



Hommati - 2 Minute Drill

Hommati was created to help real estate agents take advantage of a fast-changing marketplace and utilize the most innovative technology available, to help them build and promote their own personal brand, while at the same time, promote their listings.

Hommati has discovered a direct correlation between the amount of time a potential buyer spends looking at a listing online and whether that buyer converts into an inquiry for the agent. With the dynamic visual content Hommati provides, inquiries are increasing by as much as 403% as compared to listings that only use photography. Further, Millennials will become 53% of all home buyers within the next five years. Millennials were weaned on technology, are more tech savvy and visually-based Real Estate Agents who adapt to this changing marketplace will do very well as opposed to those who do not.

Contact Morris Shamouni for More Info at

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Innovative technology produces 3D Interactive Tours



Aerial drone video and still images



HDR Bracketed Photography

Hommati offers a wide range of innovative & much needed services to real estate professionals.



3D Interactive Tours

Virtual Reality Tours

Aerial HD Video / Stills

HDR Bracketed Photography (magazine quality)

Floor Plans with Measurements

Virtual Staging & Virtual Enhancements

Augmented Reality Services

Sign Placement / Removal Service

Lockbox Placement / Removal Service

Door Hanger Services

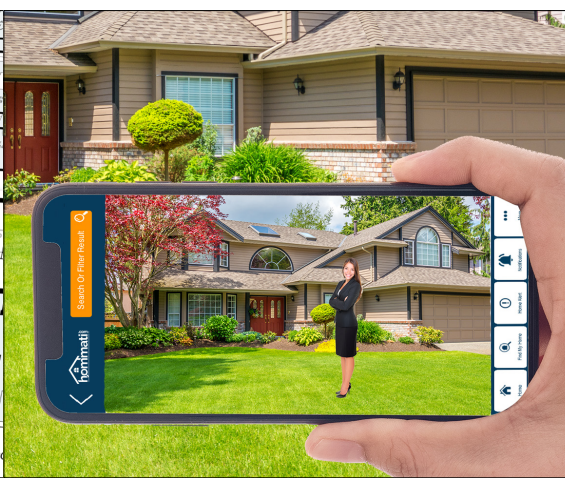
Listings Published on Hommati.com & App

Free Automated Listing Brochure Creation

Floor Plans with Dimensions



Augmented reality services



Listings Published on Hommati Website & App





Cutting edge technology is used to produce 3D Interactive Tours

Hommati has leveraged their buying position as a national brand to offer a listing package that includes a 3D Tour, VR Tour, Aerial Video, HDR Photography, Floor Plan, Brochure Creation and a Video slide show for only \$299. This is not much more than what many agents are paying for standard non-HDR photography alone.

3D Tours can help agents save time. Instead of taking buyers out to physically show them 10 homes, buyers can review the 3D Tours first and then decide on the top two or three homes they are most interested in actually seeing. Furthermore, statistics show that homes utilizing the Hommati Platinum Package receive 403% more inquiries, they sell 31% faster and sell for 4-9% more than homes with photography alone.

Hommati has created a free program for agents called The Agent Advantage Program. When agents integrate our 4 1/2minute script and accompanying Hommati literature into their listing presentations, they are winning up to 25% more listing presentations.

Hommati is a very attractive franchise model. Total initial investment as low as \$65k, non-brick and mortar, no employees are necessary, but can quickly transition to an Executive Managed Model, low cost of goods sold, high margins, low monthly overhead and it has the allure of doing 3D scans and flying drones.



The Agent Advantage Program



This opportunity has major benefits.



It's also a pretty fun business. There is nothing else like it out there. We are changing the way real estate agents do business.

– Jerry Clum, CEO and Founder

Low Franchise Fee - \$39,900

Low Start-up Costs - as low as \$25,500

Recurring Revenue Model
from monthly membership fees

Low Fixed Monthly Overhead
as low as \$764/month

Home Based, Non-Brick & Mortar

High Margins, Digital Services
low cost of goods sold

Fun, Exciting and Rewarding

**Owner/Operator &
Executive Managed Models**

Large Unrestricted Territory
one franchisee per 200K population

All Training Provided
Including Your FAA Remote Pilot License

No Photography Experience Necessary

Cutting Edge Technology
3D Camera, 4K Drone

**Hommati's Turn-Key
Proprietary Marketing Program**

**On-Going Sales, Operations,
Marketing and Technical Support**



Why present Hommati to your candidates?

Our founder spent three years as a Franchise Broker/Consultant. He knows first-hand how hard you work and how difficult it is to find a good candidate. We take great care of the candidates you refer.

We receive 500% more requests for information each month than many other franchise systems and in less than four years we have added 150 new franchise locations.

We are a franchise that gets candidates very excited and extremely interested.

Hard to replicate so you won't lose candidates to starting their own business. We have never had a candidate come in for a Discovery Day who ended up doing the same business on their own. We have more than \$2 million invested in our franchise dashboard which makes it difficult to compete because we automate so many of the services. Our franchisees invest approximately 1.6 hours per job, without the dashboard, the time investment would be closer to 14 hours per job. Also, we are doing tens of thousands of services annually. This volume allows us to beat any competitor by 50% or more and still maintain our desired margins.

We have no national competition so you will never lose a candidate that you get excited about a business model to another competing franchise model.

We keep you looped into all communication so you won't ever be wondering where things stand.

We have one of the highest closing ratios in the industry. For qualified candidates we convert:

- Referrals to 1st Calls 94%
- 1st Calls to Applications 53%
- Applications to 2nd Calls 98%
- 2nd Calls to Discovery Day 54%
- Discovery Day to Franchise Sale 92%

Qualified Referrals to Sales 19.2%.

In other words, we are closing one out of five qualified candidates that brokers refer to us!





Our CEO/Founder is a serial entrepreneur/franchisor who believes in setting trends rather than following them. He creates predictive models based on demographic shifts and trends and then determines the best business model to take advantage of the upcoming trends. He has been in the franchise industry for 27 years, owned 11 different franchises, founded multiple successful franchise systems, personally awarded over 1,200 franchises, served as a franchise consultant/broker, consulted for many major franchise brands, served on the Franchise Forum Board of the IFA, is the author of "Zero to \$100 Million in Five Years" and was named Entrepreneur of the Year.



Jerry Clum
CEO / Founder, Hommati Franchise Network, Inc.

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