



AMERICA'S #1 REAL ESTATE INVESTING FRANCHISE

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MISSION STATEMENT

“To help others through innovative processes and real estate solutions that positively impact neighborhoods one home at a time.”



HOMEVESTORS 101



Founded in 1996



Need-based business



Shared Territory Model



5-Year Agreement



WHAT THEY DO

Locally owned and operated real estate investors

HomeVestors helps individuals facing challenging situations whether it's an inherited house they no longer want, a property in need of extensive repairs and a quick solution, or a life event that requires the support of our services.

Putting people first, property acquisitions second

Franchise owners meet with sellers in the comfort of their homes to assess each situation. They provide resources and solutions, focusing on the best approach to every unique challenge with the highest level of service and integrity. The franchisee's goal isn't just to buy a house it's to help first. If a transaction happens, it's a win-win for everyone involved.

Acquiring off-market distressed residential properties

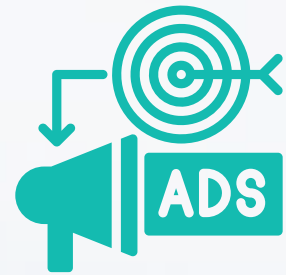
Through HomeVestors' advertising efforts, franchisees acquire off-market deals around the clock. With well-known billboard ads, mailers, digital media, and more, the team works together to ensure everyone benefits.



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WHY HOMEVESTORS WORKS



\$700M +
Ads spent to
attract
motivated
sellers



Development Agent
Coach and Mentor



Financing Programs
Up to 100% Financing
Purchase and Repairs



National Vendors
Saved franchisees
\$10M in 2024



Recession-Resilient
Sellers need solutions
in any economy



HomeVestors franchisees step into a **well-oiled machine** from day one, benefiting from a straightforward model and a robust mentorship program designed for real estate investors and aspiring investors of all experience levels!

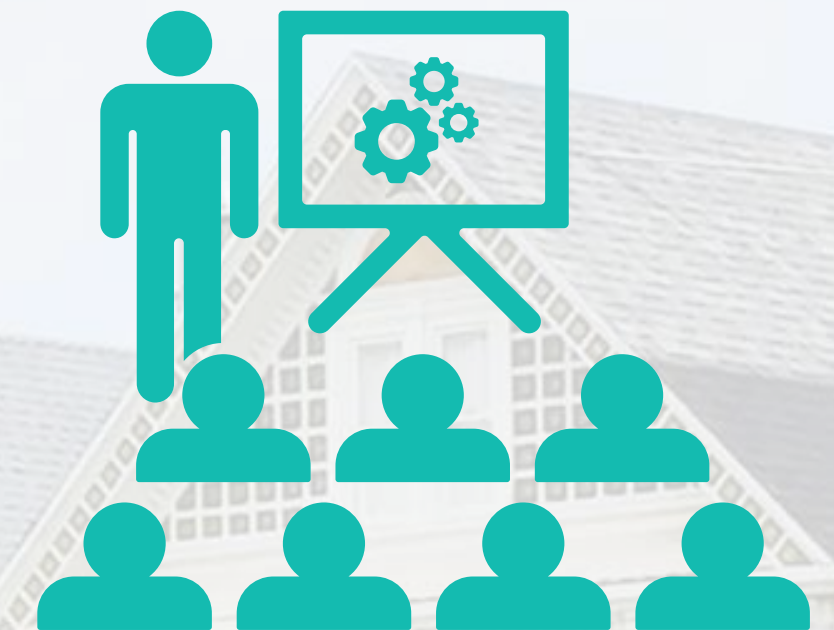
TRAINING AND SUPPORT

Comprehensive Initial Training: Classroom training, field training, and ongoing mentorship and support are provided by experienced franchisees who serve as Development Agents.

Marketing Support to Launch Strong: AdVestors, HomeVestors' in-house marketing agency, sets up franchisees' websites, provides local digital and outdoor media marketing, and collaborates on marketing strategies and brand assets. They drive leads directly to each franchisee.

Real Tools to Run and Grow: Their offerings include marketing playbooks, sales scripts, proprietary software for making offers on homes and calculating repair costs, and a custom CRM tool powered by Salesforce. Additionally, they provide access to over 50 national and regional vendors with pre-negotiated pricing, along with ongoing educational seminars, conventions, workshops, and much more.

Dedicated Ongoing Support: From day one, they are backed by a community of real estate investors who see them not as competitors, but as teammates. They will receive ongoing support from their development agent (coach), who is genuinely invested in their success, as well as from the corporate team that has been assisting and supporting franchisees since 1996.



Strong **operational support** and infrastructure are key to franchise success and HomeVestors delivers both. With over 1000 franchise owners nationwide, and ongoing guidance from experienced development agents who are also seasoned franchisees, you're never in it alone.

REVENUE STREAMS

Fix and Flip: Buying a property below after repair value, renovating it, and reselling it for profit.

Hold: Buying and keeping a property long-term to generate rental income and build equity.

Assignment: Transferring a purchase contract to another buyer, who then closes on the property.

Wholesale: Investor contracts a property and sells the contract to another buyer for a profit.

Wholetail: Buying a property, doing minimal work, and reselling it on the retail market (MLS).



Remember: They can leverage OPM (Other People's Money) through our funding programs to purchase and renovate properties.
Up to 100% Financing for Purchase and Repairs for qualified deals.



At HomeVestors, they use a baseball field as a metaphor for how individuals can put their skills and experience to work. Those with a real estate background might aim for home runs (fix and flips or holding properties), while those who are just getting started will focus on hitting singles and doubles (assignment, wholesales, wholetail), building confidence and experience along the way.

INVESTMENT SNAPSHOT



Associate Franchise

\$107,500K-\$434,750K

Full Franchise

\$150K-\$477,250K

(Per Item 7)



Ongoing Fees:

Associate Franchise: 2% royalty fee* plus
3%-0.8% Transaction Fee (Based on Volume)

Full Franchise: No royalties.
3%-0.8% Transaction Fee (Based on Volume)



Franchise Fee

\$42,500K Associate

\$85K Full Franchise



Candidate Requirements

Liquid Capital: \$80K (average markets)

Net Worth: \$150K

Credit: 700+

Average GPD: \$616,948*
(Gross Price Differential for 2025)

Item 19 and the rest of the unit economics will be covered in a dedicated call with a brand representative. Any specific questions related to Item 19 will be addressed separately during that conversation.

COULD YOU DO THIS ON YOUR OWN?

Sure, you can!

BUT...

Before deciding to go at it alone, here are a few things worth considering:

- If you already have strong, established relationships with lenders whether conventional or hard money and they're willing to fund multiple deals at once, you may not need a franchise to help secure financing or scale quickly.
- If you have a proven marketing strategy and know exactly how to consistently find quality off-market deals, then you may not need a franchise's tools or support to land more opportunities.
- If you've built reliable vendor partnerships and consistently get competitive pricing on materials, insurance (especially in high-risk areas), and other essential services, then you might not need the vendor support we offer.
- And if you have a trusted mentor or advisor who can regularly help you evaluate deals, run numbers, and ensure you're making sound offers, then you may already have one of the most valuable components we provide.

That said, if you're missing any of these crucial components of a successful real estate investing business and want to reduce risk or move faster with greater confidence our franchise can help fill those gaps and accelerate your growth!



Minimize risks and avoid pitfalls with a proven 29-year-old franchise model in real estate investing. With a short **franchise agreement of just 5 years** plus the tools, resources, and mentorship model provided, you can embark on your real estate investing journey worry-free!