



**Bringing Happiness Home With Easy Maintenance**

### **WHAT IS HOMESMILES?**

HomeSmiles is the industry leader in property maintenance services. We provide commercial and residential properties with a single source property maintenance solution that performs a complete home or property maintenance.

### **HomeSmiles Service Solutions:**

Our bundled 18 Point service solution includes gutter cleaning, window cleaning, dryer vent cleaning, pressure washing, and much more. Its like buying 5 franchises in one company! We also offer Interior, Exterior, and Single Item services, all available and bookable through our website.

### **With HomeSmiles-Every Rooftop Is a Client:**

We are B2B, B2C, and B2G. Service sectors include property management companies, real estate agents/offices, major brand retail chains and franchises, hotels, restaurants, college campuses, universities, retirement communities, and HOA's. With a HomeSmiles franchise location, every rooftop is a client!

### **Why HomeSmiles Is the Right Choice for Your Candidates:**

HomeSmiles offers a flexible business platform with excellent work/life balance. Our locations are home-based initially, with the option to expand into commercial or retail space.





## COMPANY BACKGROUND

### Year Founded - 2017

HomeSmiles was born out of pure necessity! The CEO and Founder is a real estate attorney, investor, and manager. He needed a single source maintenance solution for his properties and clients. He was tired of working with multiple vendors for multiple services and the time lost having to visit the property multiple times. He wanted a bundled service option and couldn't believe one didn't exist. He wanted to make one call and get everything done. He knew there had to be a better way - so he started HomeSmiles. This is where our taglines of "One click/One call does it all" and "Smile .... It's done!" comes from, and the rest, as they say, is history.

### Year Franchised - 2019

After starting HomeSmiles to service his own companies, the Founder was shocked to see the company was so busy servicing other property management companies, real estate agents, and home owners, that it couldn't even get to his properties. It never dawned on him that if he needed a single source maintenance solution, then others would to. And HomeSmiles Franchising was born in 2019!

### Franchised Units - 100+

### Company Owned Units - 1

### Size - Single & Multi Unit

## TERRITORY

Availability - Territories in all Non-Registration & Filing States

Available in Canada - Not yet!

Size - No less than 250,000 Population (assigned by zip/postal codes)





## FINANCIAL REQUIREMENTS

**Franchise Fee** - \$59,500 (1st), \$40,000 (2nd), \$40,000 (3rd),  
\$35,000 (4th), \$30,000 (5th+)

**Royalty**- 6%

**Advertising Fund** - 2%

**Estimated Initial Investment**- \$148,110 - \$201,800

**Discounts** - 10% VetFran

**SBA Registry** - YES

**E2 Visa/Eb-5** - YES

### *INDUSTRIES:*



Real Estate Sales



Real Estate Investing



Property Management



Retirement Communities/  
Care Facilities



Education  
(Colleges/Universities)



Home Owners



## **WHY OWN A PROPERTY MAINTENANCE FRANCHISE**

With a HomeSmiles franchise, every rooftop is a client! Every single piece of property in the world needs maintenance and HomeSmiles is the only company in the world that does it all in a single service appointment with bundled pricing for consumer savings. HomeSmiles is unique in that it is both a B2B and B2C company, with strong revenues from both market segments. Property maintenance is not a trend-it will never go out of style, so your client base grows from year to year with proven strong recurring revenue.

### **What Sets HomeSmiles Apart As the Leading Home Servies Sector Franchise?**

1. It's like buying 5 franchise in one! There are many franchises that do pieces of what we do, but no one that does it all. HomeSmiles systems are highly efficient, highly optimized, and highly effective. We perform a full 18 Point home maintenance service that covers everything a property needs with 2 technicians in under 2 hours. With our bundled service pricing options, its almost impossible for competitors to compete. Our cross-selling and up selling opportunities are endless.
2. Recuring revenue! There is nothing more powerful than an idea whose time has come! When people realize the power of HomeSmiles, they don't go anywhere else to take care of their property. When our customers realize that HomeSmiles puts their property on auto-pilot, they come back year over year. We have over a 90% annual reorder rate. This translates in strong recurring revenue for our franchisees.
3. No brick and mortar location required. You can run one of our franchises out of your home and driveway, or a Public Storage, if you choose to start.
4. Not a trend, not a fad, and never going out of style. Many franchises can be very trendy and they will come and go, but property maintenance is never going to go out of style. Your bottom line and business will grow year over year with recuring revenue.
5. We have no competition. There are many businesses that do parts of what we do, but no one that does it all like HomeSmiles. Our competitive edge is astounding! We can cross-sell and up-sell in areas where our competitors simply cannot compete. Our competitive edge of ease of use, bundled services, and aggregated pricing make us the industry leader in the home services sector.



# ***Who Are My Customers as a HomeSmiles Franchisee?***

## ***Remember ... Every rooftop is a client!***

**Real Estate Agents: Real estate agents are getting more business using HomeSmiles. Here's how Top Agents are using HomeSmiles to drive more business to their teams:**

1. Listing Presentations: Real estate agents are using HomeSmiles packages as part of their listing presentations. They can differentiate themselves as an agent that goes above and beyond the competition. HomeSmiles services are performed before the home inspection to reduce items on inspection reports. A HomeSmiles service makes the property more saleable. Our services provide for better curb appeal for the Broker Tour and Open Houses.
2. Closing Gifts for Buyers: Buyers agents are using HomeSmiles service packages to get more clients. Buyers get all their home maintenance completed when they move-in. Buyers receive the feeling of buying a certified pre-owned home and they love their agents for it. Reduced maintenance issues, increased family safety, more time for their clients to do what they love. A HomeSmiles service is a great way to say thank you and to stay connected with clients after the close of escrow.
3. Referral Gifts: Real estate agents love to say "Thank You" to their clients for those valuable referrals. They say it with HomeSmiles to show their clients that they understand the value of real estate and their client's time.

**Property Managers and Facility Managers: Property Managers have legal obligations and responsibilities to maintain their clients' properties. When we walk in and they realize that they can get everything done with a single vendor, we have their attention. We provide three primary benefits to property managers:**

1. Time Saving: Property managers have to perform a mountain of services every year for the buildings they manage. In order to perform services, however, they have to get estimates, coordinate vendors, send notices to tenants. This is a lot of work for a single service. When they realize that HomeSmiles can perform multiple services, with bundled pricing, in one appointment, they quickly become your client.
2. Monetary Savings: Bundled services says it all. Although there are companies that do parts and pieces of what we do, HomeSmiles is the only service provider that can perform a complete home maintenance service in under 2 hours. It's like Oil Changers or Jiffy Lube for your home and property managers love it!
3. Reduction in Liability: Property managers have a legal obligation to maintain properties and keep them safe. We do everything for them and provide them a full and complete 8 page report as proof that everything was done. Our reports cover all the liability areas such as carbon and smoke alarms, dryer vents, garage door safety checks, just to name a few-all with before and after pictures. Our resale rate is over 90% for a reason, our clients love our services.

**Home Owners and Businesses: Every home and business needs some maintenance. Our motto "Every rooftop is a client" is true for a reason-every structure needs maintenance and we make it easy! Most home owners and business don't have the time, training, and tools to get the work done. When clients experience our service and realize that we can put their property on auto-pilot, they come back year after year.**



## ***How Does HomeSmiles Help Its Franchises Obtain Clients?***

- We set our franchises up for success. We perform a series of launch actions to get our franchises successfully launched.
- Data Mining: We perform data mining for each franchise location that gives us 600 to a 1,000 target clients including real estate agents, brokerage houses, property management companies, contractors, and facilities managers. Our data mining lists contain names, email addresses, and mailing addresses for each target.
- Email campaigns: We are constantly running a half dozen outbound email campaigns in all service areas for all our franchise locations. These campaigns contain marketing, branding, sales, and promotions for your location.
- Social Media Campaigns: We also run social media campaigns in all our service areas. Although we strongly encourage participation and posting from all of our franchises, we continue to administer social media campaigns with marketing, branding, sales and promotions in your location.
- Ground Pounding: We love launching new franchise locations. As part of our commitment to the success of our franchises, we fly HomeSmiles Sales Gurus to your location for two days of ground pounding. We set up warm introductions with real estate agents and property management companies prior to arrival. Once on the ground, we take our franchisees to these meetings so they can see and hear first hand how we sell our services.



## ***Ideal HomeSmiles Franchisee Background & Attributes***

Our most successful franchisees do not have home services experience. They come from all walks of life. Some were bankers or restaurant owners, police officers, or in the technology industry. They all have the following characteristics in common:

- Service driven-they understand their clients' needs and want to help them
- Problem solvers and quick decision makers
- Organized in coordinating, scheduling, and following up with clients
- Hard working, dedicated, and driven to build something great for themselves and their families
- Honest and fair-they understand that people need our services and they are dedicated to doing the right thing by the clients they serve
- Friendly-when your friendly with people, they want to work with you-our franchisees understand this and treat everyone the way that they would want to be treated.

### **Franchise Development by:**



1. Intro Call
2. Brand Overview Call
3. Unit Economics
4. FDD Review
5. Franchise Validation & Leadership Calls
6. Territory Mapping
7. Meet the Team Day
8. Franchise Agreement Signing
9. Welcome Call



Contact for more Details

**MORRIS SHAMOUNI**

**Call / Text / WhatsApp: (310) 901-5611**

**E-Mail: [morris@generalfranchise.com](mailto:morris@generalfranchise.com)**

