U.S. involve home inspection.<sup>1</sup>

2

### JOIN A TEAM THAT FEELS LIKE FAMILY

Rely on the backing of the premier franchise brand in the home inspection industry that never loses sight of the family-style culture it was founded on.

3

### LIVE YOUR DREAM OF BUSINESS OWNERSHIP

Take a much-needed step away from employment and reclaim control of your professional life with an easy-to-follow blueprint for business.

# The Most Exciting Opportunity You've Never Considered—Until Now

We know what you're thinking: *I don't know anything about home inspection.* Many of our current franchise owners thought the same thing.

## **We inspect. We don't appraise, repair, maintain**

**or replace.** We educate our customers about the home's condition and how to maintain their home so that every buyer or seller can include those factors in their home purchase decision. And we train our franchise owners to do it with confidence and compassion.

**You don't have to be Mr. Fixit** or a home improvement reality show host to break into the home inspection industry. The beauty of our business is that, while critically important to home buyers and sellers, it runs on a relatively simple executive ownership model. With a strong background in business, sales or marketing, you'll fit right in.

*"If you have good customer service and marketing skills and experience, you can make it in this business. The trade can be taught."*

### **KATHY HORSTMAN**

HouseMaster Franchise Owner  
Sioux Falls, SD

THE OPPORTUNITY

THESE WILL COME IN  
HANDY DOWN THE ROAD

## **\$293,779 Average Gross Sales<sup>2</sup>**

\$288,469 average gross sales for 2-unit and  
\$180,497 average gross sales for 1-unit  
franchised business owners

## **#1 in Franchisee Satisfaction in Our Industry**

According to surveys by Franchise  
Business Review

## **92% Customer Satisfaction**

The highest rating in our industry,  
per NetPromoter





# Take Note of These Exclusive Business Benefits

Whether you're already a home inspection expert or you've never even considered the need for the service, the HouseMaster franchise opportunity is packed with undeniable benefits that check all the right boxes.

BENEFITS



## LOW COST OF ENTRY

**\$61,100 – \$107,650<sup>3</sup>** estimated initial investment, training and support included. The lowest startup cost in the Neighborly® family of brands.



## A LONG-TERM OPPORTUNITY

**20%** of franchise owners have been with HouseMaster for over 20 years, **22** HouseMaster locations are 2nd generation.



## LOW OVERHEAD, NO OFFICE SPACE REQUIRED

Owners can work from anywhere in this home-based, executive model business. While many grow to hire additional inspectors, a single employee can easily handle two inspections a day, five days a week.



## EASY-TO-IMPLEMENT BUSINESS MODEL

No accounts receivable, no inventory, no prior industry experience necessary. We'll provide you with a clear roadmap so you can make the most of your opportunity.



## ROOM FOR GROWTH

Though many owners start out doing inspections themselves in a single territory, **60%** of franchise owners have bought additional territories and moved toward executive ownership.



## TECHNOLOGY-MINDED

Our franchise owners have access to powerful inspection tools, leading assessment offerings, an advanced client communication platform and currently-in-development data visualization tools.

## YOU MIGHT WANT TO TAKE A LOOK AT THIS:

The home inspection industry is projected to **grow by double digits through 2026!**<sup>1</sup>



# Build a Home Inspection Business with Heart

The culture and camaraderie at every level of the HouseMaster franchise system are part of what makes franchise owners want to stay with us for years.

**We go above and beyond for aspiring business owners** looking for a sturdy foundation they can build their future on. Since our founding, we've prioritized the people that make our business successful. We've established a community of support that reaches from corporate to franchise owner to employee. It's helped us create the most desirable franchise opportunity in our industry.

**Customer service drives everything we do.** We strive to make the home buying experience as worry-free as possible for them. The people we work with are often on the cusp of taking the biggest financial risk of their lives. Helping put them at ease through attention to detail, genuine compassion and consummate professionalism is the why behind everything we and our franchise owners do.

## We Are Neighborly®

With nearly **40 years** of collective experience, **16 leading franchise brands** and over **3 million customers worldwide**, Neighborly proudly empowers a network of **4,000 franchise owners** to achieve their entrepreneurial dreams through unmatched business opportunities with attractive benefits.

- **Values-driven support network**
- **Cross-marketing potential**
- **Rapid launch process**
- **Valuable customer base**



*During discovery, a woman came up to us before the meetings and introduced herself as Kathleen. She was so down-to-earth and genuine. And after we left the hotel and entered our first meeting of the day, they introduced her as the President of the company. That's how I knew this was the right decision."*

### **EDNA PETERSON**

HouseMaster Franchise Owner  
Indianapolis, IN

# You're Not In This Alone

As a HouseMaster franchise owner, you'll have a leg up on competitors and friends in all the right places. Our approach to franchise support gives you access to powerful tools and training so you can feel confident through every step of your business ownership journey.

## SURE START TRAINING

Our Sure Start program takes you through classroom-style sales and marketing training and hands-on home inspection instruction, so you know how to manage every aspect of your business

## STAYING CONNECTED

Get ongoing training and guidance from a dedicated Franchise Business Coach, and strategize with other accomplished HouseMaster franchise owners at regional and national gatherings and workshops.

## FINDING THE RIGHT PEOPLE

Take advantage of a third-party, industry-leading hiring and onboarding platform to find credentialed home inspectors when you're ready to grow your team.

## MARKETING SUPPORT

Print and digital marketing collateral and innovative implementation strategies help boost your visibility among real estate professionals and home buyers and sellers alike in your community.

## HELP FROM OUR FRIENDS

A family of key partnerships inside and outside the Neighborly family helps grow our reputation as the best provider of home inspection services in the country.



# Do You Check Our Boxes?

HouseMaster brings together franchise owners from a range of diverse career backgrounds, but they all share a few common traits. Do you have the right stuff?

OWNER REQUIREMENTS



## BUSINESS ACUMEN

Running a franchise requires skill, experience and knowledge related to the various facets of business, especially sales and marketing. You don't have to be a proven all-around business expert, but the more experience you have, the better.



## BEDSIDE MANNER

What we do is driven by care. We need owners who find joy in building and maintaining relationships and approaching fellow franchise owners, local real estate professionals and every customer with compassion.



## LOVE OF ALL THINGS HOME

Everyone in the HouseMaster system is motivated by a strong interest and sometimes inexplicable love for the design, architecture, structure and maintenance of a home. We love houses. And we think you should, too.



## AND THE REQUIRED FINANCES

**\$42,500**

initial franchise fee

**\$30,000**

in available liquid capital

**\$100,000**

minimum net worth

**\$61,100 –  
\$107,650**

estimated initial  
investment range<sup>1</sup>

**\$6,000 OFF**

initial franchise fee for  
qualified Veterans

# We're Happy We Found You

We have prime territories still available nationwide, but they're going fast. Take a step toward the lifestyle you deserve with a HouseMaster franchise opportunity.

## Mark Elson

Director of Franchise Development

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1. Reported by Bureau of Labor Statistics

2. Figures represent the total average gross sales and median sales for 237 franchised businesses (ranging from 1-unit and up to 5- or greater unit franchised business owners) open and reporting between January 1, 2021 and December 31, 2021. See Item 19 of the HouseMaster 2022 FDD for full details..

3. Figures represent the estimated initial investment range for a single territory. See Item 7 of the HouseMaster 2022 FDD for more detailed information.

This advertisement should not be construed as an offer to sell any HouseMaster franchises. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document.

