



Home
Franchise
Concepts

Franchise
Guide





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Introduction

At Home Franchise Concepts, we empower individuals from all backgrounds to invest in themselves and discover financial independence by owning a franchise in the home services industry. With over three decades of leadership in franchising, Home Franchise Concepts supports over 2,600 franchised territories, offering both new and seasoned business owners the chance to thrive.

Home Franchise Concepts is a subsidiary of JM Family Enterprises, Inc., a \$24B company recognized for its stability, integrity, and culture. Continuously ranking at the top of Forbes' list of America's Largest Private Companies, JM Family employs more than 5,000 associates across North America. Partnership is at the center of everything we do. We build mutually rewarding relationships with customers, business partners and communities to accomplish our mission of growing our brands into powerful leaders in the home services industry. Our affiliation with JM Family ensures that Home Franchise Concepts franchisees benefit from unparalleled support, steadfast leadership, and a solid foundation for their business. Our brands consistently rank among the top franchises in the industry including Franchise Business Review's® Top 200 Franchises and Entrepreneur's Franchise 500® list, which is a testament to our strength and infrastructure.

In this comprehensive guide, you can learn more about franchising with Home Franchise Concepts and what you should consider when exploring franchise opportunities. Whether you're venturing into business ownership for the first time or seeking to expand your business portfolio, you can count on Home Franchise Concepts to be with you every step of the way.



OUR PURPOSE

To enhance daily living with every brand, in every home, every day.



What Franchising is & How it Works

Franchising is a popular business model that allows a business owner, or franchisee, to operate under the name and recognition of an established brand, or franchisor. For example, Home Franchise Concepts currently owns ten home services brands with franchise opportunities available nationwide and many brand options available in Canada.

Franchisors are responsible for maintaining and enhancing the brand's reputation and integrity, training franchisees, and providing technology, marketing, business support and other services. A franchisee is able to use the brand name and products/services while being responsible for following the franchisor's guidelines. [Learn more](#) about what franchising is and whether it's the right business model for you.

Owning a Franchise vs. an Independent Business

For many, choosing between a franchise and an independent business is complicated. There are two primary phases that an aspiring business owner should consider:

The first phase starts the day you choose to pursue the dream of business ownership and extends through Opening Day. This includes startup costs, legal documentation, city permits, purchasing operating equipment, and, in some cases, a real estate investment. The second phase is every day after Opening Day, when you'll be responsible for daily operations, employee and inventory management, marketing and networking, administrative/project management duties, among other responsibilities.

Choosing between a franchise and an independent business may depend on how you want to manage these key phases. Here are just a few things to consider during the decision-making process:

Franchise	Independent Business
Use of established brand name and customer base	Build your own brand
Ongoing training and support systems	Rely on personal resources
Franchise fees, initial investment	Flexible startup costs (often more expensive)
Proven business model (less risk)	Determine your business practices (more risk)
Follow the franchisor's operating guidelines	More control over all aspects of the business

[Learn more](#) about the benefits of franchising.

“We love all the support we get from Home Franchise Concepts. It really was a match made in heaven.”

JULIAN WHITE · TWO MAIDS FRANCHISE OWNER



The Best Home Services Franchises

Home Franchise Concepts offers a variety of opportunities for potential franchisees looking to get into the lucrative home services industry. Each of our brands is committed to our [mission, vision, and core values](#), establishing strong local businesses backed by a solid national presence.

Browse our renowned brands with markets available nationwide, with some brands available in Canada:



[A leader in the mold removal and remediation franchise marketplace.](#)

AdvantaClean offers various services related to moisture control, indoor air quality, and energy efficiency for homeowners and businesses across the U.S.

Aussie Pet Mobile®

[The #1 pet grooming franchise on Entrepreneur's Franchise 500®](#)

delivers professional one-on-one dog & cat grooming in a fully customized van, providing time-saving convenience to pet owners, and a calming, attentive experience for pets right in the comfort of their driveway.

bathtune·up®

[A full-service bathroom remodeling franchise](#) offering four core services – bathtubs, showers, tubs to shower conversions – to complete bathroom remodels that are structured around customer service Trustpoints to ensure a hassle-free experience from start to finish.



[The #1 window coverings franchise on Entrepreneur's Franchise 500®](#) provides custom blinds, shades, shutters, draperies and automated smart home window coverings solutions, and measuring and installation services to homeowners and businesses at prices that fit almost every budget.



[The #1 concrete coating franchise on Entrepreneur's Franchise 500®](#) that upgrades driveways, walkways, patios, and indoor spaces, bringing artistry to the world of concrete with stained, stamped, and hand-carved decorative overlays that cost half as much as other natural materials.



[The #1 kitchen remodeling franchise on Entrepreneur's Franchise 500®](#) that offers five ways to update, uplift, and upgrade a kitchen with our exclusive Original Tune-Up, cabinet painting, cabinet redoing, cabinet refacing, and custom cabinets solutions.



[A new and emerging disaster response franchise](#) that provides water and fire damage restoration services in emergency situations, from burst pipes to natural disasters, for both residential and commercial properties.



[A custom garage storage and garage flooring franchise](#) specializing in designing and installing custom solutions including cabinets, shelves, Slatwall storage systems, overhead racks, epoxy/polyaspartic floor coatings, and more.



[A custom home organization and storage solutions franchise](#) that designs and installs custom organization systems including, closets, craft & hobby rooms, laundry rooms, home offices, wall beds, entryways, mudrooms, pantries, and more.



[A residential cleaning franchise](#) characterized by building strong relationships and giving back to our communities and providing consistent results and customer satisfaction in the highly fragmented residential cleaning industry.

Home Franchise Concepts franchisees benefit from comprehensive support, including initial training, technology, and solutions that enhance community impact. Our hybrid training program blends in-person sessions with online modules, providing franchisees direct access to Home Office experts. Beyond Opening Day, continuous support includes webinars, conventions, and ongoing educational opportunities.

Equipped with advanced CRM software platforms and comprehensive marketing toolkits, Home Franchise Concepts franchisees have all the resources necessary for success. From preferred vendor partnerships to accounting tools and personalized websites, franchisees can efficiently engage with local customers while delivering exceptional service.

These solutions enable franchisees to effectively meet customer needs and budgets, fostering community confidence and satisfaction. [Learn more](#) about our brands.

“When you join a franchise, you essentially receive a proven playbook and adopt a support system designed to help you succeed.”

COREY BENISH · PRESIDENT AND CEO, HOME FRANCHISE CONCEPTS



What is an FDD & How to Review It

The Franchise Disclosure Document (FDD) is the most important legal document for a potential franchisee. This document outlines what you can expect from the franchisor in great detail. The FDD, which includes startup costs, brand background, and territory information, is the best way to determine whether this is the brand you want to work with.

All sections of the FDD are important for careful review. However, there are key areas that will help franchisees ask better questions throughout the process and understand what they get for their investment. Learn more about these key areas in [What to Look for When Reviewing an FDD](#).

“Franchising offers entrepreneurs the chance to be their own boss while still having the backing of a larger, established company.”

AARON CADY · VICE PRESIDENT OF FRANCHISE DEVELOPMENT, HOME FRANCHISE CONCEPTS



How to Finance Your Franchise

There are two components that make up the investment and start-up costs: the Initial Franchise Fee and Minimum Working Capital. A large majority of new franchisees secure financing to go from being franchise dreamers to franchise owners. Home Franchise Concepts proudly offers in-house financing to qualified candidates, as well as a 15% discount off the initial franchise fees for qualified military Veterans. Ask us for details.

Prospective owners can also use their 401(k) without penalties or taxes, or explore SBA loans with low or no collateral and affordable monthly payments to help fund their franchise.

Additionally, Home Franchise Concepts franchisees have also worked with FranFund, Guidant Financial, Benetrends, and First Financial to provide them with individualized funding strategies, expert guidance, and flexible financing solutions. Learn more about how you can [finance your franchise](#) with Home Franchise Concepts.

“We couldn’t imagine starting and running a business without Home Franchise Concepts on our side.”

PAUL & KATHRYN JOST · KITCHEN TUNE-UP AND BATH TUNE-UP FRANCHISE OWNERS



How to Choose the Right Franchisor

Selecting the right franchisor is crucial to your success as a business owner. Home Franchise Concepts is a top choice due to solid backing from our parent company, JM Family Enterprises, a privately owned \$24B company that offers stability, leadership, and franchise opportunities.

You're not just investing in a franchise by choosing Home Franchise Concepts. You're partnering with a proven leader in the home services industry. Here are some of the key strengths that make Home Franchise Concepts an ideal franchisor:

Protected Territories: Home Franchise Concepts provides protected territories, so you won't compete against fellow franchisees, allowing you to confidently grow your business.

Flexible Location Options: Many Home Franchise Concepts brands offer the flexibility of operating from either a home-based or commercial location, depending on which brand you invest in. These brands allow you to choose the setup that best suits your lifestyle and goals.

Low Investment, High-Profit Potential: With a low-cost investment and high-profit potential, Home Franchise Concepts franchises are designed to be financially accessible while offering lucrative opportunities.

Scalable Business Model: Home Franchise Concepts' brands offer scalable business models, many featuring low overhead and minimal inventory requirements, enabling efficient and cost-effective operations.

Financing and Discounts for Veterans: Home Franchise Concepts offers in-house financing options and special discounts for honorably discharged veterans, making it easier for qualified candidates to start their own businesses.

Comprehensive Marketing Support: Benefit from national advertising campaigns and turnkey local area marketing programs that drive brand recognition and customer acquisition.

Exclusive Products and Cutting-Edge Software: Many franchises have access to exclusive products and industry-leading software programs, helping you run your business effectively and stay ahead of the competition.

Ongoing Training and Support: From initial training to continuous support throughout the life of your business, Home Franchise Concepts is committed to your success and growth as a franchisee.

The Home Franchise Concepts Way

Our Purpose

To enhance daily living with every brand, in every home, every day.

Our Vision

Be the world's leading home-services platform where partnership and performance create lasting success.

Our Mission

Franchise Driven.
Consumer Obsessed.

Our Core Values:



Consideration- We encourage different perspectives and treat people with respect, honesty and fairness.



Cooperation - We make our strongest contributions through collaboration and trusting relationships. By sharing knowledge, resources and talents, we make each other better.



Communication-We stay connected and engaged through the open exchange of ideas, information and honest feedback. and honest feedback.



Innovation - We prepare for the future by taking risks, learning from our experiences and finding new ways to do it better.



Accountability - We treat this company like it's our own and excel by expecting and delivering the best of ourselves and our teams.

By choosing Home Franchise
Concepts, you're not just
investing in a franchise.
You're partnering with a
proven leader in the home
services industry.



The Franchise Process

No matter the franchise/franchisor you choose, there are five steps you can anticipate while evaluating any franchise opportunity out there:

- 1. Conduct Research:** Prospective franchisees will explore their chosen industry for the brand that helps them achieve their personal and professional business goals. You can reach out to the franchise(s) that are of most interest to you and request more information about the opportunity directly from the franchisor.
- 2. Investigate the Brand:** Prospective franchisees will learn more about what they can expect from their franchisor during the Discovery phase. This process can take up to four months to complete. The franchisor will also provide prospective franchisees with a Franchise Disclosure Document (FDD) to study and review.
- 3. Training:** Once awarded a franchise, most franchisors should have an onboarding process that helps franchisees get started for Opening Day. This may include business practices, hiring methods, ordering inventory, etc.
- 4. Launching the Location:** In some cases, franchisees are responsible for finding their brick-and-mortar location and hiring staff. You will learn this information during the Discovery process and can also find it in the FDD.
- 5. Ongoing Support:** Depending on the franchise company you choose, you may receive marketing materials and support, operational manuals, business coaching support, and best practices to follow from the franchisor.

Beyond doing your part as the franchisee, you should also consider how involved you'd like a franchisor to be. Read more about [franchise ownership styles](#) and learn where Home Franchise Concepts stands.

Find Your Franchise Fit with Us

When choosing a franchise, it's essential to consider your interests and skills. Home Franchise Concepts is ideal for people who are looking to reach financial independence by owning a business backed by support. No industry experience required. Potential franchisees who exhibit the following characteristics are likely to succeed with Home Franchise Concepts:

Franchisees Must Have a Passion for Service: taking genuine interest in serving their community with integrity.

Franchisees Must Have Ambition and Initiative: the desire and willingness to lead and manage their team(s).

Franchisees Must Be Willing to Learn: discerning best practices as industry trends develop and evolve – and evolve with them.

Franchisees Must Communicate: developing and fostering relationships with their franchise network, employees, customers, and Home Office Support Team.

The difference between a successful franchise experience and an unsatisfying one could be a lack of research and investigation on the front end of the process.

Not sure what Home Franchise Concepts franchise brand you should choose? [Get matched](#) with the perfect fit for you.

“It really does provide an amazing path
to financial growth and security.”

CALEB & ERICA WOLF · BUDGET BLINDS FRANCHISE OWNERS



Get Started

Whether you're a first-time business owner or looking to add a franchise to your portfolio, Home Franchise Concepts can help you reach your financial independence goals through business ownership.

Want to learn more about franchising with Home Franchise Concepts? Our knowledgeable Franchise Advisors will help you get started with the next steps from choosing the right franchise investment opportunity for you within our family of brands.

[Fill out our form](#) or call us at (844) 642-7203.



BUILDING FUTURES TOGETHER