



**HOMEVESTORS**<sup>®</sup>  
AMERICA'S #1 HOME BUYER

## FRANCHISE REPORT



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# WE'RE HOMEVESTORS® OF AMERICA, INC.

## A Top Real Estate Investment Franchise



At HomeVestors®, we provide services and education to franchisees seeking to operate their own independently owned and operated residential real estate investment business. We generate proprietary real estate investment opportunities through advertising campaigns that utilize the “We Buy Ugly Houses®” national brand.

So, what do we do? We help people who may be in difficult real estate situations and help them sell their property quickly and efficiently by offering cash on their houses. From there, we renovate those homes and sell them to new buyers – or hang onto them as rental properties. At HomeVestors®, we're able to help those who may be in the thick of difficult life situations while simultaneously helping new renters and first-time homebuyers. Plus, we get to dramatically enhance the neighborhoods we invest in.

Franchise owners are able to start their business in two different ways. Franchisees could choose to invest as an Associate Franchise owner. This option allows them to slowly grow the business into their full-time job. However, those who are looking to jump right in to the industry can invest as a Full Franchise owner. Even if you choose to work the business full-time, you don't have to start out with an office location and supporting staff. You are in control to build the business at your pace.

HomeVestors® was founded in 1996 and is headquartered in Dallas, TX. Now we're the nation's largest home-buying franchise. We are committed to bettering the lives of the people in our communities.



# OUR MISSION

## What We Promise Each of our Clients



We're dedicated to helping those who are in tough real estate situations get their houses sold quickly with an all-cash offer so they can move on with their lives. We're not just part of the real estate business. We're in the people business. We provide real-life solutions that improve people's lives. HomeVestors® has an **over 95% satisfaction rating\*** with sellers.

*\*Based on seller reviews submitted through Commend platform from January 1, 2018 – June 30, 2023*



### MISSION:

To help others through innovative processes and real estate solutions that positively impact neighborhoods one home at a time.

### VISION:

Improving lives through exceptional experiences.

### CORE VALUES:

**SERVICE:** We respect others, and commit to the highest levels of professionalism and consistency.

**INNOVATION:** We continually find new and creative ways to improve.

**TRUST:** We act with honesty and integrity in all we do through transparency and accountability.



# THE REAL ESTATE INDUSTRY IN 2023

## Millions of Opportunities



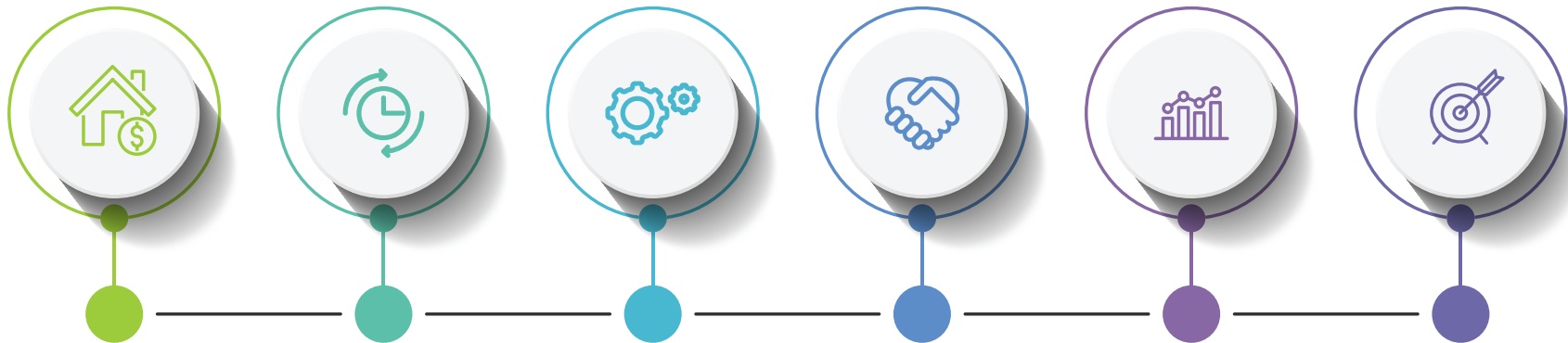
According to a recent [report](#), it is predicted that 5.1 million existing homes will be sold in 2023. This does not count new construction, but rather current homeowners looking to sell their properties. However, trends are showing that housing prices are pushing out primary homeowners and small-time investors while favoring institutional investors with more funding.

Part of what makes HomeVestors an ideal investment opportunity for entrepreneurs looking to break into the real estate business is access to lending programs specific to HomeVestors franchise owners. The ability to avoid lengthy loan approvals while getting up to 100% financing for qualified borrowers allows our franchisees to take advantage of the real estate market and compete with institutional investors.



# HOMEVESTORS® HISTORY

## How We Got Our Start



Real estate entrepreneur, Ken D'Angelo, started the HomeVestors® business in Dallas, Texas, in 1996. Ken had purchased many homes throughout his time in real estate and decided to transform his home-buying business into a franchise.

He named this new business venture HomeVestors® of America, Inc., and subsequently sold his first five independently owned and operated HomeVestors® franchises in the Dallas area.

After realizing that franchise locations could share vendors, advertise together, and route lead calls through their phone system. Ken started building a real estate investor franchise network that would eventually grow across the country.

As more franchisees worked together to share market information and home-buying knowledge, the company began to experience accelerated growth.

After selling franchises in Texas and Kansas City, Ken brought his concept to Georgia and Florida. Now, HomeVestors® of America is comprised of more than 1,100 franchises spanning 47 states and D.C. and is growing every day.

By 2025, HomeVestors® of America plans to have 1,500 franchise locations.

# THE HOMEVESTORS® TEAM



*I was looking for something that the harder I worked and the more I put into it, the more I would get out of it. I discovered HomeVestors® and realized it was something you could join and it made a lot of sense to me.*

*– Jeff Hotz  
Columbus, OH Franchise Owner*

# WHAT WE OFFER FRANCHISEES

## Our Services



HomeVestors<sup>®</sup>, the We Buy Ugly Houses<sup>®</sup> people, has helped hundreds of investors of all experience levels build real estate businesses and financial independence. As America's #1 Home Buyer, we have achieved this with our proven process, proprietary tools, access to our network of lenders (including up to 100% of purchase and rehab), training, and mentorship. Since 1996, we've put our franchisees in direct contact with homeowners who are motivated to sell quickly.

Whether you want to make a home-buying business full-time or part-time, the HomeVestors<sup>®</sup> team has a place for you. Our powerful brand, proven process, and dependable resources can increase your efficiency and results to help you make money and build wealth at the same time. HomeVestors<sup>®</sup> presents you with a real opportunity.





## WHO WE LOOK FOR

### The Ideal Candidate



Who do we look for when bringing on new HomeVestors® franchisees? Our perfect candidate has an entrepreneurial spirit with an outgoing and relationship-focused personality. Our ideal franchisee could come from many different backgrounds or professions including:

- Sales professionals
- Company executives
- Real estate brokers
- Small business owners
- Home inspectors
- Business development
- Investment
- Millennials who have access to capital
- Technology
- Teachers
- Lawyers
- Military veterans
- Pharmaceutical and medical sales reps
- Money managers

We also welcome existing franchisees in other systems. Those within complementary brands that fall within the home care or home improvement industries (and many others) make for great HomeVestors® franchisees.



## HOW WE SUPPORT OUR SYSTEM

### We Offer a Mentorship Program for New Franchisees



Few franchise opportunities offer the successful proven business model and support system of HomeVestors®. We have strict systems and standards for franchisees to ensure the ongoing success of our outstanding real estate business franchise model. HomeVestors® has purchased more than **140,000+ houses since 1996** – that's more than any other home-buying franchise. Our franchisees have access to our proven process, exclusive resources, and decades of expertise to make the best deals and avoid costly mistakes.

We offer a mentorship program comprised of people who have already successfully built their businesses. You get direct coaching from those who live and work the HomeVestors® business model. Our team of Development Agents are ready to help you determine if our franchise is right for you. And if it is, they're excited to support you in getting your business running.

We also offer extensive training and support to teach you how to find the right properties and make good deals. Our proprietary tools bring sellers to you, not the other way around. As a HomeVestors® franchisee, you'll discover properties before they hit the market and be selective about which deals look best. With our technology and expansive market data, you'll see real margins because you'll be able to buy – and sell – at the right price.



# OUR AWARDS AND ACCOLADES

## See What Makes Us the Best



At HomeVestors®, we're proud to have been recognized by major publications for the franchise opportunity we provide. Some of our top awards include:



*For more than 25 years, we've been refining and perfecting our business model and franchise opportunity. When you join us, know you're joining a highly regarded franchise.*



*"HomeVestors® provided me a 'business in a box.' I knew I'd be successful just by following the tools and processes they had in place. If you're interested in real estate and helping other people, you need to look at HomeVestors as a franchise opportunity."*

*-Tanice Myers  
Seattle, Spokane and Coeur d'Alene Franchise Owner*



*"We're perfectly positioned as HomeVestors® franchisees to capitalize on opportunities because we have the contacts. We have established relationships with title companies, municipalities, and specifically, with contractors—they love to work with us. That's the bottom line."*

*- Sami Abdallah  
Detroit Franchise Owner*

# WHAT MAKES US DIFFERENT

## How We Stand Out from the Industry



At HomeVestors®, we pride ourselves on offering a unique business opportunity. Unlike other franchise systems, you can actually build wealth while owning and running your franchise versus when you choose to sell it. Plus, we require a low investment to get started, so with our model you have great profit potential.

### See what else makes us special:

- **We invest in technology.** We have extensive data on markets, neighborhoods, and more to help you make the best deals and the most profit.
- **Our ValueChek® app.** Get accurate estimates of how much to pay for a home.
- **We give our franchisees buying power.** HomeVestors® franchisees may qualify for up to 100% financing for the full property purchase price and repairs!
- **HomeVestors® has unmatched support for franchisees.** With our Development Agent Model, we provide localized support for specific markets. We also have marketing and lead generation support to help you get good quality leads.
- **Our business is recession-resistant.** HomeVestors® works during any economy when more housing inventory is available to purchase, improve, and resell or rent.



# HOW TO GET STARTED WITH HOMEVESTORS®

## Learn Our Franchise Process



At HomeVestors®, we have an involved franchise process for new candidates to learn if they're a good fit for our brand (and if we're a good fit for them).



### Step One: Introduction

Here's where you'll have an introductory call with someone on our team. You'll have the chance to ask questions and learn more about our real estate business opportunity. We'll also take a moment to ask you some qualifying questions to determine if you're a good candidate for our brand and culture.



### Step Two: FDD Review

After you have your intro call, you'll get a copy of our Franchise Disclosure Document (FDD) to review. At this point, you'll want to do a thorough read through of all 23 items. It's advised that a franchise lawyer review the document as well.



### Step Three: Due Diligence

This is your opportunity to really investigate our opportunity and evaluate all research you've done up until this point. Learn about our business model and see if it fits your goals. We also want to make sure you are right for the brand and fit our culture.



### Step Four: Validation

During this step, you'll have exploratory conversations with existing HomeVestors® franchisees to really learn what it's like to own a real estate franchise. When preparing for your conversations, have a full list of questions ready and be sure to ask each franchisee the same ones. This way it'll be easier for you to compare answers afterward.



### Step Five: Development Agent and Executive Team Approval

You'll have the chance to speak with your Development Agent to learn about who your support system will be. You'll also get to ask final questions about our franchise investment prior to Executive Team approval.



### Step Six: Welcome to the HomeVestors® Team!

You're approved! Now, you'll need to review and sign your franchise agreement and schedule your training with our team so you can learn how to run a real estate franchise.

# YOUR INITIAL STARTUP COSTS

## How Much it Costs to Be a HomeVestors® Franchisee



Our real estate franchise is an affordable investment with costs ranging between **\$109,000-\$461,250**. This also includes our franchise fee, of **\$39,000** or **\$85,000**, depending on the type of franchise (Full or Associate) that you choose to start with us.

| Type of Expenditure                       | Estimated Initial Investment<br>Associate Franchise<br>(Low-High Range) | Estimated Initial Investment<br>Full Franchise<br>(Low-High Range) |
|---|---|--|
| Initial Franchise Fee                     | \$39,000  | \$85,000   |
| Leasehold Improvements                    | \$0 - \$5,000   | \$0 - \$5,000  |
| Furniture, Fixtures and Equipment         | \$0 - \$10,200  | \$0 - \$10,200   |
| Signage                                   | \$0 - \$4,200   | \$0 - \$4,200  |
| First Month's Rent                        | \$0 - \$2,000   | \$0 - \$2,000  |
| Security Deposit                          | \$0 - \$2,000   | \$0 - \$2,000  |
| Opening Supplies                          | \$200 - \$1,950   | \$200 - \$1,950  |
| Advertising                               | \$50,000 - \$140,000  | \$50,000 - \$140,000   |
| Training Expense                          | \$1,800 - \$6,000   | \$1,800 - \$6,000  |
| iPad and Computer Equipment               | \$2,000 - \$10,000  | \$2,000 - \$10,000   |
| Insurance                                 | \$2,000 - \$8,000   | \$2,000 - \$8,000  |
| Miscellaneous Opening Costs               | \$1,000 - \$7,900   | \$1,000 - \$7,900  |
| Purchase and Repair of Properties         | \$13,000 - \$129,000  | \$13,000 - \$129,000   |
| Additional Funds for 6 Months             | \$0 - \$50,000  | \$0 - \$50,000   |
| <b>TOTAL ESTIMATED INITIAL INVESTMENT</b> | <b>\$109,000-\$415,250</b>  | <b>\$155,000-\$461,250</b>   |

2023 Franchise Disclosure Document

### Learn About Our Discount Opportunities

As a thank you for your service, HomeVestors® is proud to offer a **10% discount** off our franchise fee to qualified veteran candidates who have bravely served our country.

# PROFIT POTENTIAL WITH HOMEVESTORS®

## Learn How Much You Could Make



At HomeVestors®, we provide a low-investment, potential high-return\* franchise opportunity for those who are looking to make a positive impact on their communities and neighborhoods.

**In 2023, our franchisees saw an average Gross Price Differential (GPD) of \$603,158. Our business model works. Don't wait to get started in the real estate industry!**

*\*Please refer to Item 19 of our Franchise Disclosure Document (FDD)*



## MEET OUR LEADERSHIP TEAM

### See Who's Here to Support You



#### **Larry Goodman – CEO**

Larry is CEO of Dallas-based HomeVestors®, the largest professional house buying franchise in the U.S., with more than 140,000 houses bought since 1996. Larry has over 35 years of real estate experience including 12 years as the COO of a national multifamily property management firm. Additionally, Larry spent 15 years in various roles in investment and asset management, overseeing a diverse pool of commercial and residential assets for pension funds, insurance companies, and high net worth investors. Larry holds a Bachelor of Science in Real Estate Finance from the University of Alabama.

 <https://www.linkedin.com/in/larry-goodman-71a42aa/>



#### **Adam Benshoof – Vice President, Franchise Development**

Adam has spent over a decade helping individuals realize their dream of franchise ownership. Developing brands for companies like Kahala Brands and Wyndham Hotel Group, he understands what it takes to find that perfect match between franchisee and franchisor. With past real estate experience in three different countries, Adam was a perfect choice for HomeVestors®. As Vice President of Franchise Development, Adam is focused on growing the HomeVestors® brand through new franchisees ready to help homeowners out of ugly situations.

 <https://www.linkedin.com/in/adambenshoof/>



## MEET OUR LEADERSHIP TEAM

### See Who's Here to Support You



#### **Jon Bauerle – CTO**

Jon has been the HomeVestors® Chief Technology Officer since 2017. During his tenure, Jon completed a large-scale digital transformation project, which resulted in a complete refresh of all IT systems and processes. With an extensive background in technology, Jon started his career with the dot-com startups of the 1990s, and eventually owned a successful IT Strategy and Training Consultancy for almost 20 years. Throughout his career, Jon has gained experience in both commercial and residential real estate, with experience both in rehabbing properties, and the technology that makes it happen. His expertise in digital transformation and PropTech has been invaluable to HomeVestors®, and he continues to drive innovation and progress in the real estate industry.

 <https://www.linkedin.com/in/ijonb/>

## MEET OUR LEADERSHIP TEAM

### See Who's Here to Support You



#### **Mark Kentner – VP, Operations**

Mark is the Vice President of Operations and joined HomeVestors in 2014. Mark and his team support the franchisees growth through operational and system support, continual training, and the development of industry-leading vendor relationships. Throughout his 35-year career, Mark has led operations in multiple industries including construction, textiles and franchising.

 <https://www.linkedin.com/in/mark-kentner-3966aa29/>



#### **Anthony Lowenberg– General Counsel and Secretary**

Anthony joined HomeVestors in 2015 and has been General Counsel and Corporate Secretary since 2022. A graduate of New York Law School and Trinity College in Hartford, Connecticut, Anthony has over 20 years' experience as an attorney representing individuals and companies of all sizes.

 <https://www.linkedin.com/in/anthony-lowenberg-attorney/>

# READY TO INVEST IN HOMEVESTORS®?

## Get Started Today!



We're looking for driven, outgoing, relationship-focused entrepreneurs who are ready for their next challenge. If that sounds like you, we'd love to schedule an introductory call so we can learn more about you to see if you'd be a good fit for our franchise.

**Feel free to contact us today to learn more!**

**Phone: 855-789-8214**  
**Email: [opportunity@homevestors.com](mailto:opportunity@homevestors.com)**

