



Property Sellwise

FAST-TRACK YOUR REAL ESTATE EMPIRE

Intro Presentation

Contact

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Real Estate Industry

#1 INVESTMENT STRATEGY
Yet **VERY** Fragmented

OVER 322K
FORECLOSURES
in 2024



45.3M RENTALS
IN THE US
as of 2024

Negative View on Wholesaling:
Targeting Elderly

Boosts the local
economy and encourages
property renovations



Common Issues for Property Owners



Too Many Repairs to Deal With



Inherited a Property



Going Through a Divorce



Foreclosure



Moving Out of State



Tired of Dealing with Tenants



Property Sellwise



FIX & FLIP



WHOLESALE



RENTALS

We are on a mission to consistently create the best possible solution for homeowners in difficult situations while maximizing profits.



Wholesaling

Capitalize on off-market properties with no initial investment required. Wholesaling connects distressed properties with buyers.

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A photograph of a house with a 'SOLD' sign in the foreground and people walking in the background. The sign is red with white text and is attached to a white board. The house is a two-story brick building with a grey roof. There are green bushes in front of the house. Two people are walking on a path in the background.

Wholesaling

Our Process

- Sellwise identifies the distressed property, seller agrees to sell and puts under contract with Sellwise to close. Sellwise goes to buyer list and transfers contract to buyer.
- Sellwise receives assignment fee as reward.

Outcome

- Seller is thrilled that property is sold fast and without any improvements/listings.
- Buyer is thrilled they got a great deal to rent themselves or flip

**Closing Often Happens
in Just a Couple Weeks!**



Fix & Flip

Transform properties
with potential into
lucrative investments



Fix & Flip

Our Process

- Sellwise identifies the distressed property, but with lots of upside potential.

Outcome

- Seller is thrilled that property is sold so fast and without any improvements/listings.
- Franchisee improves property and flips.





Rentals

Build lasting wealth
through rental properties



Rentals

Our Process

- Sellwise identifies the distressed property, but with lots of upside potential and at a great price

Outcome

- Seller is thrilled that property is sold so fast and without any improvements/listings.
- Franchisee improves property and adds it to their rental portfolio building generational wealth

The Property Sellwise Difference

✓ Ethical

✓ Tried & True Proven Process

- Proprietary process getting homes closed fast!
- Use of AI to keep momentum with leads
- Sales Process that eliminates the need for "belly to belly" sales. Over 90% of the deals are done over the phone limiting the amount of labor input needed

★★★★★ 5-Star Google Rating

I'm delighted to share our exceptional experience with Sellwise Home Buyers. Their team's friendly, compassionate, and patient service exceeded our expectations. From start to finish, they demonstrated professionalism and expertise, making the home-selling process seamless. Sellwise Home Buyers truly goes above and beyond for their clients. Highly recommend!

– Nancy

★★★★★ 5-Star Google Rating

I had a great experience selling my house to Bryan at Sellwise. He was fair and transparent about what he was offering and how he arrived at the price. Also the whole remote closing process was smooth and easy, even though we were 2800 miles apart. I was very happy we chose them to deal with.

– Michael

★★★★★ 5-Star Google Rating

A great group of people that genuinely cares and wants to help homeowners with whatever their situation requires! I've done multiple transactions with them as a realtor, they're honest and straightforward.

– Chase

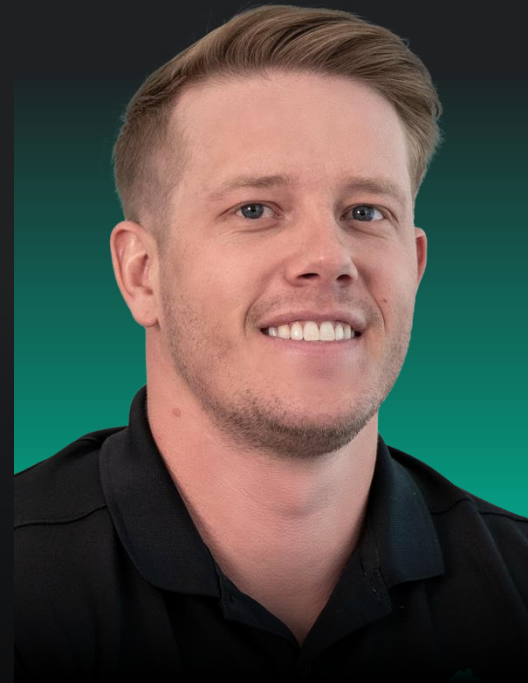
Property Sellwise Leadership Team



Bryan Martineau
Founder & CEO



Brandy Hoffman
COO



Brenon Bollwinkel
CDO



Humor



Extreme
Ownership



Be Genuine



Obsession

Franchise Ownership Models

Owner/Operator

- Lead Management & Follow Up
- Dispositions & Buyer Relations
- CRM & Technology Usage
- Ongoing Learning & Support

Executive

- Team Leadership & Accountability
- Marketing Oversight
- CRM & Technology Usage
- Financial Oversight
- Ongoing Learning & Support

Owner Operator

A Detailed Look

Acquisition Lead Management & Follow Up

- Monitor inbound leads, assign follow-ups, and ensure timely communication
- Handle high-priority or motivated seller conversations
- Property acquisition oversight
- Analyze deal opportunities, run comps, and determine offer strategies
- Negotiate contracts

Dispositions & Buyer Relations

- Email communication for new deals
- Attend & coordinate property walkthroughs
- Collect & negotiate offers
- Send assignment agreements and oversee earnest money deposits and transaction timelines
- Work with title companies and ensure closings are on schedule

CRM & Technology Usage

- Maintain & update lead pipeline
- Audit technology to ensure no leads fall through

Ongoing Learning & Support

- Participate in weekly training & support calls



Executive

A Detailed Look

Team Leadership & Accountability

- Hold daily or weekly check-ins with team
- Set performance expectations and track KPIs

Marketing Oversight

- Approved and launch local add campaigns (PPC, mailers, cold calling)
- Ensure lead vendors and outreach strategies are producing consistent pipeline

CRM & Technology Usage

- Maintain & update lead pipeline
- Audit technology to ensure no leads fall through

Ongoing Learning & Support

- Stay engaged with updates from the franchisor

Financial Oversight

- Monitor budget, ROI on marketing spend, and cash flow



From the Start...

START AS **A MOBILE /
HOME-BASED BUSINESS!**



**Owner / Operator /
1 Employee**

Virtual Assistant

To Scale...

Encouraged by
2-MONTHS



OR



Acquisition Manager
Strong in Relationship Skills

Dispositions Manager
Strong in Organization



Operator

Manage Marketing Spend, Team
Integrity, and Referral
Partnerships

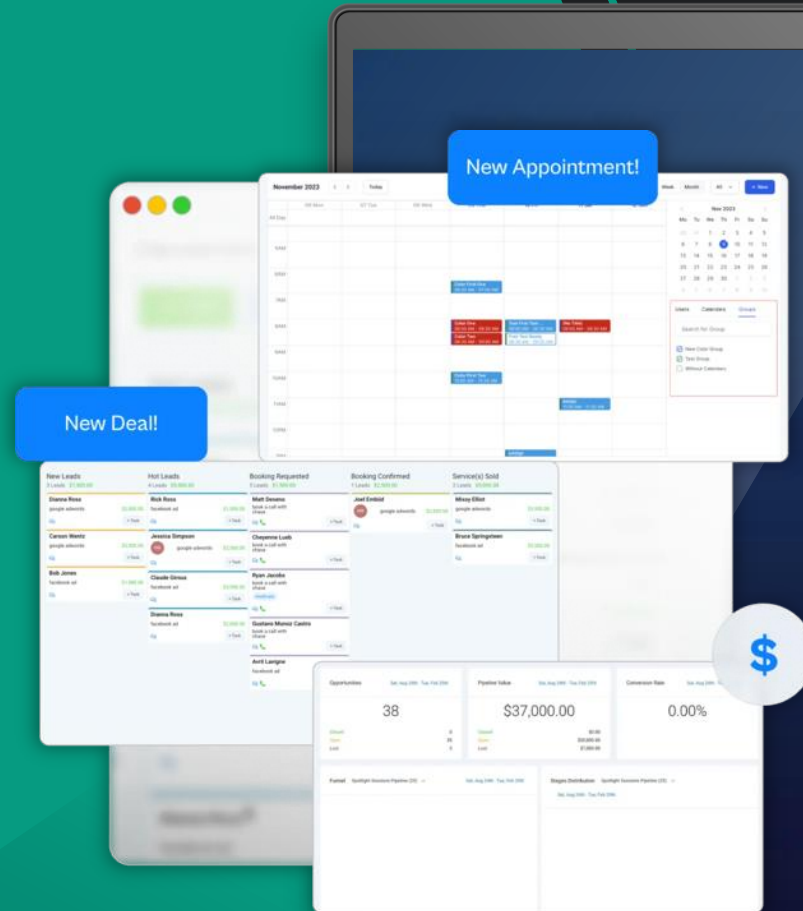
...And Beyond!

As the business continues to scale and leads continue to come in, franchisees will consider hiring an additional Acquisitions Manager, if new leads exceed 15-20 per week.

**Time Kills Deals. Do Not Want
Franchisees to be Reactive in Hiring!**

Franchisee Support

Technology:
GoHighLevel



 **HighLevel**

A woman with long brown hair, wearing a black long-sleeved shirt, is sitting in a white office chair at a wooden desk. She is smiling and looking towards the right. On the desk in front of her is a laptop displaying a software interface. In the background, there is another laptop and a large black speaker.

Franchisee Support

Initial Training

- Online Training Modules
- Virtual Sales Training
- 150-Page SOP Manual

On-Going Support

- Weekly Q&A Sessions
- Monthly Training Webinars

Marketing Support

- Proven Pre-Built Marketing Systems (Direct Mail, PPC, Digital Ads)
- National PPC Vendor – Wholesaling PPC
- Custom Ad and Website Copy
- Guerilla and Local Networking Strategies

Ideal Property Sellwise Franchisee

- No Industry Experience Needed
- Sales Minded & Communication Driven
- Teachable & Systems Oriented
- Ethical & Detail Focused

Net Worth

\$300,000

Liquid

\$150,000



Property Sellwise Facts

Year Business Started	2023
Franchise Units Awarded	1
Franchise Units Open	1
Number of Franchisees	1
Company Units Open	1
Royalty	8% up to \$1,000,000 in Gross Profit 7% up to \$2,000,000 in Gross Profit Capped at 6% over \$2,000,000 in Gross Profit
Brand Fund	1% of Gross Profit
VetFran Discount	10% Off Initial Franchise Fee



Franchise Fees

1 Unit	\$49,500
2 Units	\$40,000
3 Units	\$35,000
4 Units	\$30,000
5 Units	\$30,000
6 Units	\$30,000
7 Units	\$30,000
8 Units	\$30,000
9 Units	\$30,000
10 Units	\$30,000

**Nationwide
Territories Available!**



Territory Size:

400K population per territory

Own the entire market and scale
over time - **no incremental
expenses to scale!**

Item 7

Investment Range

TYPE OF EXPENDITURE	LOW AMOUNT	HIGH AMOUNT
Initial franchise fee ¹	\$49,500	\$49,500
Initial training ²	\$0	\$500
Real estate improvements ³	\$0	\$10,000
Rent ⁴ (3 months of rent, plus a security deposit)	\$0	\$24,000
Equipment, furniture, fixtures, décor, and supplies ⁵	\$700	\$2,000
Computer hardware, and software ⁶	\$2,000	\$6,000
Signs ⁷	\$0	\$3,000
Vehicle ⁸	\$0	\$50,000
Startup Package ⁹	\$3,900	\$8,100
Demographic List ¹⁰	\$1,500	\$4,500
Technology Fee ¹¹ (3 months)	\$1,000	\$1,000
Professional Fees ¹²	\$1,500	\$3,500
Insurance ¹³ (3 months)	\$850	\$1,100
Miscellaneous opening costs ¹⁴	\$1,000	\$3,000
Advertising ¹⁵ (3 months)	\$9,000	\$12,000
Additional funds ¹⁶ (3 months)	\$35,000	\$55,000
TOTAL¹⁷	\$105,950	\$233,200

Integrity Driven Real Estate Property Sellwise **Quick Hits**

- 1 Multiple Revenue Streams:** Wholesaling, Fix & Flip, and Rentals
- 2 Build Generational Wealth Through Smart Real Estate Investing**
- 3 Scalable Model:** Low Overhead, Lean Team, and Flexible Growth
- 4 Proven Marketing Systems Designed to Convert**
- 5 Advanced Tech Stack to Streamline & Scale**
- 6 Massive Industry, Lots of Potential**
- 7 100% Mobile Business**



Driving Development FastLane's Proven Discovery Process

Franchise Validation & Leadership Calls
Invitations to weekly Franchise Validation
& Leadership Calls



WEEKS 5-6

7

Welcome Call

Celebrate & discuss first steps as a Franchisee

6

Franchise Agreement Delivery

Personalized franchise agreements delivered & signed, fees transferred

5

Confirmation Day

Meet the Zor team, brand approvals, decision day call

WEEKS 3-4

4

Territory Mapping & Confirmation Day Invitation

Territory analysis, C-Day invitation, C-Day preparation call

3

FDD Review & Q&A

FDD signed, item review, questions answered

WEEKS 1-2

2

Unit Economics

Startup & operating expenses, reported earnings, send FDD

1

Introductory Call

Brand history—what makes us unique



Property Sellwise

THANK YOU!

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