



Contact Morris Shamouni for More Info at

**(310) 901-5611**

[morris@generalfranchise.com](mailto:morris@generalfranchise.com)

**YEAR ESTABLISHED**

**1996**

**UNITS OPEN**

**~1,000**

**SBA**

**NO**

**VETERANS DISCOUNT**

**10%**

**E2**

**YES**

## UNIQUE DIFFERENTIATORS

HomeVestors is a professional real estate investing independently owned and operated franchise opportunity to buy houses (generally distressed properties) from motivated sellers, rehab the properties and either sell or rent them. Our national "We Buy Ugly Houses®" brand is recognized by motivated sellers who call our Franchisees every day. HomeVestors® Franchisees advertise with direct mail, internet, billboards and other outdoor media and TV using our "We Buy Ugly Houses®" advertising campaign. Once Franchisees buy the houses, they may rehabilitate them to sell, or they can assign their contact right to the properties, "as is", to other investors. HomeVestors can provide financing to its Franchisees for qualifying purchases and repairs of houses, if needed. HomeVestors® franchisees can generate income by holding cash- flowing rentals to lease, if they choose to do so.

The HomeVestors® business model is built on a foundation of responsible business practices and high ethical standards, which our Franchisees are required to follow. Rather than competing, our Franchisees act cooperatively with one another, sharing vendors and local market advice. All of our independently owned and operated franchisees are supported centrally with our nationally recognized "We Buy Ugly Houses®" brand, proprietary home evaluation and content management software, knowledge of the industry and contacts for financial resources. HomeVestors Franchisees are the number one buyer of houses in the America and have purchased over 140,000 houses since 1996

## WHY REAL ESTATE INVESTING?

- Professional real estate investing is a great business with the possibility of making money rehabbing houses and selling them and/or building wealth quickly by holding them as rentals
- Buying distressed properties from sellers who are in tough "ugly" situations is a great way to help others in financial need.
- Buying houses our way works in every kind of market-hot or cold, we can close the deals.

## WHY HOMEVESTORS?

- Low investment, high potential returns with one Franchise
- Established brand with nationwide recognition, "We Buy Ugly Houses®"
- Robust ad campaigns that generate calls from sellers
- Financing for qualifying purchases and rehabs
- Large network of experienced Franchisees that help each other succeed through sharing general knowledge, resources and buying techniques
- Possibility of wealth building if Franchisee chooses to hold properties as rentals
- Lifetime coaching by another experienced Franchisee/Development Agent who is often in the same market
- Our Franchisees offer great validation and welcome other Franchisees in their markets

TERRITORY AVAILABILITY. Available in all states, but not all cities. Our market availability changes often, please preform a territory check (as often as needed) to receive the most up to date availability. to check back on this area as often as you have need. Not currently available in Canada. We are registered in all states.

## DETAILED AWARDING PROCESS

Once we receive a client registration, we will call client to schedule a discovery call. In this call the client and salesperson will review the clients file and will set the stage for the next few calls. These calls will include reviewing the business model, reviewing the candidate's skill sets and financial situation vs the needs of the business. Also, an FDD review is conducted. Between each call our salespeople will report their progress to the broker progress. Once these calls are complete, the client will be directed toward local Franchisees and/or the local mentor (Development Agent) for validation. Once validation is complete the salespeople will confer with the broker about where the client is in the decision process. Once a decision is made, an online application is completed and submitted for approval. If awarded a Franchise, the candidate can sign the franchise agreement, pay the initial franchise fee and attend training in as little as two weeks and be taking calls from motivated sellers within the following month.

## ROLE OF FRANCHISEE

The Franchisees' primary role is to take calls from sellers, set appointments with them, meet to discuss their situations and make offers on their houses. The Franchisees also have to oversee the repairs on the houses, assuming they are needed. A Franchisee may hire help for office work and use agents for selling the houses. Once a Franchisee gets busy enough, he may hire a buyer to take calls from sellers and meet them to make offers. Some Franchisees who want to ramp up quickly may hire one or more of these positions from the beginning of their businesses.

## IDEAL CANDIDATE

- Our ideal candidates are 'type A' personalities with sales skills that are very good connecting with people. They love getting to know customers and helping them through tough life situations.
- Our best candidates are "hunters" not "farmers". They love to engage with sellers and negotiate transactions.
- They must be patient and focused, like building a pipeline and doing big-dollar deals. They must be ok with having large cash flow swings and learn to manage them.
- Our best candidates get real pleasure from serving other people in need.

## MARKETING – WHO ARE THE CUSTOMERS AND HOW DO YOU FIND REACH THEM?

Franchisees participate in a local advertising council for the purpose of generating leads and calls from motivated sellers. HomeVestors® corporate's third-party ad agency spends the Advertising Council's ("Ad Council") budget on local advertising voted on by the Ad Council for the benefit of the Franchisees there. The Ad Council generally votes on a percentage of each of the following in its monthly campaign: direct mail, internet SEO, PPC and retargeting, billboards, other outdoor media and television. The leads generated are rotated among the Franchisees in the Ad Council based on how much money each Franchisee contributes to the ad budget. The more a Franchisee spends, the more leads it gets. Franchisees are responsible for contacting the sellers, setting appointments to see them and making offers on their houses.

## FRANCHISOR SUPPORT/TRAINING

HomeVestors has one of the best field support systems of any franchise company. After completing a week of fundamentals in HomeVestors initial training in Dallas, a new Associate Franchisee or Full Franchisee is assigned a Development Agent ("DA") mentor. The DA is a proven, experienced Franchisee or someone hand selected by the corporate office experienced with the HomeVestors® business, to assist the new Franchisee in setting up and running his/her business. The DA will attend buy appointments with the Franchisee and coach him/her on exit strategies and rehab techniques, if requested. The DA may have local contractors' and investors' contacts for the Franchisee. The DA is most often an active Franchisee himself/herself, so has current real-world experience to share. Also, in most markets, the entire local Franchise Ad Council tends to cooperate and share resources on a monthly basis. HomeVestors is a franchise opportunity that has a truly cooperative Franchise network on a local level.

## FINANCIAL DETAILS

Total Initial Investment: **\$107,500 to \$434,750**

Minimum Cash Requirement: **\$80,000**

Small markets and part time are less expensive, larger markets and full time are more.

Minimum net worth is **\$150,000**

Credit: **700+**

Associate Franchise fee is **\$42,500,000**. No multi-unit Franchises.

Full Franchise fee is **\$85,000**. No multi-unit Franchises.