

How To Win At Home Service Franchise Ownership

With lower startup costs, ongoing demand and an easier barrier to entry, home service franchising appeals to aspiring entrepreneurs from all walks of life and backgrounds.



My name is [Chris Seman](#), and I am the current President of Strategic Franchising Systems (SFS). I first entered the franchising space back in the early 2000s while working as a business coach for a handyman concept. Right away, I loved helping others achieve their entrepreneurial dreams, and it proved to be a fulfilling career. I learned what makes a small business owner tick and the key dynamics of what makes a good business – what metrics to focus on, the business practices to employ and the successful behaviors that translate to winning as an entrepreneur.

Over the past two decades, seeing others achieve entrepreneurial success and helping families all over the United States has become my passion. As a franchisee, you are still 100% an independent business owner, controlling your own destiny, but you also get incredible training and proven operating and marketing systems out of the gate – a solid safety net and risk reduction. You can follow top performers' mindsets, habits and work ethic to build an incredible business to whatever size best meets your goals and lifestyle. It's your choice and responsibility. When I joined the SFS family, I knew I was witnessing something special. Business owners tend to be a very limited audience – you need good capital, resources, and training to succeed. That is why the average middle-class person who has had a standard career can't always find and fund a franchise business. But all of the Strategic Franchising concepts are very affordable and different. That opened up the dream of business ownership to a lot more ordinary people. That got me excited about the company and extending our SFS family.

Since day one, SFS has been creating and offering affordable franchise business models and proven systems to franchise owners. That has allowed the company to establish itself as a top choice for entrepreneurs, with five exciting franchise brands to explore in some of today's hottest industries.

In this white paper, you will learn all about the benefits of franchising, our training and support, our low start-up costs, our Winner's Circle program, our recession-resistant business models and more. But really, this is meant to be a resource for anybody who is interested in learning what the franchise business model is all about. We are so happy that you have taken this important step on your journey toward achieving your own personal entrepreneurial dreams. We hope to hear from you soon.

Sincerely,
Chris Seman

“

That is why I've fallen in love with franchising. It is truly a unique business platform and an opportunity to have a significant impact on hundreds of people.”

Chris Seman, Strategic Franchising President



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How To Win At Home Service Franchise Ownership

With lower startup costs, ongoing demand and an easier barrier to entry, home service franchising appeals to aspiring entrepreneurs from all walks of life and backgrounds.

The American dream, for many people, includes owning and running their own business, and the franchise business model is a tried-and-true pathway to achieving that dream. But not all franchise opportunities are created equally. In today's post-pandemic landscape, for example, the service industry is set to dominate the economy, with people increasingly moving away from brick-and-mortar retail shopping. As people spend more time and money at home, and as the real estate market continues its meteoric rise.

Now, the home services sector is emerging as a leading franchise sector, with general interest in franchising growing alongside it.

The COVID-19 pandemic was a huge wake-up call for millions of people. It forced them to stop and reflect on their lives, and many realized that they weren't fulfilled with what they were doing professionally. They craved to be more in control and make a real difference and discovered that franchising is a great vehicle to help them take the leap and finally do what they love. By joining a service franchise, like those managed by consulting entity Strategic Franchising Systems, prospects are increasingly realizing they can take greater control over their destiny and achieve their dreams of successful business ownership.

So, for entrepreneurs looking to get started, what are some of the key advantages to buying a home services brands?



The home services industry is valued at \$506 billion and expected to see 53% growth by 2024.*

*According to Angi

#1

Home Based Businesses Are Recession-Resistant Industries

Franchise service brands are well-positioned for both good times and bad.

No matter the economy, people need to always care for their homes. These services aren't discretionary. The needs are never-ending. That allows prospective business owners to fulfill their dreams and lifestyle goals regardless of the economy.

Franchise service brands are well-positioned for both good times and bad. No matter the economy, people need to always care for their homes. These services aren't discretionary. The needs are never-ending. That allows prospective business owners to fulfill their dreams and lifestyle goals regardless of the economy.

For example, more seniors are looking to age in place, making senior-focused home maintenance franchise TruBlue a great business to own in the \$97 billion senior care industry. Similarly, the senior home-relocation and estate sales concept Caring Transitions allows those seniors to relocate efficiently, which is also tremendously in demand. With the nationally recognized painting franchise Fresh Coat, people are working on their homes and looking for painting services, which is why the painting industry alone is worth a whopping \$212 billion.



All of these segments lead back to the overall demand for services in general. With very low unemployment, people are busy, and home service businesses allow them to free up their personal time by hiring others to handle this type of work.

Home service concepts also appeal to a broad demographic, allowing franchisees to tap into even more of this market share. The Baby Boomers have always been a do-it-for-me generation, and now they need these services more than ever. Millennials and Gen Z have also traditionally hired out for the services they don't want to do.

By providing an elevated experience for customers across an array of sectors within the booming home services industry, franchisees can fill a void in the segment and occupy a lucrative niche in their local market.

So long as franchise owners are passionate about the quality services they offer in their communities, the demand will always be there, regardless of the economy.

#2

Home Based Businesses Are Affordable

Many home service brands are home-based or mobile businesses to start, which allows owners to keep operating costs significantly lower than those of competitors. There are none of the brick-and-mortar start-up costs that make franchising unrealistic for average, middle-class Americans. Home service brands have a low break-even point because they don't have those upfront expenses. That allows for a quicker path to positive cash flow and profitability, opening up business ownership to many more people.

Franchisees can also keep the ongoing costs of maintaining and running the business down with minimal staffing requirements, simplified operations and quick ramp-up times.

For example, the costs associated with starting a franchise will vary across the five SFS concepts, but all offer competitively low initial investment requirements, ranging from \$40,000 to \$202,000.





Total All in Investment Ranges (as of 2022)



\$58,912 to \$82,712
Including A Franchise Fee Of \$44,900



\$65,050 to \$91,400
Including A Franchise Fee Of \$44,900



\$53,850 to \$76,750
Including A Franchise Fee Of \$44,900



\$42,500 to \$202,000
Including A Franchise Fee Of \$42,500

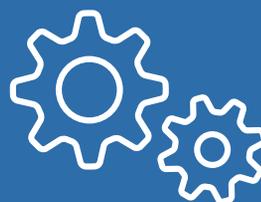


\$42,000 to \$63,900
Including A Franchise Fee Of \$27,900

#3

You Gain Access to a Larger Training/Support Team

While providing the independence of being a small business owner, you also gain access to a larger training and support team by franchising – the best of both worlds. You are still 100% an independent business owner, controlling your own destiny. But with a good franchise system, you get incredible training and proven operating and marketing systems out of the gate – a solid safety net and risk reduction.



Some of the resources franchise owners can expect include:

- Ongoing national branding efforts
- Turnkey local marketing campaigns
- Enhanced social media
- Search engine exposure
- Engaging print and collateral materials
- Immediate ROI analysis of lead generation strategies
- Exclusive proprietary technology
- Personalized business coaching with regular assessments
- 24/7 access to industry experts
- Ongoing training classes and industry-centric seminars
- Networking with owners in the system
- ... and more!



#4

Recurring Revenues and Referrals

Home service businesses are all about long-term relationships with customers and referral sources to produce long-term, recurring revenues. It makes no sense to launch a transaction-oriented business. Real revenue is in the relationships. Real wealth and success come from repeat customers and referrals that generate recurring revenue and more predictable cash flow.

Many home service business models focus on those attributes. For example, TruBlue Total House Care provides subscription-based home services for two booming markets of seniors and busy families. Referrals keep coming from Realtors, local in-home senior care companies, and national accounts with national brands like Right at Home, Comfort Keepers, and Helper Bees.

Caring Transitions is helping families multiple times throughout various life events to declutter, downsize, help seniors relocate and ultimately hold estate sales (both online and on-site). Referral sources such as Realtors, assisted-living communities and elder care attorneys provide an endless stream of new clients.



#5

A Fulfilling and Passion-Driven Opportunity

The home service sector also lends itself to passion-driven opportunities. As opposed to some other sectors, these are fulfilling endeavors that give franchisees a higher rate of return on their emotional investment. Work is giving back to you and fulfilling you instead of taking from you.

Plus, the service sector allows you to create the environment and culture that may be lacking in your current position. Instead of having to do things the exact way each time, franchise owners have the success guidelines but can bring their own personality and creativity to adapt the business to be better suited for their community.

For example, the Fresh Coat brand participates in the Fresh Coat Cares program to provide painting services to in-need community members. Caring Transitions hosts the Caring For A Cause initiative, where franchisees can support local non-profit organizations and community causes.

#6

Proven Business Models in Place

Small businesses and franchising, specifically, are all about overcoming struggles. You can hire for your weaknesses and supplement your strengths, but you still have to have that passion and drive to win every day.

For example, Strategic Franchising Systems has been creating and providing franchise business models to help people make their dreams come true for over 30 years. All franchisees have to do is follow the blueprint.

Everybody wants to come into a system and put their own stamp on it, but in the first year, you should focus on serving your community. Franchisors have created a system based on best practices, and you can avoid many common mistakes if you just follow that. It may not make sense to you immediately, but they have already connected the dots. The longer your business is open, you can make those tweaks, but you will see how critical those fundamentals are for defining the business.



If you look at the common traits of successful franchisees, it is all about two things:

- Being able to follow a system
- Being persistent

You need confidence in the business model and an internal drive to succeed and come up with solutions.



#7

Complete Control with No Experience Necessary

Franchising can be an attractive investment for experienced executives, prior business owners, retired military professionals, and individuals with various life experiences with the proven leadership skills needed. There is no need to be a home expert – you just need leadership skills, a commitment to success and a willingness to trust the franchisor's guidance.

At SFS, for example, the system includes a uniquely diverse group of franchisees, with Veterans, women and those from underrepresented communities. Owners come from all types of industries and backgrounds, whether it be tech, consulting, teaching, manufacturing, construction or working for the state.

Most entrepreneurs start businesses, including franchises, because they want freedom of time and schedule to have the flexibility to work when they want. They also want the freedom to make as much money as possible by providing excellent value to customers. They want the freedom to pursue their purpose and passions to make a real difference. And lastly, they



want the freedom to work with people they like and respect, such as employees, vendors and customers. They get to set the rules of the game.

The beautiful thing about franchise ownership and the service sector is that you can determine your own success. No one can tell you otherwise. You can hire who you want and create your own culture, and there is so much room for you to grow with support all along the way.



You can execute your vision and reap the rewards using a proven business model that can be launched relatively quickly for a low investment.



#8

Established Brand Recognition



Strategic Franchising:

695 | Total Number of Units
653 | Total Franchisees

Caring Transitions

255 | Total Number of Units
263 | Total Franchisees

Growth Coach

52 | Total Number of Units
43 | Total Franchisees

Fresh Coat

174 | Total Number of Units
147 | Total Franchisees

Pet Wants

142 | Total Number of Units
121 | Total Franchisees

TruBlue

72 | Total Number of Units
79 | Total Franchisees

Owning a franchise provides national brand power and turnkey marketing campaigns, so you don't have to spend your time building awareness and creating a marketing plan for your business. This, along with established vendor relationships, ensures a much faster ramp-up time and a surefire way to avoid many common pitfalls first-time business owners fall into.

In addition to ongoing operational and marketing support, owning a franchise provides the opportunity to collaborate and network with other franchise owners. Franchising is the original outsourcing – when you start with the brand, you will meet all these people with systems knowledge, best practices and problem-solving skills. You need to be willing to interact and participate with other owners. The top performers are usually those looking to learn from other franchise owners.

By joining a multi-brand company like Strategic Franchising Systems, franchise owners can leverage a uniquely robust franchise system by reaching out to owners of other brands for cross-brand promotions and referrals. If a Caring Transitions franchise owner has a client that needs a home painted, they can call a Fresh Coat franchise owner in the local market. Reaching out to other franchise owners helps you get fast revenue traction and learn to become strategic business owners to achieve greater success and personal balance.

#9

Equity for the Future

When it comes to franchise ownership, the reward isn't just immediate. It also creates a pathway to long-term, multi-generational wealth. People often invest in a business for income replacement, but if you have a business that is doing well, you are building an asset on top of that. If you stay in your corporate job, there is no asset. You can always sell the business later and build that equity for your future.



Remember: we live in a land of equal opportunity, not equal results.

The level of success achieved always comes down to the individual – the franchise owner – and how open they are to being coached and their personal drive, focus and what lifestyle they strongly desire for themselves and their family. All these personal variables and more determine the business size they build. Ultimately, a franchise owner gets the choice and right to determine how smart and hard they work and how much they want to make. It's up to them, as it should be.



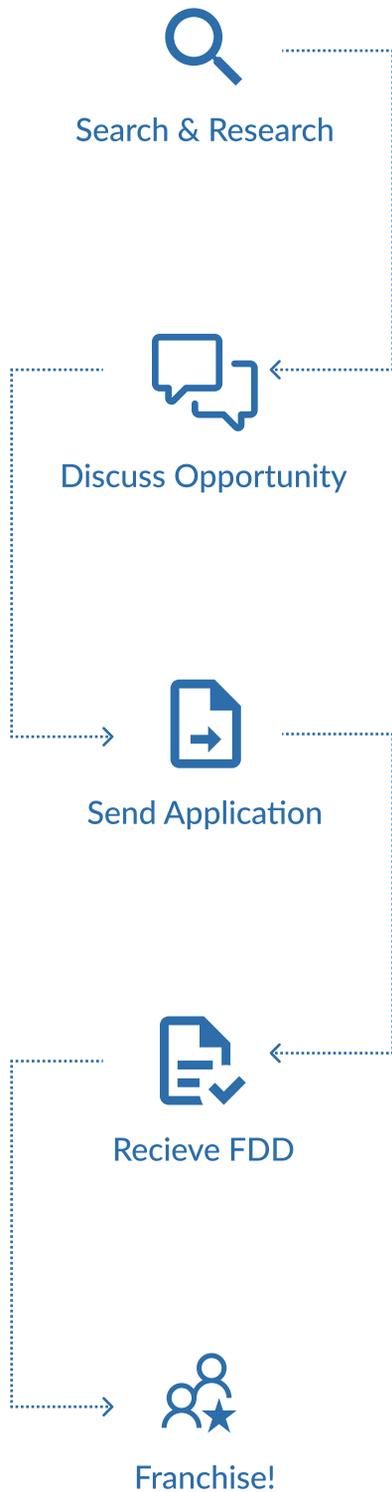
#10

Getting the Process Started

Before investing in a franchise, prospects will need to go through the due diligence process and make sure they have the info to make the right decision.

After completing a general search to identify franchises that may be of interest to you, it is time to dig in to learn everything you can about each one. There are several research resources available to candidates, including a brand's franchise website, reputable business publications like The Wall Street Journal, Inc., Fortune, Business Insider and Entrepreneur, as well as franchise-specific sources like 1851 Franchise, Multi-Unit Franchisee Magazine, Franchise Times or the International Franchise Association.

Once you have had the opportunity to discuss the opportunity with the franchisor and you've both decided it seems like a mutually beneficial partnership, you'll fill out an official franchise application or request for communication (RFC). In response, they'll send you a copy of their Franchise Disclosure Document (FDD), which is packed with information on every facet of the opportunity – which can make it a little overwhelming. You may look it over with an experienced franchise lawyer and accountant to ensure you're clear on the details.



When it comes to what to look out for in the process, franchise owners need to be passionate about the business they are investing in and should come to the table with strong personal goals in place. Everyone has a different expectation of what they want out of a franchise, so it is important franchise owners know what that is upfront so the franchisor can focus on providing a roadmap that will make that more likely. You should picture the future you want and work backward from there. All that matters is the decisions you make based on the data you have. When is the best time to plant a tree? 20 years ago. When is the second best time to plant a tree? Today.

Franchise owners should also be eager to work as trusted partners with the corporate team, be coachable, remain humble and hungry, and be excited to follow proven operating and marketing systems.

At the end of the day, small business owners are the backbone of our nation and the lifeblood of our economy. By investing in a home services franchise, ordinary folks who follow their entrepreneurial dreams can achieve extraordinary lives with more freedom, flexibility, fun, fulfillment and financial success.



#11

Opportunities to Earn Back Start-Up Costs With Our Winner's Circle

The Winner's Circle is an innovative win-win program designed to reimburse serious, hard-working and fully committed franchise owners for the full cost of the initial franchise fee if certain performance criteria are met over time. Some of these milestones include: [INSERT SPECIFIC TIERS.]

The Winner's Circle is an industry-unique program. No other franchise system offers this type of program to help incentivize and reward franchise owners for their focus, drive and success. SFS fully stands behind each of its five business models and its proven marketing, operating, training and support systems. The team is so confident in what they do that they directly tie your success to their success in a major way. A true long-term partnership.

This is a realistic way for you to earn back your entire franchise fee if you are willing to work smart and follow our proven systems. Since launching the program in 2019, nearly 70 franchisees have earned back at least some of their franchise fee and 11 have earned their franchise fee back in full.

Read More at 1851Franchise.com



[Scan to Read More](#)



Committed to the Industry of Caring

From painting people's homes to feeding their pets to helping their elderly loved ones move, the multi-brand franchisor gives entrepreneurs a chance to invest in a recession-resistant business that truly means something.



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Helping Ordinary Folks Live Extraordinary Lives

With low start-up costs, service-based business models and ongoing coaching and marketing support, Strategic Franchising Systems is uniquely designed to help first-time entrepreneurs overcome their fears, buy a franchise, and take control of their destiny.



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Strategic Franchising Systems' Unmatched Support

With over 30 years of experience helping entrepreneurs achieve their dreams, the Strategic Franchising Systems team understands what franchisees need to thrive, offering everything from marketing playbooks to peer-to-peer focus groups.



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