

HomeSmiles

Franchise Summary

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Category: Home Improvement/Maintenance Services

Subcategory: Building & Remodeling, Indoor Improvements

Corporate Office: Redwood City, CA 94063

Contact: Morris Shamouni

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Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$59,500

Royalties: 6%

Cash Investment: \$50,000

Total Investment: \$148,110 - \$201,800

NetWorth: \$150,000

VetFran: Yes

Veterans/Minorities/First Responders Discount: Yes

Home-based: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2017

Franchised: 2020

Additional Details

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 segment. 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 Services Sector Franchise?

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 4 hours. With our bundled service pricing options, it's almost impossible for competitors to compete. Our cross-selling and upselling opportunities are endless.

WHY HomeSmiles?

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.

When our customers realize that HomeSmiles puts their property on auto-pilot, they come back year over year.

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 here to stay.

OUR IDEAL FRANCHISEE

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

Honest and fair: they understand that people need our services and they are dedicated to doing the right thing by the clients they serve

AVAILABLE MARKETS

US markets available: All except listed below
HOT Regions/Desirable: Los Angeles, CA; Phoenix, AZ; Denver, CO; Dallas-Ft. Worth, TX; Cleveland, OH; Charlotte, NC; Tampa, FL; Boston, MA

NOT available: HI & NY

FINANCIAL DETAILS

Franchise Fee: Single: \$59,500

Providing earnings guidance in Item 19 in FDD: Yes

Total investment range: **Single**

Unit: \$148,110 - \$201,800 **Multi-**

unit: \$188,110 - \$436,800

Net worth requirement: \$150,000

Royalty: 6%

Additional fees: 2% Brand Development Fund

Financial assistance available: No

VetFran program: Yes

Veterans/Minorities/First Responders

Discount? Yes, 10% Veteran Discount

SUPPORT & TRAINING PROVIDED:

Training and support program details:

For Sales and Admin, we have a 1 week in-person training in our corporate office.

Van/Field training runs simultaneously at our corporate office. We also have an additional 2 days of sales training in your franchise area. Our Corporate Sales Representative will come alongside you to show you how to do meet & greets and provide leave-behind materials with decision makers at property management offices and

Canadian Referrals: No
International Referrals: No

real estate broker offices in your franchise area.

BACKGROUND

Year founded: 2017
Year Franchised: 2020
Number of franchises currently operating: 48
Number of International franchises currently operating: 0
Number of corporate owned franchises: 1

Cost for Training: Included

Lodging and airfare included: No
Site Selection Assistance: No
Lease Negotiation Assistance: No

Mentor following training: No
Length of mentoring Franchisee: N/A

Home Based: Yes
Absentee ownership available: No
Semi-Absentee ownership available: Yes
Accepting Master Franchisor and Area Developer Referrals: No
Average number of employees required: 2
E2 Visa Friendly: Yes

Last updated: 7/15/2025