

FRANCHISE ALERT #2: HOME SERVICES

OWNER'S ROLE: Manage-the-manager (semi-absentee) or Owner/Operator

SKILLS REQUIRED:

Manage-the-manager model: People management, business acumen, team leadership

Owner/operator model: initiative, follow through, people skills, eagerness to learn and implement the franchise's blueprint for success

NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED! Franchisors are looking for your business SKILLS, NOT your knowledge. Training about business is provided.

UNIQUE CHARACTERISTICS:

In-demand services for homeowners with mid to upper-level incomes

Homes are most people's biggest investments

Market conditions are **EXCEPTIONALLY GOOD** for home services

Franchisors EXCEL in **MARKETING** and **TECHNOLOGY**

Fragmented industries with independent mom-and-pop owners, i.e., no national competitors

Continued tight real estate market + work from home = fix up and stay put

MINIMUM FINANCIAL REQUIREMENTS:

\$100K - \$250K + non-financed liquidity

\$150K - 500K + Net Worth

Good credit score 700





HOT HOME SERVICES: painting; roofing; insulation; gutters; pressure washing; chemical treatment of lawns; pest control; outdoor, landscape, and holiday lighting; residential cleaning; garage doors; garage floors; sprinkler systems; handyman services; cosmetic renovation for real estate sale; kitchen only renovation; bathroom only renovation; window replacement; window treatments; flooring; pool cleaning and repair; plumbing; drain installation and on...

HOT MARKETS: Across North America

NEXT STEP: 3 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
 - Follow **Select Franchises** on [LinkedIn](#) and on [Facebook](#)
 - Send me a friend request on [Facebook](#)
 - Subscribe to our [Youtube](#) channel
 - Be informed on [Instagram](#) and [Tweet](#) me your questions

It's my pleasure to provide insightful economic data and information to you about [home services franchises](#)!



Anna Wilds, CFE
Certified Franchise Executive
Franchise Economist and Elite Franchise Advisor

Learn. Launch. Live Your Dreams.



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