



## A Trusted Brand With Powerful Backing

Pillar To Post is part of the FirstService Brands family, joining respected home service names like Floor Coverings International, CertaPro Painters, California Closets, and Paul Davis. With 30+ years of franchise excellence, Pillar To Post stands tall as the **#1 home inspection brand in North America** — with 400+ franchise business owners and 800+ inspectors coast-to-coast.

## What Sets Pillar To Post Apart?

- **Best-In-Class Customer Experience**
  - NPS: 96% (homebuyers), 97% (realtors).
  - “Ultimate Inspection”: Fast, modern delivery; reports delivered immediately; 360° tour, repair estimates, and measured floor plans — all delivered within 24 hours.
  - “PTPConnects” Concierge Service: A white-glove experience that sets franchise business owners apart in a traditionally outdated industry.
- **Technology-Driven Differentiation**
  - Proprietary software designed in-house.
  - Constant innovation to streamline service delivery and ensure the highest value for customers.
  - Easy-to-use systems that give franchise business owners a competitive edge.
- **Superior Support for Franchise Business Owners**
  - Dedicated business coaches.
  - Central call center to handle bookings and invoicing.
  - National marketing programs and local marketing support.
  - Free training for employees.
  - Robust training, onboarding, and continuous education.
- **Unmatched Territory Sizes**
  - Larger territories to enable scaling.
  - 96% availability on territory checks.
- **Highest Revenue Per Job in the Industry**
  - Our average ticket price is significantly above the industry norm, giving franchise business owners a path to strong margins and scalable income.
  - More million-dollar franchise business owners than any other system.

## Built For Stability & Scale:

- **Anchored in Real Estate:** Home inspections are a need, not a want. Regardless of market conditions, real estate transactions keep moving — and inspections are always required.
- **Recurring Revenue Potential:** Between real estate agents and brokerages, business owners can establish high-value partnerships that drive repeat business.
- **Recession-Resistant Model:** Demand remains consistent across economic cycles — homeowners, banks, and buyers rely on inspections to finalize deals.
- **Executive Ownership Model:** Franchise business owners lead and scale — they don’t do the inspecting. A lean team of certified inspectors enables owners to grow past \$1M+ in revenue with a low headcount.

## Our Ideal Franchise Business Owner:

**We’re looking for leaders - not inspectors. The strongest candidates:**

- Think BIG and want to build a multi-inspector business.
- Lead with vision and empower others.
- Are coachable, curious, and driven to grow.
- Embrace technology and innovation.
- Are ready to commit full-time to building their business.
- Can invest ~\$150K plus 12 months of personal expenses.
- Have a growth mindset and are ready to build a legacy in a professional service space.



## How To Handle Objections:



### Is this a full-time role? I'm looking for a semi-absentee model.

This is a full-time, executive-level opportunity. You'll lead the business, not perform inspections. Success requires focus and commitment, but with a team in place, your time commitment can eventually decrease. Real estate agents rely on fast, responsive service—something part-time operators can't offer.



### Are Pillar To Post territories exclusive?

We offer large, scalable territories—3–10x the size of solo-operator models—so you don't need to buy additional territory. While not exclusive, we close territories to new development as franchise business owners grow to protect their opportunity. One of our top franchise business owners generates \$3.5M+ in a non-exclusive, closed territory that also supports another million-dollar business. Strong brand presence in a market supports all owners and drives growth.



### What about the number of closures?

Closure stems from not following the sales/marketing plan and health or personal reasons. We've maintained ~10% attrition over the last 3 years, typical in franchising. The new model is more scalable, tech-forward, and well-supported.



### My area already has a lot of inspectors. Is there really room?

Yes—because we're different. Most competitors are independent and basic. Pillar To Post delivers immediate digital reports, premium services like PTP360 and FloorPlan, and national brand credibility. In a strong market, competition means opportunity—if you're with the right brand.



### How long does it take to launch?

Most are up and running in 3–3.5 months. You'll be supported every step of the way with licensing, hiring, training, and marketing. Our live, hands-on training exceeds industry standards—no travel required.



### Is hiring inspectors difficult?

Our program, Hire Right, provides job descriptions, retention tips, and your coach will help guide you. Many franchise business owners build strong, reliable teams—especially when hiring from military or local networks.



### Home inspections don't sound exciting...

This business is about consistency, demand, and margin. Every real estate deal needs an inspection. PTP modernizes the experience with tech-forward tools, high NPS scores, and a customer-focused approach that realtors love.



### Isn't real estate too unpredictable?

Inspections are needed in almost every transaction, regardless of market conditions. From 4.1M to 6.3M homes sold annually, there's an opportunity in every cycle. We've thrived for 30+ years through every market shift.



### Do I have to do inspections myself?

No. Franchise business owners hire certified inspectors and focus on team building, leadership, and growth. We provide free employee training and 11 weeks of owner training so you're fully prepared to run the business.