

Diversify Your Investment With Our Multi-Home Service Platform **FRANCHISE MODEL**



Handyman



Painting



House Cleaning

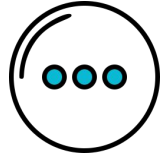


Local Deals

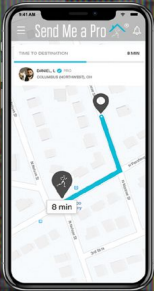


Home Maintenance
Plans

For Members



& MORE



Featured By:

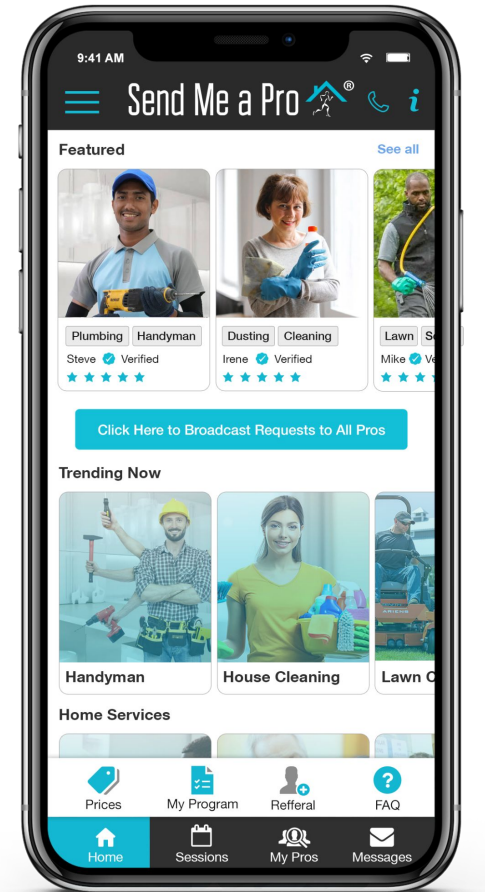
OUR BUSINESS MODEL - PLATFORM

The Core of our business is **CONNECTIVITY**

We connect clients with **LOCAL SERVICE PROS**

Grow your Total Addressable Market by adding more **CATEGORIES...**

Additional Categories
(house cleaning, handyman, etc...)



**Offer multiple home service businesses under one franchise.
A Platform for Home Services, owned & operated by a local Franchise owner.**

Our Mission

To eliminate all the haggling, getting quotes, and price shopping that it typically takes someone to hire a local pro.

We're the Advil for the Homeowner

HOW IT WORKS



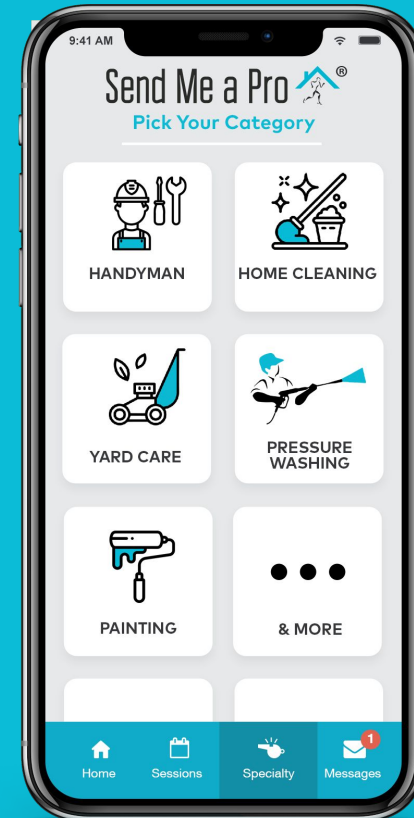
Send Me a Pro acts as a dedicated concierge or home manager, handling everything for the customer.



We save you the time and hassle by taking care of everything, so you don't have to deal with getting quotes, calls, or texts.



Call us, visit our website, or download the app to tell us what you need, and we'll take care of the rest.



We're the Advil for the Homeowner

WHY CLIENTS CHOOSE US



DEDICATED CONCIERGE / HOME MANAGER:

A single point of contact, offering immediate options to all of your home needs.



CONVENIENT AND FAST:

We'll do the work to match you with vetted pros, quickly.



FAIR PRICING:

With our fair rates, no more wasting time getting quotes & negotiating.



ROTATE PROS:

Work with multiple pros with the same package for recurring services.



LOCALLY OWNED:

Great customer service & quality providers vetted by our local owner.



SATISFACTION GUARANTEE:

We'll make sure it's done right, or we'll make it right.

15+ YEARS OF GROWTH

What an accomplished and fun ride it's been!

Ranked Top Emerging franchise

by Entrepreneur Magazine

Reached over 100+ territories

Canada Expansion

Received high demand from clients & franchise owners to leverage our technology by offering more services

Ranked Top Global & Fastest Growing Franchise

by Entrepreneur Magazine

Reached over 200+ territories

Send Me a Pro Launched

Becoming the first franchise system to aggregate multiple services under one business model

Send Me a Trainer Launched with our uber-like app connecting clients with local providers in the Washington DC market

Business Plan written as part of MBA Class Project at



Business founded in Washington DC

as a concierge service connecting clients with vetted personal trainers under the brand Bounce Fitness

Raised capital to develop proprietary technology to scale the business

Expanded Internationally to Dubai & UK

Featured on the Cover of Entrepreneur Magazine

as a relevant Franchise of the Future

Opened our second territory in Doha, Qatar

& became the leading provider of in-home personal training service in the country

Launched Franchise

System by popular request

Awarded our first franchise

in Winston Salem, NC



2025

2024

2023

2022

2021

2020

2019

2018

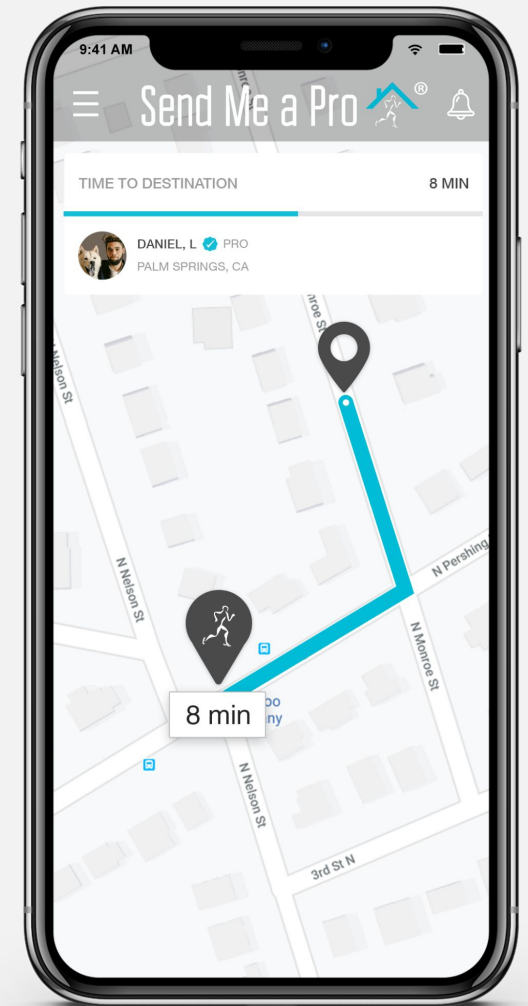
2016

2012

2007

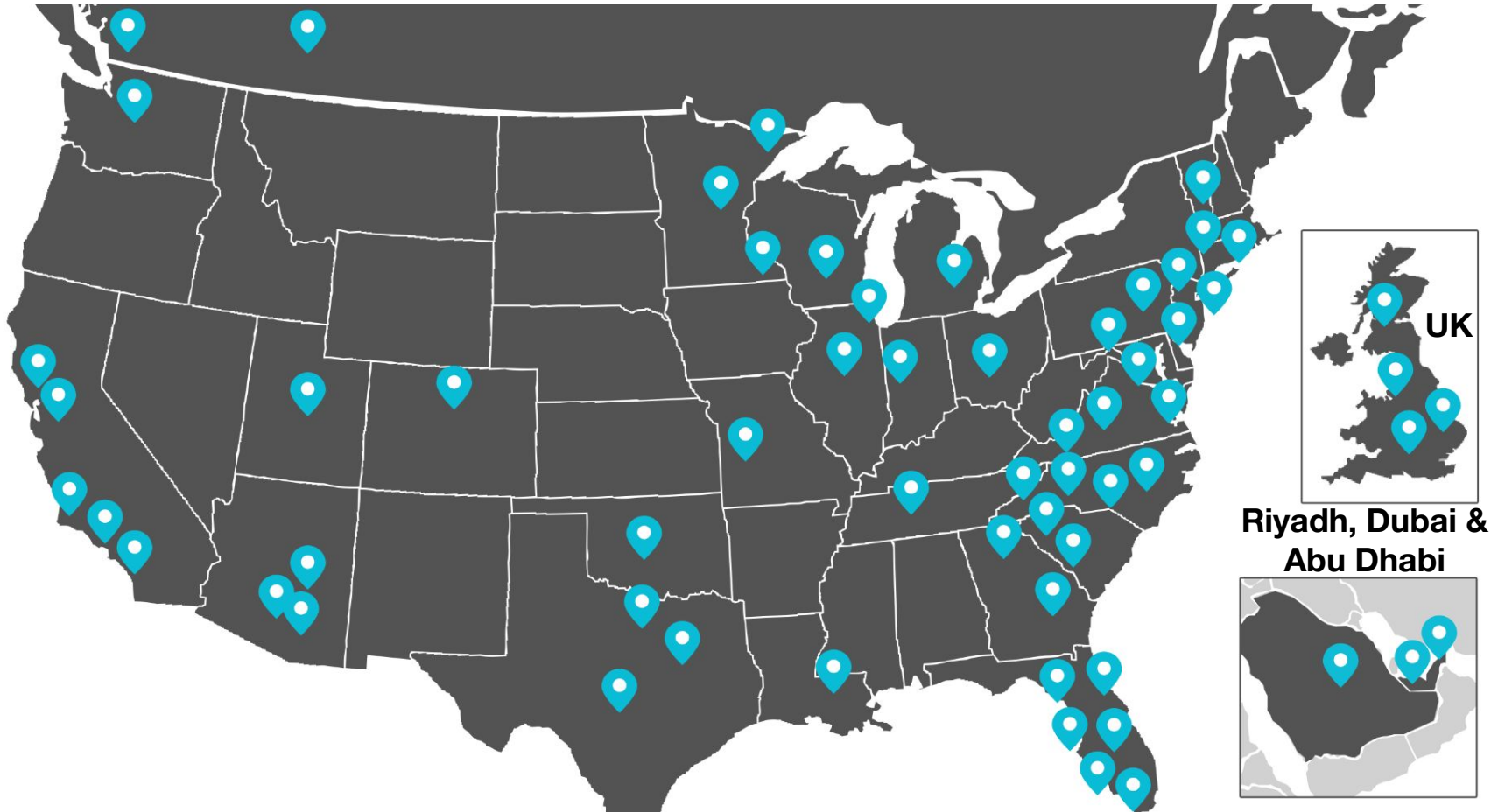
ABOUT US

- ❑ Send Me a Pro makes it easy to connect with local pros that come to you. Everything from handymen, painting, house cleaning, lawn care, home contractors, and much more.
- ❑ Send Me a Pro recently evolved from Send Me a Trainer, which focuses on fitness and sports services. Based on high demand from clients and franchise owners, Send Me a Pro now connects clients with a variety of additional vetted local service providers beyond just fitness.
- ❑ We started over 15 years ago as a concierge company connecting clients with local personal trainers and fitness instructors. We then developed our own proprietary technology and mobile apps to give users a better experience to connect with local trainers.
- ❑ As traction grew, our clients started to request that we connect them with other local service providers such as tutors for their kids and handymen... and Send Me a Pro was born.
- ❑ Historically speaking, every category is a standalone franchise business model. No one has ever aggregated multiple services under one franchise, until now.
- ❑ For the first time, you can now run a platform and offer multiple home services under one franchise. Why limit yourself to just one category? The benefit of technology is scale, and with Send Me a Pro, your **Total Addressable Market continues to grow.**
- ❑ With proprietary technology, low startup costs, and the ability to work from home, Send Me a Pro offers franchise partners a unique and exciting business opportunity.



**A Platform for Home Services,
owned and operated by a local Franchise owner.**

ESTABLISHED AN INTERNATIONAL FOOTPRINT



15+

Years of Experience



250+

Territories Awarded

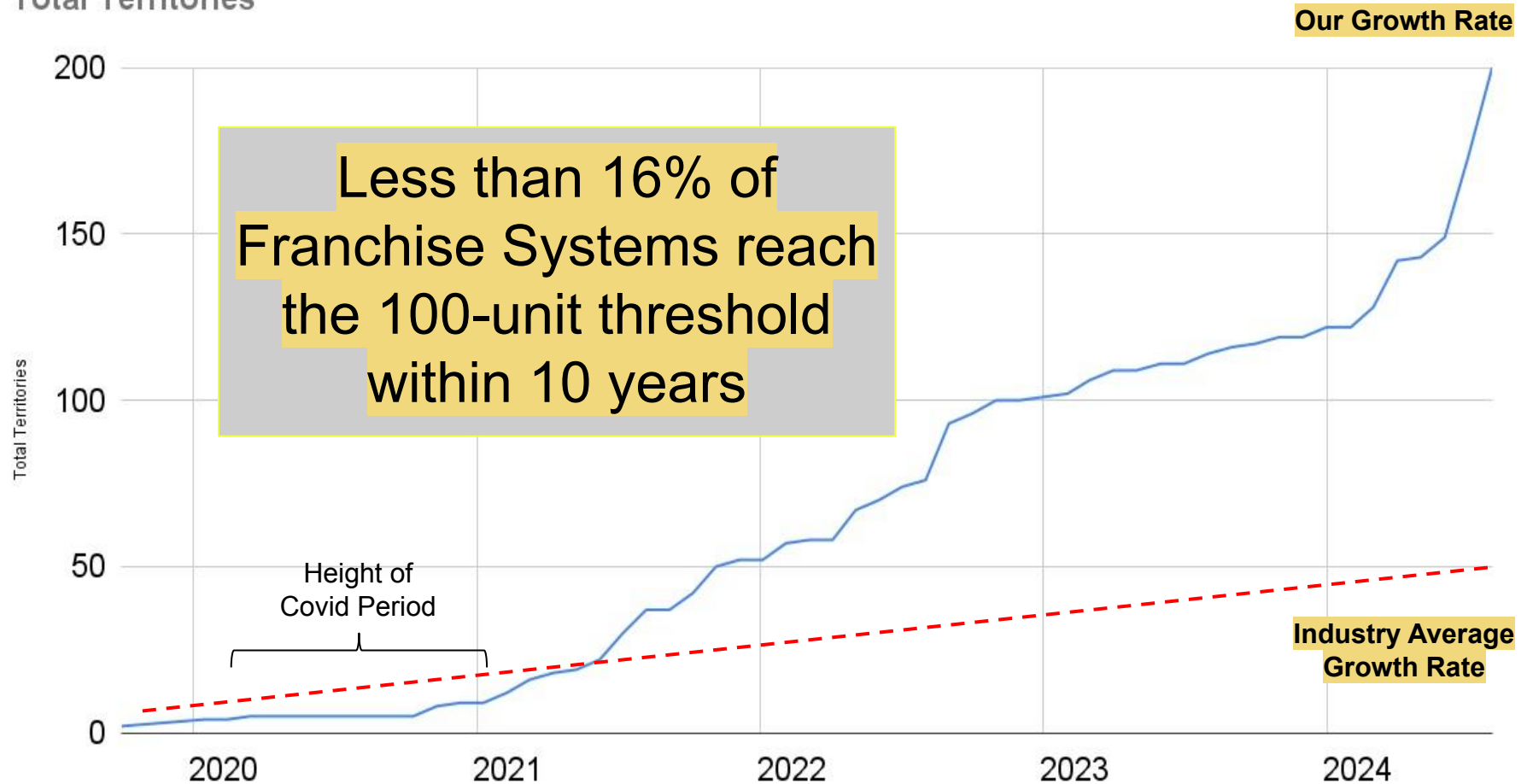


5

Countries

OUR TRACTION VS FRANCHISE INDUSTRY AVERAGE

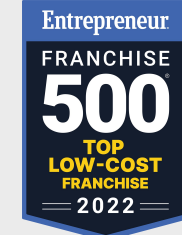
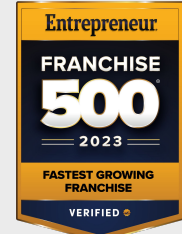
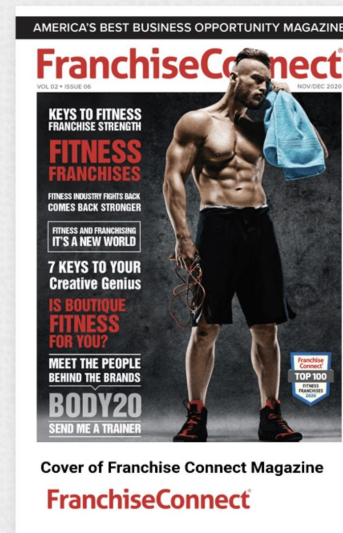
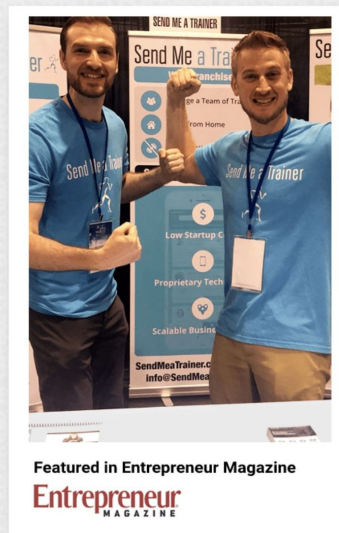
Total Territories



Explosive Growth:
200 Territories in less than 4 years vs 10 year industry benchmark

AWARDS AND RECOGNITION

- ✓ Ranked in **Franchise 500** 2025 by Entrepreneur Magazine
- ✓ **Case Study** written about Send Me a Pro in Essentials of Entrepreneurship
- ✓ **Top Global Franchise** 2024 by Entrepreneur Magazine
- ✓ Ranked **Fastest Growing Franchise** 2023 & 2024 by Entrepreneur Magazine
- ✓ **Top New & Emerging Franchise** 2023 & 2024 by Entrepreneur Magazine
- ✓ Featured on the **cover of Entrepreneur Magazine**

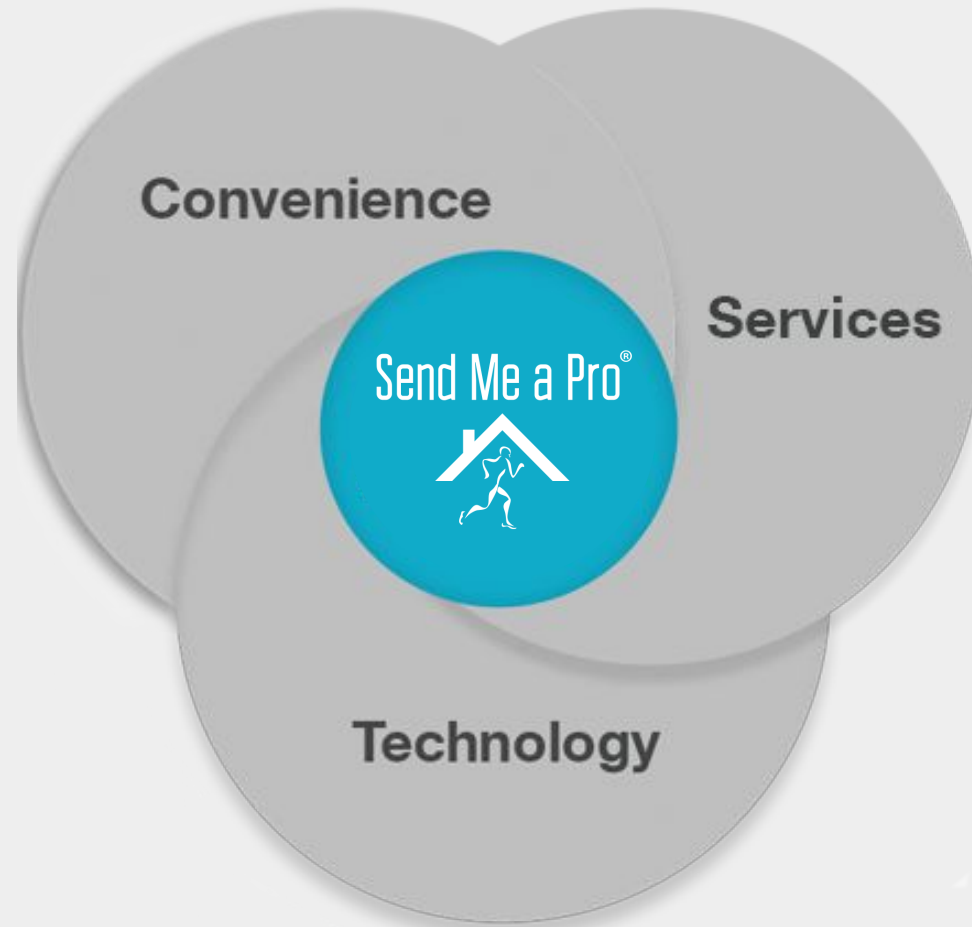


COMBINING TOP SECTORS



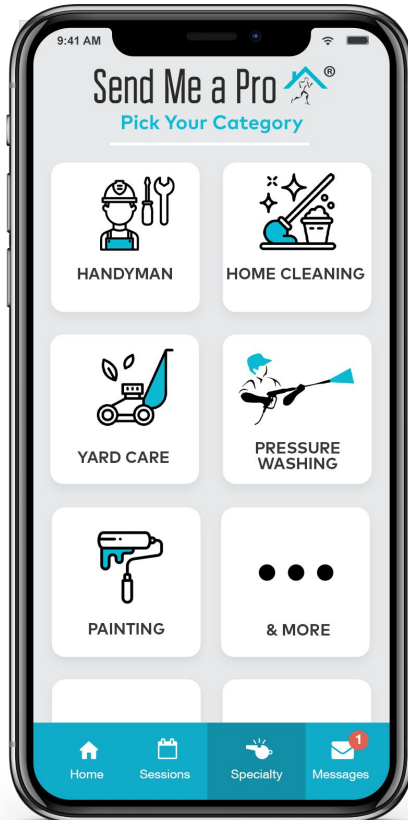
Send Me a Pro is strategically positioned at the intersection of three booming sectors: **Services**, **Convenience**, and **Technology**. This makes Send Me a Pro a promising franchise of the future.

With the convenience and accountability of a vetted service pro coming to clients at the click of a button, getting things done has never been easier.

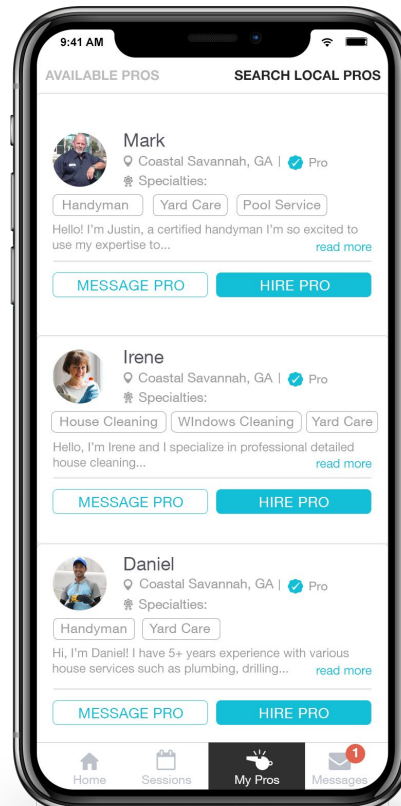


PROPRIETARY UBER-LIKE TECHNOLOGY

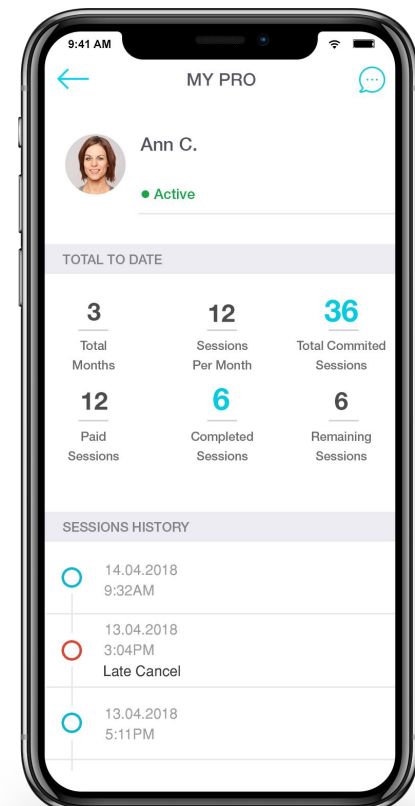
DOWNLOAD OUR FREE APP



PICK YOUR
CATEGORY



HIRE PROS



TRACK SERVICES

KEY FEATURES



CONNECT CLIENTS WITH LOCAL PROS



TWO WAYS MESSAGING



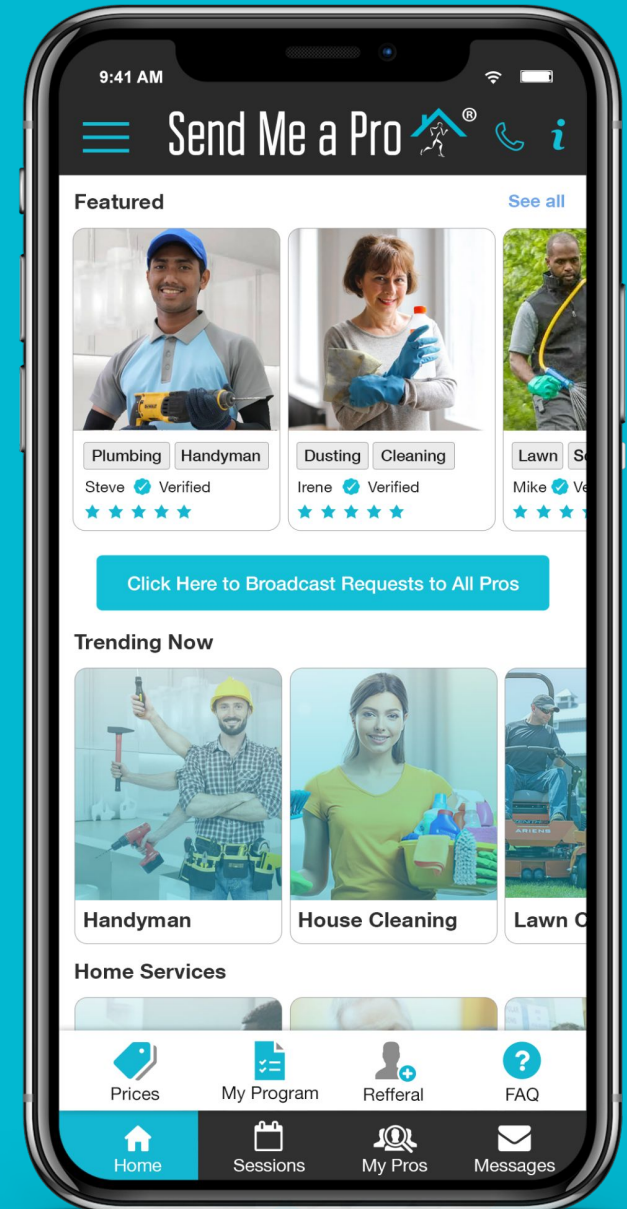
TRACK SERVICES



SECURE PAYMENTS



24 HOURS SUPPORT



HOW THE FRANCHISE WORKS

1. EXCLUSIVE TERRITORY MANAGEMENT

- **Exclusive Territory:** Franchise partners are awarded an exclusive territory with a population of around 50,000 to 75,000 people.
- **Category Selection:** Start with operating a few core services (e.g., handyman) and leverage preferred vendors for the fulfillment of other services (house cleaning, roofing, lawn care, etc.) You can vertically integrate into other services as you grow.

2. BUILDING & MANAGING A TEAM OF PROS

- **Freelance Pros:**
 - **Identify and Onboard:** Select and create profiles for local freelance pros (e.g., handymen, tutors, personal trainers).
 - **Revenue Model:** Earn the difference between the client's payment and the agreed pay rate to the freelancer.
- **Subcontractors:**
 - **Subcontract Work:** Partner with local "mom and pop" businesses (e.g., lawn care, painting, roofing).
 - **Revenue Sharing:** Earn a percentage of the transaction

3. LOCAL MARKETING & BUSINESS DEVELOPMENT

- **Marketing:** Conduct grassroots marketing and business development to build brand awareness and attract clients in your territory.
- **Sales and Customer Service:** Manage sales leads and provide exceptional customer service to ensure client satisfaction and repeat business.

4. CROSS-SELLING & CLIENT RELATIONSHIP MANAGEMENT

- **Client Retention:** After delivering the first service, leverage the relationship to cross-sell additional services, increasing client lifetime value.
- **Concierge Approach:** Act as a dedicated home manager, offering a seamless experience and becoming the go-to solution for all of the client's home service needs.

PARTNER WITH COMMUNITIES TO OFFER CONCIERGE SERVICES (B2B SERVICE)

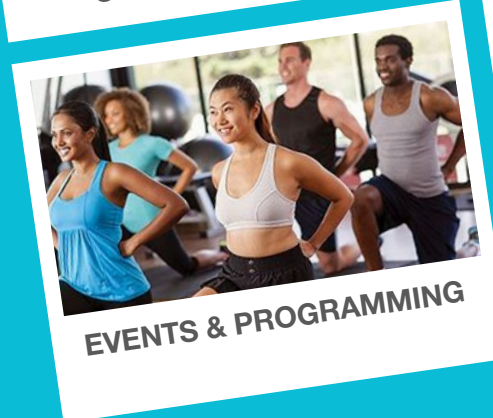
 **RESIDENTIAL COMMUNITIES**
(HOA's and apartment buildings)

 **OFFICE BUILDINGS**

 **CORPORATES**

 **HOTELS**

 **SENIOR CARE FACILITIES**



Additional revenue streams from B2B services

KEY FRANCHISE TERMS



| | |
|--------------------------------------|--|
| Total Estimated Startup Costs | \$49,599 - \$94,799 |
| Franchise Fee | \$34,999 *For an exclusive territory with a population of 50,000. Additional territories available for additional fees. |
| Term | 10 years |
| Royalty | 6% |
| Brand Development Fund | 2% |
| Software License Fee | \$600 / month |

INITIAL INVESTMENT RANGE

| CATEGORY | ESTIMATED INVESTMENT RANGE | |
|--|----------------------------|----------------------------|
| Franchise Fee (Population of Territory) | \$34,999 (up to 50,000) | \$44,999 (up to 75,000) |
| Computer & Phone | \$1,400 | \$3,000 |
| Insurance | \$1,800 | \$4,400 |
| Company Registration, Permits & Licenses | \$100 | \$500 |
| Grand Opening Advertising & Marketing | \$800 | \$3,000 |
| Startup Marketing Kit | \$2,000 | \$5,000 |
| Training Travel Expenses | \$0 | \$2,500 |
| Professional Fees | \$500 | \$4,000 |
| Business Phone Number | \$0 | \$200 |
| Other Software | \$0 | \$200 |
| Additional Funds - 3 Months | \$7,500 | \$27,000 |
| Total Estimated Startup Funds | \$49,099 | \$94,799 |

OUR COMPETITIVE ADVANTAGE



**LOW STARTUP
AND OVERHEAD
COSTS**



**PROPRIETARY
TECHNOLOGY
AND MOBILE APP**



**SCALABLE &
FLEXIBLE MODEL
(MULTIPLE
SERVICES)**



**WORK FROM
HOME**

**The First “PLATFORM FRANCHISE” Promoting Multiple Home Services.
Disrupting the Franchise Industry**

OWNERSHIP MODELS

Full Time

- Owner Operated

Part Time

- Keep your job
- Owner Operated on a part time basis
- Semi Absentee

100% Passive

- Be the investor
- Appoint a manager to run the day to day
- Manager will be trained by us directly

FRANCHISEE TRAINING & ONGOING SUPPORT

TRAINING & SUPPORT

- ✓ **Comprehensive franchisee training program** to get you fully equipped to run your business with confidence.
- ✓ **Recruiting assistance** from our experienced coaching team any time you need assistance in finding, onboarding, hiring, or training your network of pros and staff.
- ✓ **Business development systems**

RESOURCES

- ✓ **Cloud-based software and mobile app** for business optimization, including client and pro registration, payments, booking, and payroll.
- ✓ **Operations manual** built on over a decade of experience with proprietary techniques on how to run the business effectively.
 - Pre-opening manual (guidance in opening a new territory)
 - Operations manual (day-to-day business operations)
 - Standard operating procedures guides (SOP guides)

MARKETING ASSISTANCE

- ✓ **Send Me a Pro brand**
- ✓ **Flyers and brochures**
- ✓ **Email marketing campaigns**
- ✓ **Professional press release**
- ✓ **Website**
- ✓ **Social media template content**
- ✓ **Video advertisements**
- ✓ **Testimonials**
- ✓ **Access to preferred marketing vendors**

TO QUALIFY -



PROVEN TRACK RECORD



STRONG SALES & COMMUNICATION SKILLS



\$49k - \$95k TO INVEST IN YOUR BUSINESS

Franchise partners are awarded through a selection process.
Apply to be considered.

Your 7-Step Discovery Process

A structured path to franchise ownership with clarity and confidence.

1

Intro Call

Learn the process. Access online portal. Begin Discovery Course Part 1.

2

Application Review

Discuss application. Confirm funding plan. Answer any questions on Part 1 material. Get access to Part 2.

3

Business Model Deep Dive

Ask questions related to the business model, revenue streams, and day-to-day operations.

4

Territory Discussion

Review mapped options. Choose program and territory. Confirm funding readiness.

5

Final Review

Examine unit economics, earning potential and FDD. Submit \$150 application fee to proceed.

6

Award Decision - Decision Day

Receive territory award letter. Submit \$2,500 deposit on Decision Day.

7

Signing

Sign agreement and confirm training timeline. Welcome to the network!

TIMELINE TO LAUNCH

4 - 8 WEEKS

1 COMPANY SET UP
Company Set up, Bank Account, Phone

2 SELECTING YOUR SERVICES & PRICING
Market Research

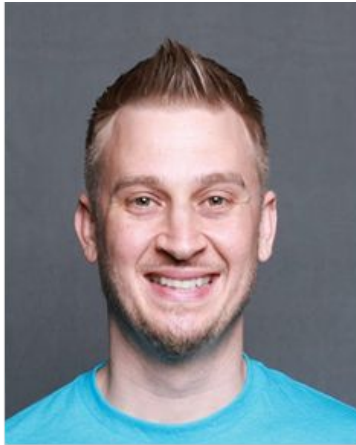
3 RECRUITING & ONBOARDING PROS
Onboard Pros for each category

4 SALES AND MARKETING TRAINING
Local Marketing Plan

5 READY TO LAUNCH
Let's go!

GET STARTED IN 4 WEEKS!

TEAM



**BARY
EL-YACOUBI**

Co-Founder & CEO

- Sales & Marketing Guru
- Master Certified Personal Trainer
- D1 Football Player



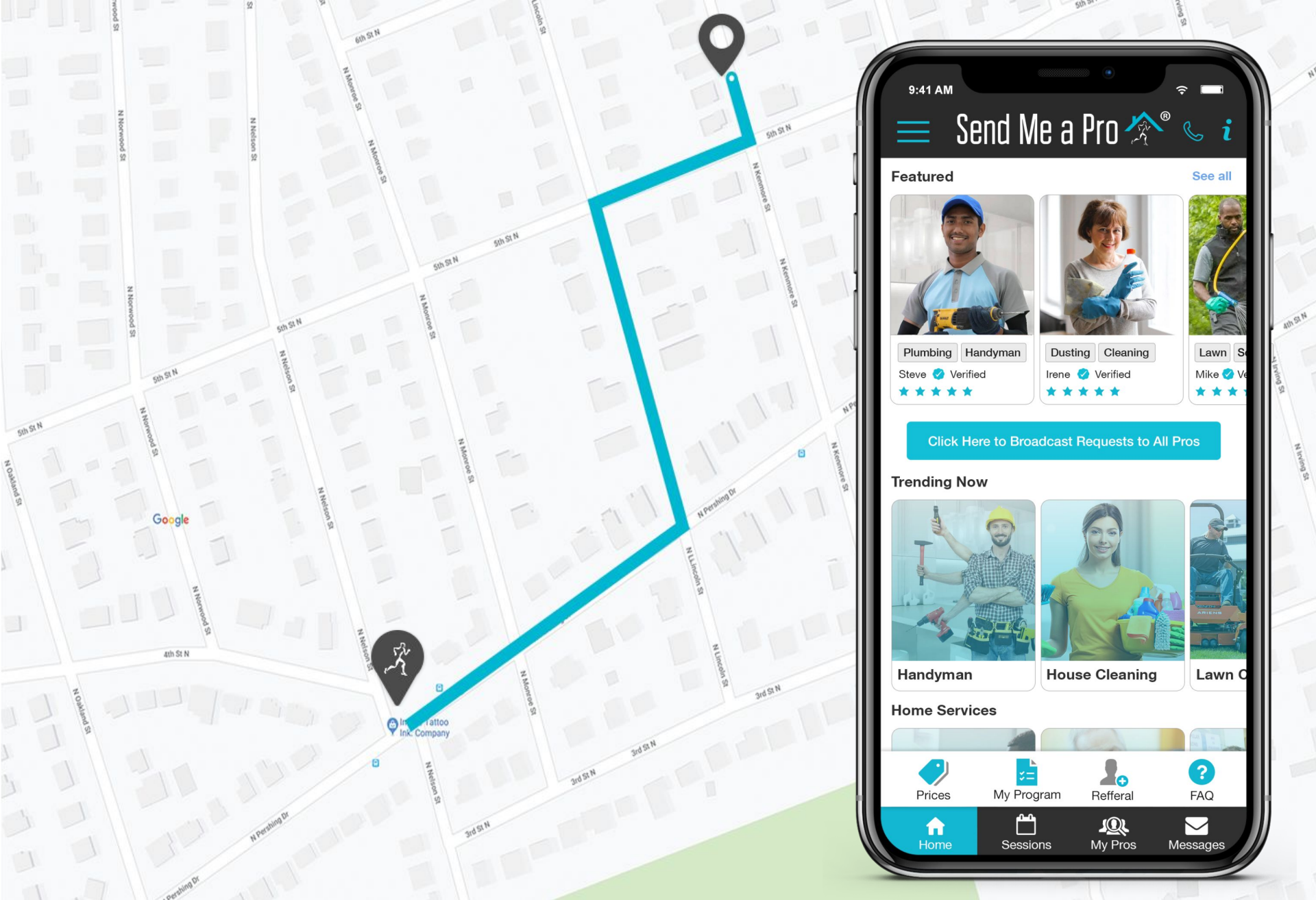
**MUHSSIN
EL-YACOUBI**

Co-Founder & CFO

- Private Equity & Investment Banking
- Kellogg MBA, Northwestern
- UVA, Finance & Accounting



Team of 30+ Members to Support You



Send Me a Pro 

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