

7

WAYS THAT INVESTING IN A FRANCHISE GIVES YOU MORE FLEXIBILITY IN YOUR CAREER



Are you thinking of opening your own business? This big decision comes with many considerations and should go along with careful research. If you are looking for more time to spend with your family, or a change from a typical nine to five schedule, franchising might be the right choice for you. Because franchising involves partnering with a larger brand, it innately takes some of the time and effort out of many aspects of running a business. Whether it's research and development, marketing, or training and support, franchisors have the experience and resources to help their franchisees in their operations, leaving franchisees with a great work and personal life balance. The purpose of this guide is to help you to familiarize yourself with some of the aspects of your business a franchisor could help to simplify.



1

Franchisors Lay the Groundwork For you

One of the best things about opening a franchise is that franchisors take all of the guesswork out of opening your new business. Because franchisors have experience building their brand, they understand how to open and run new locations most effectively. Some of the ways franchisors take the headache out of running a business include:

Training and support programs: Franchisors who have helped to launch many new franchises will have a good idea of the hurdles that will arise while getting started. That's why many franchisors offer customized training programs to help franchisees to prepare for running their business. A good support program will teach a franchisee how to do everything from selling products, to customer service, to bookkeeping. At Pillar To Post, we are proud to offer such a training program along with our Foundations for Success start-up program. This training and support helps to ensure that our franchisees can quickly start seeing their business grow.

Offering ongoing support to franchisees. At Pillar To Post, franchisees have access to a business coach who will work with them individually to solve any unique problems franchisees may encounter while building their business. We hire only the most experienced experts to work as business coaches, ensuring that you will have access to expert advice whenever you need it. Another form of ongoing support we offer is a systematized program designed to help you build relationships within the real estate community, translating into more business for you.

State-of-the-art technology. Any franchisor worth their salt will invest time and money into research and development so that they are on top of the newest and best technologies franchisees can implement in their businesses. At Pillar To Post, we are proud to offer our franchisees a range of technologies they can use to strengthen their business practices.

2

Brand Recognition

Choosing to open a franchise means opening a business with a built-in customer base and brand recognition. Whereas independent small business owners can spend years developing a clientele and a reputation, franchise owners are partnering with a brand that has already completed much of this foundation-building.

Pillar To Post has been in business since 1994 and has expanded to 49 states and 9 provinces. We have been offering quality home inspections for more than 25 years, making us a trusted resource to home buyers and real estate companies alike. In fact, Pillar To Post has developed deep partnerships with companies such as RE/Max, Berkshire Hathaway, and Keller Williams. We will help you to leverage these partnerships by using our startup marketing plan that we have continued to refine throughout our years in business. All of this experience translates into valuable brand recognition for our franchisees, who will enjoy the name recognition that goes along with partnering with a long and well-established brand. We've spent the last quarter of a century building up our brand so you don't have to!

Don't take our word for it -- we have placed on Entrepreneur Magazine's list of the Top 500 Franchise List many times over, coming in at #58 in 2017. Other awards and recognitions include being ranked Best of the Best by Entrepreneur Magazine, and being ranked a Top and Fastest Growing Franchise by Entrepreneur Magazine. Awards and recognitions like these demonstrate that Pillar To Post has developed a strong reputation as the best home inspection franchise in North America.



3

Financing

We are proud to offer modest franchise fees, with in-house financing available to help cover this cost. Furthermore, we partner with a number of third-party institutions in order to help our franchisees secure financing as quickly and painlessly as possible². We should also note that we are proud to support our veterans, and we show our appreciation for them through offering a 20% discount on our franchise fee to all qualified veterans⁶.



4

Working Towards Success Together

Franchisors have a vested interest in the success of their franchisees: When franchisees succeed, it's good for the entire brand. Working with a franchisor means that you are sharing some of the responsibilities of running a business. Your franchisor is just as invested in the success of your franchise as you are, and they want to help you succeed. At Pillar To Post, franchisee success is what drives us forward. In fact, we believe that the reason we became the #1 property inspection franchise is by supporting our franchisees every step of the way¹.

We are so dedicated to our franchisees that we have a team of more than 30 people who are focused on helping franchisees to grow their businesses. Additionally, franchisees can look forward to working with our Franchise Advisory Council, a panel elected by franchisees who volunteer their time to act as franchisee representatives to provide input to the Home Office. The Franchise Advisory Council is an important part of our team, and we value the voice they give to our franchisees as we grow our business together.



5

Enjoy Flexibility in Your Business and Personal Life

A common misconception about being a franchisee is that there is only limited room for creativity. To the contrary, franchisors value input from their franchisees and typically offer them some room for individuality. After all, it was a McDonald's franchisee who invented the famous Big Mac³. With the potential for innovations like these, franchisors value the ideas and input of their franchisees.

Another way franchisees can enjoy flexibility is in their personal life. Although it takes a lot of time and effort to open a new business, working with a franchisor can help to minimize some of the complications that go along with building a brand from scratch. This can lead to more time for franchisees to focus on ... well, whatever is important to them! Whether your goal is to be home every night at six o'clock, or to never miss a child's soccer game, working with Pillar To Post makes these goals attainable. Furthermore, running your own franchise means that you're the boss. You have the flexibility to set your own hours, and to delegate responsibilities to your employees (if you choose to have any). How would your life change if you had this kind of freedom?



6

Franchise Disclosure Documents Take the Guesswork Out of Franchising

The decision to partner with a franchisor can be stressful for franchisees. How do you know what the return on your investment will be? While it's impossible to predict how each franchise will perform, franchisors provide a Franchise Disclosure Document that outlines how successful their brand, and their other franchisees, have historically performed. A careful review of this document can reveal important trends to potential franchisees that can take a lot of guesswork and mystery out of their decision to invest.

We have prepared a Franchise Disclosure Document for potential Pillar To Post franchisees. We invite you to review it in order to learn more about the performance of our brand. We hope that disclosing figures like these will help our franchisees to make an informed investment decision.



7

Franchisors Know Their Industries



It is crucial to understand your industry if you are going to thrive in it, and franchisors invest significant time and resources into researching industry trends. While small business owners need to invest their own resources into learning about changing tastes and new developments, franchisees can rely on their partnership with their franchisor to help stay informed on their industry.

Pillar To Post is enthusiastic about researching the home inspection industry and passing along our findings to our franchisees. For instance, did you know that the number of home buyers has been steadily increasing since 2009, leading to a greater demand of home inspections? Home inspection has grown to a \$3 billion business, and is projected to grow over the next 10 years, as Millennials age to their mid-to-late 30s⁴. We also know that there is no one company dominating this industry, making it the perfect level playing field for new franchisees.

We hope that this guide has been informative and will help you get started as you research different business opportunities. Remember, whatever franchisor you choose, their goal should be to support you and your business. This support can translate into greater flexibility and freedom for you as you build up your business. At Pillar To Post, we would love to support you as you get started in the home inspection industry.

Contact us today to get a copy of our Franchise Disclosure Document, and to learn more about the financing options we have available for new franchisees.

Give us a call at **1-877-963-3129** or visit us at
www.pillartopostfranchise.com.

We can't wait to meet you!



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