

Hommati

Franchise Summary

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Category: Real Estate Services

Subcategory: Marketing Services, Virtual Reality Tours

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Schedule a call with us today, just click here:

<https://calendly.com/morris-shamouni/30min>

Franchise Fee: \$44,900

Royalties: 8%-6%

Cash Investment: \$65,000

Total Investment: \$70,000 - \$100,000

NetWorth: \$100,000

VetFran: No

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 2017

Franchised: 2018

Additional Details

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. With the dynamic visual content Hommati provides, inquiries are increasing by as much as 403%, the spend 31% less time on market and sell for 4-9% higher selling price as compared to listings that only use photography. Further, Millennials will become 53% of all home buyers within the next 5-7 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.

A Franchise Owner of Hommati, offers a wide range of innovative and much needed services to real estate professionals:

- 3D Interactive Tours
- Virtual Reality Tours
- Virtual Staging
- Aerial HD Video / Stills
- Floor Plans with Measurements
- Ultra HD 34MP (up to 4K) Photography
- Augmented Reality Services
- Sign Placement / Removal Service
- Hommati Website and App
- Free Automated Brochure Creation
- Quick turnaround time

Hommati has leveraged their buying position as a national brand and they offer a listing package that includes a 3D Tour, VR Tour, Aerial Video, HD Photography, Floor Plan, Brochure Creation and a Video slide show for only \$249, which is not much more than what many agents are paying for photography alone. 3D Tours can also help agents save time. Instead of taking buyers out to physically show them 10 homes, they can ask buyers to review the 3D Tours first and then take them out to show them the top two or three homes they are most interested in. Hommati has create a free program for agents called The Agent Advantage. When agents integrate our 4 1/2 minute 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. Less than \$61K total investment, non-brick and mortar, no employees necessary, low cost of goods sold, high margins, low monthly overhead and it has the allure of doing 3D scans and flying drones.

The Benefits of a Hommati Franchise:

- Low Franchise Fee - Only \$44,900
- Low Start-up Costs - \$25,000 - \$30,000
- Recurring Revenue Model - From Monthly Membership Fees
- Low Fixed Monthly Overhead - As Low as \$588 Per Month
- Home Based, Non-Brick & Mortar
- High Margins, Digital services - Low Cost of Goods Sold
- Fun, Exciting and Rewarding
- Set Your Own Work Schedule - Full-Time, Part-Time (w/employee)
- 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

In our first five years of franchising we have added over 140 new franchise locations in 40 states. We are a franchise that gets candidates very excited and extremely interested. 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 have one of the highest closing ratios in the industry.

Franchise Package:

- Franchise Fee: \$44,900
- Cash Investment: \$70,000 - \$100,000
- Royalties: 8%-6%

WHY Hommati?

It's fun and innovative
Industry leading ROI
Low start up costs

OUR IDEAL FRANCHISEE

Someone who is enthusiastic, energetic, and passionate
Someone who enjoys networking and has a hunter mentality
Someone looking for a proven system and who wants to follow the blueprint

AVAILABLE MARKETS

US markets available: Nationwide Availability
HOT Regions/Desirable: Los Angeles, CA; Dallas, TX; West Palm Beach, Miami and Ft. Lauderdale FL; Phoenix, AZ
NOT available: RI, SD, UT
Also, not currently accepting referrals in: Sacramento, CA; Denver, CO; Baton Rouge, LA; New Orleans, LA; Boston, MA; Dayton & Toledo, OH; Austin & Houston, TX; Washington DC; Seattle, WA
Canadian Referrals: No
International Referrals: No

BACKGROUND

Year founded: 2017
Year Franchised: 2018
Number of franchises currently operating: 130
Number of corporate owned franchises: 0

FINANCIAL DETAILS

Franchise Fee: Single:
\$44,900
Providing earnings guidance in Item 19 in FDD: No
Total investment range:
\$70,000 to \$100,000
Net worth requirement:
\$100,000
Royalty: 8%-6%
Additional fees: 0
Financial assistance available:
No
VetFran program: No

SUPPORT & TRAINING PROVIDED

Training and support program details:

Hommati provides 5 days of comprehensive training including both classroom and hands-on training.

Cost for Training: \$0

Lodging and airfare included:
No

Site Selection Assistance: No

Home Based: Yes
Absentee ownership available: Yes
Accepting Master Franchisor and Area Developer Referrals:
No
Average number of employees required: 0-1
E2 Visa Friendly: No

Lease Negotiation Assistance:
No
Mentor following training: Yes
Length of mentoring
Franchisee: 3 months +

Resales will have a commission of \$12,000 for up to the first \$50,000 of the total sales price of the resale and 10% of any amount above \$50,000. Should a sale of a vehicle or equipment be included in the transaction, the cost of the vehicle and equipment is excluded from the total sales price.

All referral fees shall be payable in full within 10 business days of receipt of the franchisee's funds by the franchisor, to close. Such Referral Fees shall be payable to Broker notwithstanding the expiration or termination of this Agreement, provided the referral was given to Franchisor by Broker during the term of this Agreement, which sales was closed within 12 months from the date the Broker provided the referral to Franchisor.

Last updated: 11/20/2024