



Franchise Name Handyman Connection

Mailing Address Cincinnati, OH 45242

Website www.americasgreatestfranchises.com

Send Leads and Territory Checks To: Morris Shamouni
morris@generalfranchise.com
PH: Direct and Text (310) 901-5611

Franchise Overview

Homeowners across North America have been calling on Handyman Connection for our professional craftsmanship and exemplary customer service since 1991. Each Handyman Connection franchise is locally owned and operated, backed by the company that helped launch the industry.

Our values are steeped in a long-standing dedication to the people we serve, and truly differentiate Handyman Connection as a home repair company.

The Core Values of Handyman Connection

- Deliver on Our Commitments
- Respect the Connections
- Have Pride in What We Do
- Practice Continuous Improvement

The demand for home improvement, repair and remodeling projects are at an all-time high, creating increased need for qualified, trusted companies and professionals to provide these services. Homeowners want reliable and quality service, which is a cornerstone of the Handyman Connection operating philosophy.

Homeowners are consistently faced with a variety of repair and maintenance issues throughout a home's lifetime, offering countless opportunities for continued growth to Handyman Connection franchise owners.

Handyman Connection engages specialists skilled in a variety of trades to ensure quality customer service on every project. High repeat customer opportunity allows the building of long-term connections to truly capitalize on the lifetime value of customers. This allows the candidate to 'build a book of business' which forms the basis for a long-term return on investment.

Now is a great time to own a handyman franchise business as the economy and housing market is back on the rise. People are not only able to afford necessary repairs and replacements, but upgrades and additions as well.

We are also experiencing a growing demographic of baby-boomers that continually look to small to medium home repairs, or larger scale improvements in their homes as they prepare for a changing lifestyle.

Preferred Profiles

Handyman Connection is looking for people who want to build a business and become the executive leader of the business. Someone to work on building the business not working “in” the business.

We’re looking for people who value community.
Leaders, who are assertive, people person with and outgoing personality.
A person who likes to inspire people.

We’re looking for people who are comfortable working with ‘blue-collar’ individuals, and comfortable getting out of the office and into the field.

Former Military Personnel.
Sales & Marketing, Sales Management, consulting role (in home sales and consulting experience is a plus).
Corporate Executive / Mid-Level Manager (in a non-accounting role) who is comfortable working with people.

Risk Tolerant – No hands-on industry experience required.
Handymen don’t make the best owners. We’re not opposed to handymen.
Handyman Connection will train the construction aspect of the business.

This is not an Owner/Investor model and will require the owner to be active in the business as they launch and build the business. We need someone who will follow the system.

Candidates are taken through a structured due diligence program followed by attendance at a Discovery Day. The company will give each candidate a personality profile exam (administered through the Caliper Corporation) that compares their characteristics to that of other successful franchisees and will be used in the approval process. Candidates will also need to pass a background check.

Investment Parameters

Access to \$90k to \$120k.

Initial investment is \$65K
\$60,000 of this is for the franchise fee.
\$5,000 Technology software licensing (asset)

Plus, we’ll require a minimum of \$25K (working capital) for the first 3 months operating expenses. primarily training & travel expense, living expenses, computer and software equipment, start-up marketing. \$50K is ideal.

A person with \$15K, 675+ credit score, No bankruptcies, Judgments or leans, and that has had a home loan would meet the SBA express loan requirements.
Military personal who are less than 5 years removed in this case are ideal.

There are very few capital expenditures required in-order to scale this business. It’s recommend that new franchisees have a small and inexpensive office space with a part time customer service representative on staff to start.
The business scales from there.

**Earnings Potential
(for consultants only)**

Profitability is always difficult to predict, but in general, the home services industry in franchising looks to net between 10-20% net profit on an annual basis. We expect our Year 1 franchisees to complete ~ \$300 - \$400k+, Year 2 franchisees to complete \$500 - \$750k, and Year 3 franchisees to complete \$700 - \$1m in sales. We expect the owner to make money in year 2.

Differentiating Factors

- Technology focused strategy helps guide the business
- Lower royalty structure
- Opportunity to scale without large capital expenditures
- High repeat and referral business
- The management team (Formerly CertaPro Painters / College Pro Painters)
- The estimating software, mobile app., and operating system
- Phone APP to drive on time for Craftsman
- Craftsman Recruiting Portal to create solid team.
- The training & ongoing coaching and support (detail orientated launch program, training and field support)
- Ability to choose between subs & employees
- Quick launch after training allows Franchisees to start capturing revenue the week after training.

c**Minimums**

Minimum Liquidity needed: \$60,000
Minimum Net Worth accepted: N/A

Master License

No, we do not offer masters.

FDD Item 19

Yes