



**Franchise A Business.  
Build A Legacy.  
Own The Future.**



## Built for Leaders. Backed by Excellence.

Pillar To Post is North America's #1 home inspection brand, with 400+ franchise business owners and 800+ inspectors. Our executive model empowers driven professionals to build a scalable business in a recession-resistant, essential service industry.

This is a leadership opportunity where you'll hire and lead a team while we provide the tools, systems, and support to help you scale quickly and profitably. As a franchise business owner, you won't be performing inspections yourself, you'll focus on building a team, driving growth, and leading your business.

## Why Franchise With Pillar To Post:

- **Executive Ownership Model**
  - Franchise business owners lead and scale — they don't do the inspecting. A lean team of certified inspectors enables owners to grow past \$1M+ in revenue with a low headcount.
- **Essential, Recession-Resistant Industry**
  - Nearly every home sale requires an inspection, ensuring steady demand.
- **Highest Revenues**
  - Our average ticket price is significantly above the industry norm, giving franchise business owners a path to strong margins and scalable income.
  - More million-dollar franchise business owners than any other system.
- **Unmatched Support**
  - From dedicated business coaches to centralized booking, marketing assistance, and employee training, we provide the resources you need to succeed.
- **Exclusive Technology:**
  - Proprietary tools like PTP360, repair estimates, and floor plans set you apart in the marketplace.
- **Anchored in Real Estate**
  - Home inspections are a need, not a want. Regardless of market conditions, real estate transactions keep moving, and inspections are always required.
- **Recurring Revenue Potential**
  - Between real estate agents and brokerages, business owners can establish high-value partnerships that drive repeat business.

## Quick Facts:

- **Investment:** \$150K and 12 Months of Living Expenses
- **Model:** Home-based, scalable model
- **Support:** Call center, marketing, coaching, and training
- **Discount:** Veteran's Discount of 20%
- **Royalty Fee:** 7%
- **Additional Fees:** 4% Brand Fund Fee



# Frequently Asked Questions



## Home inspections don't sound exciting.

This business is about consistency, demand, and margin. Every real estate deal needs an inspection. PTP modernizes the experience with tech-forward tools, high NPS scores, and customer-focused approach the realtors love.



## Do I have to do the inspections myself?

No. Franchise business owners hire certified inspectors and focus on team building, leadership, and growth. We provide free employee training and 11-weeks of owner training so you're fully prepared to run the business.



## Are territories exclusive?

Territories are large and scalable (3–10x bigger than solo models), and while not exclusive, we close territories to protect owners as they grow. Strong brand presence supports all business owners.



## Is there room in my market?

Yes. Pillar To Post stands apart with premium tech like PTP360, immediate digital reports, and national credibility. Competition means opportunity with the right brand.



## How long to launch?

Typically, 3 to 3.5 months. You'll get hands-on training, plus help with licensing, hiring, and marketing — all designed to get you up and running quickly.

## Insights From Current Franchise Business Owners:



### Tom Capuano, Franchise Owner Since 1997 Servicing Cincinnati, OH

"We chose Pillar To Post because of so many things, but mainly because they were the number one home inspection franchise in North America and after meeting with the people and learning the program, we were sold."



### Paul Holt, Franchise Owner Since 2019 Servicing Fayetteville, NC

"I chose Pillar To Post over other franchises or starting from scratch as a 'no-name' inspection company due to the brand awareness in my market area. After speaking with several agents and lenders, it became clear that Pillar To Post was the franchise that would catapult my company to success in the shortest amount of time. Trust and awareness were VERY high. For me, it was a no-brainer."



### Jeff Mackey, Franchise Owner Since 2001 Servicing Orlando, FL

"Whatever role you play in business, do the role you were designed to do. Lean into your strengths. Don't be afraid to hire and take the risk; it's part of growth. Hire for what you don't like to do, but make sure it still gets done. You can't ignore parts of the business. You have to hit all facets."



### Jesse Durham, Franchise Owner Since 2020 Servicing Dallas Fort Worth, TX

"We live in the land of opportunity, and if you have the drive, you absolutely should go for it. Franchising is a great path if you're looking for a higher-profile business. They give you everything you need to succeed. Would I do it again? Absolutely, I just wish I had done it sooner."