

FRANCHISE OPPORTUNITY



BUILD A BUSINESS WITH THE TRUSTED NAME IN APPLIANCE REPAIR



Reach Out to Learn More
Call / Text / WhatsApp:
(310) 901-5611

WHO WE ARE

Our story starts with one simple truth: Things don't last as long as they used to. And appliances might just top the list. While every home has 6-8 appliances, according to the Better Business Bureau, over 50% of new appliances break down within five years. For better or worse, this illustrates the undeniable need for competent appliance repair services in every market across North America.



325+

franchise locations
in North America

28+

years of
experience in repair

250+

current franchise
owners

Mr. Appliance® began over 25 years ago as the appliance industry needed to provide service to products with increasing technological enhancements. Now standing as the **only national appliance repair business in the U.S.**, Mr. Appliance has been the beneficiary of two very different external factors:

1. The pandemic resulted in more people working from home — meaning more and more usage of home appliances. **Appliance usage has gone up, along with wear and tear.** It's more economically feasible to repair than replace.
2. Technology has improved by leaps and bounds, turning most appliances into mini computers, which has increased prices and therefore made **repairing appliances an attractive alternative to replacing them.**



The reason we chose the home service industry is we felt there was a big need for a better appliance repair company in our area, and me and my wife both enjoy serving people.

Dan Eichelberger
Multi-Unit Franchise Owner,
Ashland and Mansfield, OH

Three Main Service Categories

Discover excellence in appliance care with Mr. Appliance, where our expertise extends across three premier service categories:

- **Kitchen Appliance Repair:** Dishwasher, Garbage Disposal, Microwave, Refrigerator, Oven/Stove Top, and More
- **Laundry Appliance Repair:** Dryer, Washing Machine, Dryer Vent Cleaning
- **Appliance Parts:** Established relationships let us source and warranty parts for every appliance we repair!



Reach Out to Learn More
Morris Shamouni
(310) 901-5611
morris@generalfranchise.com

OWNERSHIP MODEL

Support That Keeps Your Repair Business Strong

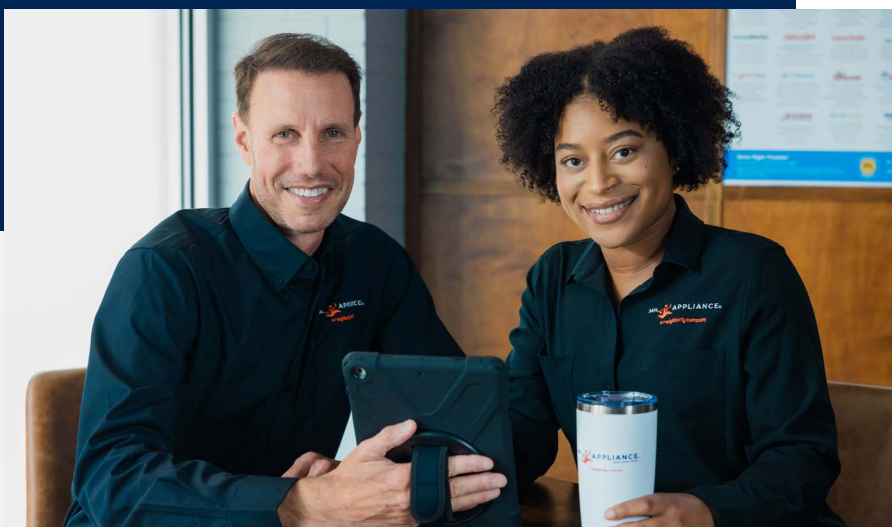
- ✓ **A Sure Start Out of the Gate**
Our Sure Start training is a 4–6 week program combining classroom-style business operations, sales, and marketing training. You won't be repairing appliances — you'll be running a business, and we'll ensure you know how.
- ✓ **Powerful Proprietary Technology**
Our custom business management software simplifies your day-to-day administrative duties like estimates, lead tracking, routing/scheduling, and more. Our systems were built to provide both structure and autonomy, giving franchise owners freedom during the day.
- ✓ **Building a Strong Team**
Your people will make all the difference in your business. A third-party, industry-leading hiring and onboarding platform helps you find the right people to deliver quality services in your community.
- ✓ **Making the Phone Ring**
In addition to your local marketing efforts, we keep the national marketing engine running on your behalf, with a hyperfocus on digital ads that continuously raise awareness and drive leads to your business.



If I want to spend the day in the office, I can. If I want to spend the day out with the techs, I can. If I want to go to the Bahamas, I can. Those opportunities are now afforded to me.

Quentin Smith

Multi-Unit Owner, West Augusta & Akon, GA;
Columbia, SC



What Else Is Appealing to Our Owners?

- **Limited competition:** Not just anyone can repair appliances; it is a specialized service
- **Recession resistant:** Every home in North America relies on consistently functioning appliances
- **Repeat customers:** Multiple appliances mean customers need to use our service multiple times — and they do!
- **Proprietary software:** Data-rich business management software aids owners and their techs in the field
- **A scalable model:** There are ample opportunities to expand with additional territories
- **Reputation for excellence:** For 28+ years, we are a trusted name for competency and professionalism across North America
- **Warranty services:** Mr. Appliance is a provider of choice with major appliance brands, understanding the latest trends, services, and technology around the 6–8 appliances found in every home
- **Control:** Family-friendly workweek, no on-call or emergency work; achieve a comfortable lifestyle while building long-term stability and a legacy for the family
- **ProTradeNet® buying power:** Price breaks from 250+ suppliers; over \$8.7M in annual rebates in 2023
- **Neighborly® HUB:** The secret sauce is the network of owners, validation, referrals, and support from Neighborly, the global leader in home services



WE KEEP THE HEART OF A HOME RUNNING

In refining our approach, we have honed in on catering to our ideal customers: **Diane and Josh**, each with distinct needs and expectations when it comes to appliance repairs.

Diane is in her late 30s to early 50s, and she works as hard as any appliance in her home. When one of those appliances breaks, Diane's world comes to a standstill. She cannot afford for her household to be in disarray and needs her appliance fixed — now. But she won't let just anyone in her home.



Josh is the “do-it-yourself”-er. When repair needs arise, he considers himself the expert. He watches repair videos online and tries to follow the instructions. Unfortunately, he does more damage than repair, meaning a home service professional needs to come in to save the day.

We Have Carefully Crafted the Customer Experience

From the minute the local Mr. Appliance® franchise appears in their online search, the customers' experience begins. Whether visiting our website or putting a call in to our dedicated call center, they encounter our focus on service and experience, instantly putting their minds at ease. They are then delighted by the option to select a four-hour repair appointment window, often that same day or the next day. **Mr. Appliance is currently the only Neighborly® brand to offer this online booking technology.**

Behind the scenes, our proprietary customer relationship management system kicks into gear, generating a text or email interaction, narrowing the service window to just two hours, and even sending a photo of the service professional who will be coming to the home. Once the service professional arrives, he/she follows our **6 Front Line Service Steps that are represented by the A.S.S.I.S.T. acronym:**

- **ARRIVE AND GREET**
- **INSPECT AND DIAGNOSE**
- **SHOW THEM YOU CARE**
- **SHOW THEM VALUE**
- **SET UP YOUR WORK STATION**
- **THANK THEM AND DEPART**

The customer experience, enhanced with online booking, texting, and a focus on the customer relationship, is designed to make sure the customer feels comfortable, confident, and grateful for the way the entire repair process was handled.

This speaks to our Mission: *to create encore experiences that customers can't wait to share with others.*



RESOURCES AND SUPPORT

Marketing Tools

Mr. Appliance® and Neighborly® provide **robust brand and marketing support at both the national and local level**. National marketing is led by a team of experts on behalf of all franchise owners. From strategy to creative asset development and key marketing initiatives, marketing, advertising, and promotional fund investments are optimized to expand brand awareness and generate leads. At the local level, performance marketing tools, plans, and resources that franchise owners can easily customize and deploy in their local markets are provided. Individualized support is available to new owners and franchise business owners that desire help to boost engagement and success.

Rebates and Discounts

Through ProTradeNet®, Mr. Appliance owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through Neighborly's powerful network, Mr. Appliance franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

Stay Connected

Get ongoing training and guidance from a seasoned Franchise Business Coach, and strategize with other accomplished Mr. Appliance franchise owners at regional and national gatherings and workshops.

The Neighborly® Advantage

As the **world's largest home services company** with 5,500+ locations and over 30 brands, Neighborly offers franchise owners a distinct advantage through its experience and scale.

From networking with other owners both locally and nationwide, to leveraging exclusive vendor and operational savings with ProTradeNet, to gaining valuable customer insights from our marketing team — the Neighborly Advantage offers franchise business owners the support and resources they need to launch and successfully grow their business.



5,500+
franchise locations

\$4.1B+
systemwide revenue

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing **respect** for all people



Integrity

Acting with **integrity** in all dealings



Customers

Serving **customers** with enthusiasm



Having Fun

And **having fun** in the process

OUR FRANCHISE RELATIONSHIP

Our ideal owner is simply a people person. Whether looking to exit the corporate world, put their military training into action, or put their knowledge and trades expertise to work for them, they just need the right opportunity to let their strengths shine. Our franchise owners are **people who understand what it means to work in an inclusive culture that people belong to** — to be the employer of choice, building a business for your employees, and ultimately, not just satisfy customers but your employees. They are the kind of person other people want to work for, and their ability to build infrastructure is the perfect fit for Mr. Appliance®'s customer-focused process.



We're looking for people from all backgrounds who share some key traits:



Leadership

You enjoy **mentoring and growing a team**



Service Minded

You **thrive within structure and process**



Problem Solver

You always keep an eye on **the bigger picture**

Low Barrier to Entry

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$116,500¹–
\$214,850²**

estimated initial investment range³

- \$85,000 in available liquid capital required



20%

off initial franchise fee for qualified Veterans⁴

As a Founding Member of VetFran, we proudly offer active or retired U.S. or Canadian military members who were honorably discharged and who meet our qualifications for purchasing a franchise, a 20% discount off the minimum initial franchise fee.

Ask us about financing options that might be available.

“

The biggest impact of owning a franchise is that we control the rest of our life. We control how much we want to grow. We control where we want the business to go in the future. No one is controlling our life anymore — we've taken control of it. And our success and our failure are based on what we decide to do now, not someone else.

**Rob and Regina Mathews,
Multi-Unit Franchise Owners,
Cleveland & Akron, OH**

1. Does not include real estate costs. 2. + any additional franchise fee + any real estate costs. The Mr. Appliance franchise cost range includes the initial franchise fee. 3. Refer to Item 7 of the 2024 Mr. Appliance SPV LLC Franchise Disclosure Document for complete details. 4. Refer to Item 5 in the 2023 Mr. Appliance SPV LLC Franchise Disclosure Document for complete details.



GET STARTED TODAY

To learn more about **joining the Mr. Appliance® community** and starting your successful business, contact us now at:

Call / Text / WhatsApp: (310) 901-5611
or
morris@generalfranchise.com



a **neighborly** company

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.