



# Franchise Information Report



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Scott and Megan Frederick  
Greater St. Louis Area, MO  
Franchise Owners since 2013

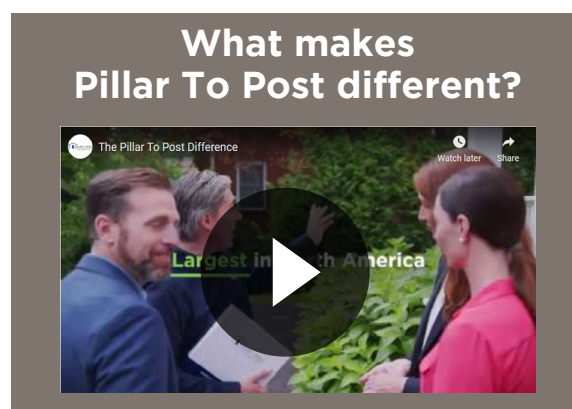


# What Is the Pillar To Post Franchise Opportunity?

## WHO WE ARE

Pillar To Post is the #1 home inspection franchise in North America. Our expertise in home inspections and franchising comes from over 20 years in the business, working with franchisees in 49 states and 9 provinces. Each of our more than 500+ locations proves to our clients that Pillar To Post is the home for home inspections.

In all of our business dealings we strive to stay true to our values: integrity and professionalism. By focusing on these values, we have been able to become the most trusted name in home inspections, as both real estate professionals and home buyers look to us for our expertise. Integrity and professionalism are at the core of everything we do at Pillar To Post.





# BEING YOUR OWN BOSS

How does it feel to be your own boss? Simply put, it feels great!

As a business owner, you can enjoy the freedom and independence that you cannot get in any other career. When you become a business owner, your life will change in ways you may have never imagined!

## Put in the Work

We aren't going to sugar coat it: Being a business owner is a lot of work. When you are the owner, your numerous responsibilities are essential to keep the business going strong. Indeed, as the owner you have more responsibility than you have had at any other job.

As the owner of a Pillar To Post franchise, you will need to wear many different hats. Be prepared to be the manager, motivator, bookkeeper, accountant, marketer, and advisor all in one!

## Reap the Rewards

Don't let the prospect of hard work deter you from becoming a franchise owner. Remember that, in spite of all the hard work, owning a Pillar To Post franchise is an incredibly fulfilling career choice. As a business owner, you are making a positive impact on your community, serving as an important part of the local economy.



Even better, being a home inspector allows you to interact with people as they are making one of the biggest decisions of their lives: buying a home. The home is a sanctuary for people and their families, and your work helps people choose the right home.

## Take Control

There's no doubt that transitioning from working a traditional job to becoming a business owner is a big change. Owning a business requires a large investment of time, energy, and money, but your reward is that you get to take charge. You are in control of how much money you make, the direction your business takes, how you provide for your family, who you hire, and which clients you work for.

The way that you find balance between your work life and personal life is completely up to you. You can choose the hours that you work, so being there for the things that matter is within your reach.

Not only that, but with Pillar To Post, how hard you work directly influences your income. The more you work, the more money you make, so you have a greater level of control over your bottom line. Doing more home inspections and working harder translate directly to income for your business.

# The Home Inspection Industry

Choosing Pillar To Post is choosing to take your piece of a \$3 billion industry. The home inspection industry is steady and stable, with plenty of room for businesses like Pillar To Post to grow. Home ownership is expected to increase in coming years as the share of Millennial buyers continues to expand.

Even better, Pillar To Post is expanding our presence in the market at an even greater rate than the market is already growing.

We are already the largest home inspection franchise in North America, and we're proud of our rapid growth. We already have a reputation for thorough inspections, inspiring our clients to trust us in every market.



# Getting to Know Pillar To Post

## OUR STORY

When we were founded in 1993 by Mike Brewer, the home inspection industry was virtually nonexistent. It's true that the formal industry was about ten years old at that time, but research revealed that there were no industry standards or training practices. This left Mike with an abysmal home inspection experience when he bought his home, and an idea.

That idea? Pillar To Post Home Inspectors.

In 1994, Pillar To Post was ready to start franchising. Emphasizing integrity and professionalism, we created a variety of tools to ensure that each home inspection would fit a strict standard of excellence, including:

- ✓ **Formal technical training**
- ✓ **Detailed inspection practices and standards**
- ✓ **Complete business start-up plan**
- ✓ **Full operations program**
- ✓ **Formatted inspection report**

Not only do these tools keep our home inspections thorough, but they also give franchise owners what they need to build real businesses. Within just 6 years, Pillar To Post was the largest home inspection franchise in North America. We still hold that title with 500+ franchises in 49 states and 9 provinces.

**500+**  
**FRANCHISES**



**49**  
**U.S. STATES**



**9**  
**CANADIAN  
PROVINCES**



# We're #1

Not only are we the biggest home inspection business, but we are the best. We have consistently been **#1 in our category in Entrepreneur's Franchise 500**, which is the definitive ranking of franchise opportunities.

In addition, we have been ranked in Franchise Business Review's top 50 franchises. Even better, Franchise Business Review named us one of the top 30 home services franchises, featuring us on the cover of their publication.

In yet another franchise ranking, we have consistently appeared on Franchise Gator's Top 100 Franchises list.



## TOP OPPORTUNITY FOR VETS!

The men and women who serve our country are true heroes. We believe it is our responsibility to assist veterans as they transition into civilian life, which is why we offer special discounts and resources to veterans who become franchisees. We are proud to be a 5 Star rated VetFran member!







# Customers Choose Us

A superior customer experience is integral to the Pillar To Post mission. We know that our unbiased inspections can make or break a home sale, and we do not take that responsibility lightly. Our customers know that they can count on us to be thorough and objective, so each of our franchisees work hard to provide the outstanding customer service that we are known for.

## Industry leaders

When we first started, the home inspection industry was still finding its bearings. Little regulation and a lack of industry-wide standards left our founder puzzled about the inspection on his own home. That's why when we opened for business, our goal was to be the leader in the home inspection industry.

We have set the standard in the industry with our customer service, comprehensive reporting, and thorough inspection packages. We cover all of our customers' needs, which is why we have been able to curry favor with top real estate companies all over North America. These relationships show our customers that we demonstrate professionalism and take a great deal of pride in all of our dealings.

## Plus, Premium, and Prestige Packages

Our inspection packages give our customers the option to cover all of their bases. In choosing between Plus, Premium, and Prestige packages, our customers can know that they are getting the inspection that meets their needs.



Our inspectors do more than inspect the home: they go the extra mile to ensure that our customers know as much as possible about their investments. Is it necessary for us to provide emergency shut off tags for the home systems? Do we have to include a list of recommended home maintenance? Are we obligated to offer coupons to our partners? Absolutely not. But we do offer those things — and so much more — to show our customers that we value their properties almost as much as they do.

## Comprehensive reports

Home buyers get home inspections to understand the property before they invest in it. They are looking for peace of mind so they can make an informed decision, and Pillar To Post's same-day comprehensive reports make it that much easier.

Our reports include:

- ✓ Copy of our standards of practice
- ✓ Information on systems and structures of the home
- ✓ Notes on any potential issues
- ✓ Inspection summary
- ✓ Color photos
- ✓ Cost estimate guide for repairs

### What does a home inspection look like?



# Join Our Team

We are seeking fresh faces and hard workers to join our team as Pillar To Post franchise owners. We are continuing to expand our brand all over North America, giving franchise opportunities to enterprising people in virtually every market. A strong housing market in both the United States and Canada is motivating us to continue expanding!

## STARTUP COSTS

First things first, what you want to know is how much it is going to cost to invest in a Pillar To Post franchise. Opening a franchise is a big commitment, both financially and personally, so it is only natural that you want to know about the cost of your initial investment.

Let us break down the numbers for you:

The total startup cost for a Pillar To Post franchise can be as low as \$101,740, making this a truly low cost franchise opportunity.

EXPENDITURE	LOW	HIGH
Initial Franchise Fee	\$58,500	\$58,500
Pillar To Post Tool Bundle	\$3,000	\$4,000
Local Tool/Equipment Purchases	\$750	\$1,000
Computer Equipment and Software	\$3,500	\$6,000
PTP360 Equipment Package	\$800	\$1,100
Office Equipment, Furniture and Supplies	\$750	\$1,000
Business Telephone Service	\$190	\$190
Connected Services (Internet and Cell)	\$300	\$600
Foundations For Success Marketing Bundle	\$3,000	\$5,000
Business Licenses and Name Registration	\$300	\$1,000
Foundations For Success Automated Marketing Campaign	\$10,000	\$15,000
Vehicle Costs	\$3,000	\$6,000
Vehicle Branding	\$3,000	\$4,000
Professional Services	\$1,500	\$2,500
Pillar To Post Attire	\$300	\$600
Various Account Set Up Fees & Organization Dues	\$600	\$1,000
Errors and Omissions and Other Insurance Premiums For The First 3 Months	\$750	\$1,000
Pillar To Post Annual Conference & Regional Meetings	\$1,500	\$4,000
Additional Funds - 3 Months	\$10,000	\$20,000
<b>TOTAL</b>	<b>\$101,740</b>	<b>\$132,490</b>

## RECURRING FEES

Royalty Fee = 7% of gross revenue

Brand Fund Fee (for advertising) = 4% of gross revenue

### Looking for detailed financial Information?

Consult our Franchise Disclosure Document, or FDD.

The FDD is full of information that is useful to franchise candidates as they make their final decision to invest in Pillar To Post. The most accurate place to find information, the FDD can tell you average startup costs and earnings, giving you an idea of what to expect from your franchise.

You can get our FDD by contacting a member of our recruitment team at [franchise@pillartopost.com](mailto:franchise@pillartopost.com).

## TRAINING

Many people are surprised when we tell them that we do not require our franchise candidates to have experience owning a business or doing home inspections. They wonder how is it possible to own a business without experience? The answer is easy: training!

At Pillar To Post, we are serious about preparing our franchisees for business ownership. As such, we have developed an all-inclusive training program that sets you up for success.



## Foundations for Success

Our exclusive training system is called Foundations for Success. This all-encompassing program teaches our franchisees everything they need to know about owning a business, our brand, and our industry. We know how to give our franchisees the tools that they need to be strong business owners, which is why Foundations for Success includes:

**PERSONAL BUSINESS COACH:** Because many of our franchise owners have never owned a business before, they need help from someone who has relevant experience. Your personal business coach has worked with franchise owners before you, assisting them with every step of the process.

**8-WEEK TRAINING:** It goes without saying that training is an essential part of your preparation. During our 8 weeks of training, you will learn our industry, programs, technical skills, operations, and get first-hand experience and practice running your business.

**FILL IN THE GAPS IN YOUR SKILLS:** Our franchisees come from diverse backgrounds. Some have construction experience, while others have marketing or bookkeeping experience. Some have completely different backgrounds. Our training fills the gaps in your skills, so you can learn technical skills or business skills (or both!) that will help you own your business.

Foundations for Success covers more than your initial training. It is also an essential part of the ongoing support that we give all of our franchisees. Building a relationship with your personal business coach not only helps you as you get started; that relationship will help you throughout the life of your business.



Jesse Durham  
Azle, TX  
Franchise Owner since 2020



Dave and Lori Starnes  
Clarksville, TN  
Franchise Owners since 2020



Paul Ferguson and the Ferguson Team  
North Central Ohio  
Franchise Owner since 1999



# RESOURCES AND SUPPORT

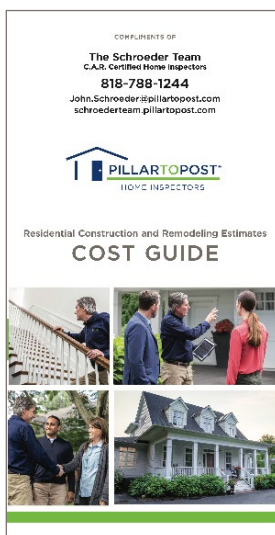
There can be no doubt that our resources and support are the biggest perks of becoming a Pillar To Post franchise owner. In our 20+ years in franchising, we have figured out the right way to do things to give our franchisees every chance at success.

## Marketing Assistance

Marketing is one of the best things you can do to improve your business. A good marketing plan is how you bring in new customers, find work, and ultimately grow your business.

Because marketing is integral to your success, we offer marketing assistance to every franchisee. Our professional marketing team has created structured campaigns for you to use and adapt for your business. In addition, you can benefit from the marketing team's experience, learning from them the best way to utilize these marketing materials to your advantage.

In addition to traditional marketing campaigns, it is important to have a digital marketing strategy. Pillar To Post's marketing experts build and run your website for you, saving you time and energy. Even better, our guide for using social media helps you with this important marketing tool. Knowing social media best practices can save you from wasting time creating ineffective profiles or using unimportant platforms.



## Technology

Virtually every job relies on technology, and being a home inspector is certainly no exception. As a business owner, you need software and technology to thrive. The difference between starting a business from scratch and owning a Pillar To Post franchise is in this technology. As an owner, do you want to spend your time researching, testing, comparing, and vetting technology to operate your business? We are guessing that the answer is no, which is why we have done all that work for you.

Our tested and proven software makes your job easier. The following are the most important technologies that we use company-wide:

- ✓ Home inspection software
- ✓ Customer care portal
- ✓ Booking and appointment management tool



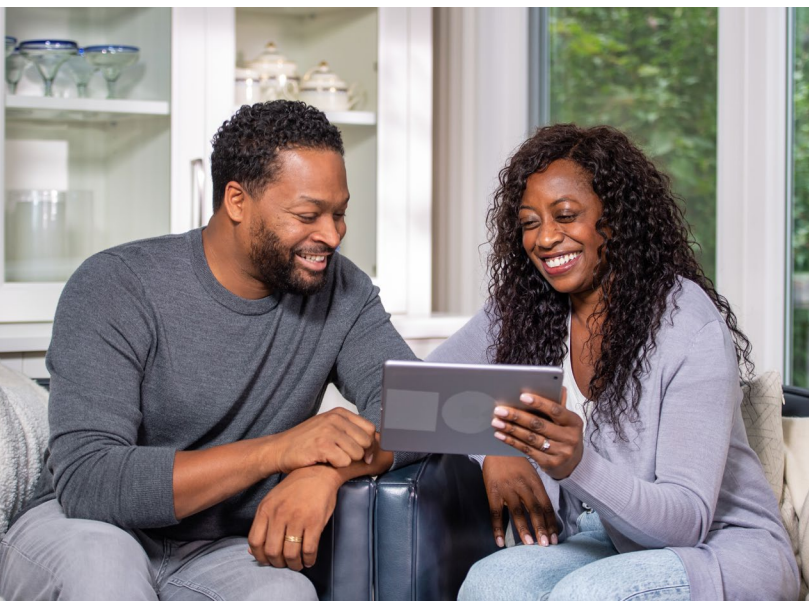
The best part? All Pillar To Post franchisees have access to our in-house tech support and IT professionals. When you have an issue with your technology, call a member of our team who is experienced with that specific software to fix it.

## People

With 550+ franchises all over the United States and Canada, it is no wonder that Pillar To Post has a huge network of people who support each other. We are proud of our network, and we work hard to create an environment in which every single franchisee is bolstered by that network.

Our home office employees, assistance teams, personal business coaches, and franchisees all work together constantly. Whenever you need someone to answer a question, address a concern, or bounce around an idea, count on our network.





# People Matter: Our Ideal Franchisee

## Traits of Successful Franchisees

Not just anybody has what it takes to be a franchisee, so we decided to find out what our most successful franchisees have in common. These are the traits we found:

- ✓ Hard working
- ✓ Self-motivated
- ✓ Disciplined
- ✓ Positive
- ✓ Independent
- ✓ Adept at building relationships
- ✓ Proficient people skills

Tim and Laura James  
Crown Point, Indiana  
Franchise Owners since 2015



Chad Borah and the Borah Team  
St. Louis, MO  
Franchise Owner since 2002





# No Experience Necessary

Pillar To Post thrives with franchisees from all different backgrounds because diversity strengthens our business. In keeping with this philosophy, we do not require our franchise candidates to have any specific technical or business experience.

While our franchisees come from diverse backgrounds, many of them come from careers in the military, construction, and the corporate world.

## 1. MILITARY VETERANS



The men and women who serve their nation in the military have unique training, which gives them unique skills that translate well into owning a Pillar To Post franchise. In the military, working as part of a team is essential for success, and the same is true as a franchise owner. Learning our systems and following our processes help you succeed, and a military background uniquely prepares you for that.

In addition, veterans are accustomed to working hard. Opening a franchise requires that you invest time and effort, and veterans are ready to put in the work.

How does Pillar To Post help military veterans?

- ✓ **Training on home inspections**
- ✓ **Resources to streamline business processes**
- ✓ **Support from national franchise brotherhood**

Brian Notestein  
Colorado Springs, CO  
Franchise Owner since 2020





## 2. CONSTRUCTION PROFESSIONALS



For individuals with a construction background, investing in a Pillar To Post franchise is a natural choice. Their existing understanding of building and construction helps them know what to look for while inspecting homes. Even better, this background allows you to give advice to homeowners confidently.

How does Pillar To Post help construction professionals?

- ✓ **Marketing resources**
- ✓ **Technology to make home inspections easier**
- ✓ **Networking resources**
- ✓ **Connections with real estate companies**

## 3. CORPORATE EMPLOYEES



Former corporate employees make amazing franchise owners. Bringing their interpersonal skills to the table is important in building relationships with customers. Additionally, understanding sales and marketing make a big difference in transitioning from employee to owner. An owner who can sell his products and market his business is well-suited to running a successful business.

Business skills like managing a budget, hiring employees, and delegating are all useful for franchise owners. Former corporate employees and executives make outstanding franchisees.

How does Pillar To Post help corporate employees?

- ✓ **Technical training**
- ✓ **User-friendly technology to make home inspections simple**



# Franchisee Reviews

Our outstanding services, vast support network, and industry-leading training program makes us think that Pillar To Post is pretty great. But we don't want you to take our word for it! With more than 550 franchises in North America, we had no problem gathering testimonials to share.

Check out what some of our franchise owners have to say about investing in Pillar To Post.

“

*We chose Pillar To Post because of so many things, but mainly because they were the number one home inspection franchise in North America and after meeting with the people and learning the program, we were sold.”*

**- Tom Capuano, Cincinnati, Ohio, Franchise Owner since 1997**



“



*My late husband and I purchased the franchise in 2016 because it was a family-friendly business. We noticed that many of the franchises were run by husband and wife teams and we liked that. When I lost my husband to cancer in 2017, I decided to run the business solo. The support and guidance I received from the main office and my colleagues was simply amazing. Pillar To Post provides you access to a host of professionals and resources to really grow your business. My Regional Director is always available to assist in addition to monthly scheduled calls to see how I am doing. Pillar To Post is always on the cutting edge of technology and marketing, which really sets us apart from other inspection companies.”*

**- Jacqueline Gathers, Brooklyn, NY, Franchise Owner since 2017**

“

*Our Navigator program...allows us to have access to people within the network that have similar ideas, maybe some varied ideas. It's allowed me to grow as a business person. You're not alone out there. There's people going through the same thing."*



**- Wayne Dejong, Vancouver, British Columbia,  
Franchise Owner since 1997**

“



*It's actually given me the freedom to do what I wanted to do from the very beginning out of college, which is ultimately own my own business. It allows me a lot of family time and to be successful in what I do. I love it, I couldn't ask for more."*

**-Patrick Dickinson, St. Charles, Missouri, Franchise Owner since 2007**

“

*In 2014, we hit a milestone in sales and we are tremendously proud of what we've achieved. But we're not even close to stopping our growth. I'm just thankful to be part of a business that not only gives me that opportunity to strive for more, but the kind of backing that makes the ambition attainable."*



**- Paul Ferguson, North Central Ohio, Franchise Owner since 1999**

“



*I chose Pillar To Post over other franchises or starting from scratch as a "no-name" inspection company due to the brand awareness in my market area. After speaking with several agents and lenders it became clear that Pillar To Post was the franchise that would catapult my company to success in the shortest amount of time. Trust and awareness were VERY high. For me, it was a no-brainer."*

**- Paul Holt, Fayetteville, NC, Franchise Owner since 2019**



# Ready to get started?

Our franchise development team is eagerly waiting  
to help you join our franchise family!

CONTACT US

**1-877-963-3129**

**[PillarToPostFranchise.com](https://PillarToPostFranchise.com)**