



Everything You Need to Know About Our

Foundations For Success

TRAINING PROGRAM



If you're thinking of going into business for yourself, franchising is a great option. When you opt to franchise with Pillar To Post Home Inspectors, not only will you gain immediate access to a recognizable brand name and a well-established business model, you'll also enjoy comprehensive training and support resources.

Pillar To Post developed the Foundations For Success training program to show our franchisees the ropes when it comes to establishing their new business and to provide them with ongoing guidance as it grows. In this eBook, we'll take a closer look at a few of the key ways the Foundations For Success program can help you thrive as a Pillar To Post franchise owner!

BEFORE YOUR BUSINESS LAUNCHES

Once you sign your franchise agreement, there will be lots of things to do to prepare for your grand opening! Pillar To Post will work with you step-by-step as we establish your new business. Many of our prospective franchisees wonder if they have what it takes to run a home inspection business if they have little experience in the industry. We're confident that the comprehensive training program we've developed will prepare newcomers to the industry to open their franchise with confidence.

During the virtual training, you'll spend eight weeks with our experts. We'll provide you with an iPad® that will become one of the most valuable resources you'll work with in your day-to-day operations. We'll show you how to use the iPad to conduct home inspections, manage your clients, and more. During this time, we'll also teach you the basics of how to find and develop relationships with the real estate community. You'll have plenty of opportunities to learn and ask questions - we want you to leave with a good understanding of how to operate your new business!



Of course, the Foundations For Success program doesn't end after your initial training. There is still a lot of work to be done when it comes to getting your new business up and running! Pillar To Post will be there to guide you through the process. One important way we help our franchisees is by assisting them through the process of earning the right credentials to operate in their state or province. We know that it can be complicated to navigate the "red tape" of opening a new business, but our seasoned experts can help you through the credentialing process. Along these lines, we'll also help you secure the proper insurance. Many new franchisees don't realize how important insurance is in the home inspection business! With Pillar To Post on your side, you can rest easy that your new franchise is properly insured.

We'll also help you lay the groundwork for a successful new business. For instance, we'll work with you to set up your own website that advertises your services to the target audience in your area. It's nearly impossible to run a successful business without an online presence, and we'll help you use the internet to your advantage. Similarly, we'll help put you in touch with the right potential customers in your area. Pillar To Post has been in business for more than 25 years, and we've developed an extensive network of contacts. We've built relationships with countless realtors, giving our franchisees a great place to start for cultivating new customers. We'll help you network with the realtors in your area, creating a strong Foundation For Success.

YOUR FIRST MONTHS OF OPERATIONS

For some franchisors, once a franchisee opens for business, support is significantly scaled back. However, just the opposite is true with Pillar To Post. We understand that once your business is actually up and running, you'll have many important opportunities for success. That's why we provide you with a Startup Business Coach to guide you during your initial months in business. Your Startup Business Coach will be there to answer your questions, review your progress, make suggestions for growth, and more. They work with you one-on-one, giving you personalized assistance and feedback. While some franchisors charge their franchisees extra for this level of coaching (if they offer it at all), Pillar To Post views it as a necessary investment in our franchise partners. After all, when your business does well, we all stand to benefit!



The Foundations For Success program includes more resources for new franchisees to utilize during the initial months of running their new business. For instance, we've developed the Pillar To Post startup plan. This business plan prescribes simple steps you can take to grow your business during the early months. It's based on our many years helping new franchisees, and takes into account factors like finding new clients and scaling your business. Following the startup plan is a great way to be proactive during the crucial early months of your business.

Pillar To Post has also developed a comprehensive series of webinars to complement and enhance your training. These webinars cover a range of topics that will be helpful to you as you grow your business, from sales and marketing to an introduction to our partner vendors. In conjunction with our Startup Business Coach, this curriculum makes for strong ongoing training in the first year of your business.

AS YOU CONTINUE TO GROW YOUR BUSINESS

Once your business is well established, you'll transition to a new set of Foundations For Success resources. Depending on your unique needs, you'll work with your Startup Business Coach for around six to nine months. After this time, you'll transition to working with a Regional Business Coach. Your Regional Business Coach will provide you with the same assistance and one-on-one support you enjoyed with your Startup Business Coach. Now that you are in a more mature stage of business ownership, you'll have different needs that your regional business coach is more suited to assist you with.

Pillar To Post will continue to offer you a range of other support resources as well. One of the most significant benefits of franchising as opposed to starting a business from scratch is that you're operating in conjunction with a larger company. You'll enjoy the benefits of the Pillar To Post brand name, which has a strong reputation for quality work and getting the job done right. We continue to strengthen our reputation by taking part in regular research and development, a difficult task for many independent business owners. We stay on top of industry trends and the latest technology so you don't have to, and you'll enjoy the benefits of our findings in the form of continuing education and updates to our infrastructure.

Another important way we support our franchisees is through continuing marketing support. Effective marketing is crucial for any business, new or old. It can help you find just the right customers and keep them up to date on what you have to offer. Pillar To Post engages in corporate marketing programs, and helps our franchisees advertise their locations as well. With our help, you'll never need to worry about developing and implementing marketing campaigns on your own! With our team of experts and cache of marketing materials, we'll be there to support you as you grow your business.



CONCLUSION

The Pillar To Post Foundations For Success program is truly comprehensive, and is designed to guide our franchisees toward a strong business from the time they sign their franchise agreement. We hope that you've found this introduction to the program helpful, but keep in mind that we've only covered the basics! Get in touch with us today to learn more about the ways we support our franchisees.



877-963-3129
franchise.pillartopost.com