

TAKE CONTROL OF YOUR LIFESTYLE

Own America's trusted
handyman franchise.



a neighborly company

HOMEOWNERS NEED A HERO

Since 2000, Mr. Handyman franchise owners have been orchestrating their own teams of handyman “heroes” in communities across America. Today, the Mr. Handyman brand is *the* modern-day handyman solution for tens of thousands of customers per year, catering to a growing population of aging Baby Boomers, coming-of-age Millennials, and every maintenance-minded homeowner in between.



‘Handy’ Is Not Hereditary

As it turns out, DIY know-how hasn’t carried over to younger generations as it has in the past. Dad is no longer the family handyman; instead, time-starved Americans are eagerly seeking a trusted, professional handyman service to tackle their “honey-do” list.

A Model That Makes Sense

NO TOOLBELT REQUIRED

As a Mr. Handyman franchise owner, you won’t be the one wearing the toolbelt, but you will get to wear a variety of hats: marketer, relationship builder, team leader, CEO.

AN EXERCISE IN CONTROL

An executive ownership model, Mr. Handyman allows former corporate warriors like you to take back control of your lifestyle, your professional longevity, and your income potential.

LEAD TEAMS, SOLVE PROBLEMS

Problem solving is at the heart of what you’ll be doing as a Mr. Handyman franchise owner – for homeowners in your community, for the team you’ll be leading, and for your own personal fulfillment.

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Part of being a business owner is the impact you can make on the community, and the impact you can make in the lives of your employees.

BOB SKIDMORE

Franchise Owner, Wichita, KS



THE HARD-HITTING NUMBERS

Mr. Handyman has established an industry-leading home maintenance service brand with national reach and recognition. *But what does this mean for you?* When you're assessing any business opportunity, the associated numbers need to make sense – for your investment and for your lifestyle – today and well into the future.

AVERAGE GROSS SALES BY OPERATOR IN 2021¹

\$423

Average gross sales
per job

\$586

Average gross sales
per job (for top 25%)

\$709

Average gross sales
per job (for top 10%)

100 Million+

U.S. CUSTOMERS WHO NEED
HELP WITH "TO-DO" LISTS

61.5%

AVERAGE ANNUAL REVENUE
FROM REPEAT CUSTOMERS²

RECESSION-RESISTANT

Regardless of season or economy, things break,
and need to be fixed

MARKETING-DRIVEN

Direct-to-consumer, no cold calling

SIMPLE OPERATIONS

Few moving parts, low overhead, minimal office space

PRIME TERRITORIES

Room to grow with protected territories nationwide

WORK/LIFE BALANCE

Family-friendly work week, no on-call or emergency work

PROTRADENET® BUYING POWER

Price breaks from 200 suppliers; \$4M annual
Neighborhood-wide rebates

THE NUTS & BOLTS OF THE BUSINESS

CUSTOMER BREAKDOWN

~80% residential handyman work

~20% commercial handyman work

GENERAL SERVICE VERTICALS

- Trim work
- Small plumbing and electrical
- Tile fixes
- Room painting
- Furniture assembly
- Hang pictures, curtains
- Door and window replacement

SPECIALIZED SERVICE VERTICALS

- Drywall repair
- Crown molding installation
- Tile and grout work
- Basic carpentry work
- Remodels e.g. kitchen
- And more



Your Services are Customizable

Another advantage to the Mr. Handyman model is the fact that your service offerings are customizable to your comfort level. You may continue hiring “generalists” to accomplish a higher volume of smaller jobs, or you may diversify by hiring specialists to tackle more sophisticated, time-consuming work.

The Competition Can't Compete

Regardless of the services you choose to offer, your Mr. Handyman franchise will always stand out from the competition. From the first phone call with a knowledgeable customer service professional, to the tech who shows up in a brightly branded red van with collared shirt and ID badge, to the follow-up call to ensure satisfaction – we create a customer *experience* – one that many customers are eager to repeat. A 100% workmanship guarantee doesn't hurt, either.

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Marketing is the reason you buy a franchise – when someone goes to look for us, they find us. Basically, we opened our doors and the phone started ringing.

GREG KEMP

Franchise Owner, Ann Arbor, MI

SUPPORT THAT'S SECOND TO NONE

One of the best things about franchise ownership is the ability to be in business for yourself with the backing of an experienced franchisor and a network of seasoned, helpful fellow franchisees.

A SURE START OUT OF THE GATE

Our Sure Start training is a six-week program combining classroom-style business operations, sales, and marketing training. You won't be swinging a hammer, you'll be running a business, and we'll ensure you know how.

POWERFUL PROPRIETARY TECHNOLOGY

Our custom business management software simplifies your day-to-day administrative duties. It's an all-in-one system for job estimates, tracking leads, assistance with leadership, workplace culture and more.

BUILDING A STRONG TEAM

Your people will make all the difference in your business. A third-party, industry-leading hiring and onboarding platform helps you find the right people to deliver quality services in your community – the Mr. Handyman Way.

MAKING THE PHONE RING

In addition to your local marketing efforts, we keep the national marketing engine running on your behalf, with a hyper-focus on digital ads that continuously raise awareness and drive leads to your business.

STAY CONNECTED

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



WHAT IT MEANS TO BE NEIGHBORLY

Neighborly is the guiding force behind the world's largest and fastest-growing family of premier home services brands. Over 10 million customers worldwide have been proudly served by a Neighborly brand.

With the largest national home services customer base in the industry, our franchise owners have the potential to cross-market to customers of the other Neighborly brands in their area.

Our more than 40 years of collective experience in the home services and franchise industries have empowered a growing network of like-minded entrepreneurs to achieve their dreams of business ownership and a more flexible lifestyle with our 29 award-winning brands. From plumbers to painters and everything in between, no one knows the Home Service Industry better than Neighborly.

MR. HANDYMAN IS PERFECTLY POSITIONED

Of all the Neighborly brands, Mr. Handyman offers the widest breadth of service offerings which allows us to serve two helpful functions:

1. We are able to handle jobs that may not warrant trade expertise.
2. We are often first to identify when a job does go beyond our skillset and happily refer that business to the appropriate Neighborly brand.

Unmatched Strategic Support

As a franchise owner, you're not only joining the supportive Mr. Handyman franchise system, you're welcomed into the Neighborly family of highly-respected franchise brands that all share the same end-customer.



WE'RE NOT LOOKING FOR HANDYMEN

We're looking for *business owners*. Our current franchise owners come from a variety of professional backgrounds, but all have solid business acumen, relationship- and team-building experience, and the ability to be the face of the business from a sales and marketing perspective.



A Desire for Control

A common thread among Mr. Handyman franchise owners is the desire to be in control of their lifestyle, schedule and income potential. This type of control is uncommon in Corporate America.

A Passion for Problem Solving

By nature, our franchise owners have a penchant for problem solving – a natural parallel to fixing things. They enjoy the satisfaction that comes with a job completed, something crossed off their customer's to-do list.

THE NUMBERS INVOLVED

\$50,000
IN AVAILABLE LIQUID CAPITAL

\$250,000
MINIMUM NET WORTH

\$117,500 – \$154,100
ESTIMATED INITIAL INVESTMENT RANGE³

15%
OFF INITIAL FRANCHISE FEE
FOR QUALIFIED VETERANS



CONTROL IS WITHIN REACH

A Mr. Handyman franchise might be the lifestyle fix you've been looking for. Prime territories still available nationwide. Let's find out if we're a good fit.

Emmanuelle Hardy

Vice President Franchise Development

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[FRANCHISE.NEIGHBORLY.COM/MR-HANDYMAN](https://franchise.neighborly.com/mr-handyman)



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1. Refer to Item 19 of the 2022 Mr. Handyman Franchise Disclosure Document. Of the 262 operators who reported Gross Sales per job for all 12 months of 2021, 48.9% achieved or exceeded the stated average sales per job results listed. New franchisees' individual financial results may differ from the results stated herein. 2. The 2021 average and median percentage of jobs performed for recurring customers versus the percentage of jobs performed for occasional/new customers, by 235 franchised businesses that reported Gross Sales during the entire Reporting Period ("Reporting Businesses"). 3. Refer to Item 7 of the 2022 Mr. Handyman Franchise Disclosure Document for full details.

This advertisement does not constitute an offer of a franchise. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Franchises may not be available in all states. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY. MN Reg. File No. 4075.

Neighborly, Mr. Handyman, 1010 N University Park Dr, Waco TX 76707