Franchise Program Guide



gfobrands.com/ihandyman

Joining **iHandyMan** is a unique and rewarding opportunity which allows you to develop your own independent iHandyMan business as a Franchise Owner. As a member of the *iHandyMan Family*, you are part of an emerging brand that will soon be the market leader across North America!

We are looking for entrepreneurial, ambitious, and positive individuals who want to own their own business and create an exciting future for themselves.

As a Franchise Owner you own the rights to development of your owned territory. You may scale your business by adding Subs or direct Employees.

Like any business, there is investment needed to set your business up and grow it. This document will help outline the programs that make iHandyMan the market leader and their associated costs. Programs are subject to change from time to time as clients' needs change. Innovation is constant.

The below items marked "Included" are included for each franchise purchase.

As a business owner, there is no cap on your earning potential. You are encouraged to demonstrate drive and enthusiasm to grow your business.



iHandyMan Start-Up Training and Software

Business and Operations Training

Investment: Included.

Description:

- A GoToMarket Checklist is provided by your Regional Leader to ensure you are ready for Launch. Franchisees who launch their business immediately after Training Boot Camp have the highest success rate!
- To prepare your business for launch, Boot Camp will focus on business operations, marketing, and strategic planning for your business.
- Boot Camp is currently held virtually. Location subject to change depending on the location of attendees.
- Boot Camp runs 3 times per year and is 3 days in duration.
- The cost of the course is included. Attendees are responsible for travel, hotel and meals should this be moved to an onsite location.
- A spouse/partner may join each Inspector at Boot Camp for no charge.

Software (CRM Software)

Monthly support costs:

- Jobber: Additional $245/month Service - Software License & Maintenance Agreement (SLMA)
- 2.9% + 30c per transaction (within Jobber)

Overview of Jobber:

- Jobber provides operations management software used by over 200,000 home service professionals in more than 50 home service industries, including landscaping and lawn care, HVAC, residential cleaning, painting, and many more businesses that keep homes and offices safe and running. From the customer's initial request to the moment you're paid, Jobber brings everything together to make the entire job and customer experience seamless. This includes generating quotes to scheduling crews, servicing homeowners, invoicing once the job is done, and accepting payments in-person or online.
- Franchisees will have access to free 1-on-1 product coaching to get them comfortable using the software and also customer support through live chat, phone, and email if questions pop up at any point.

iHandyMan Market: Start-Up Clothing & Print Materials

Investment:

- Print Materials Included
- Clothing varies ($600 Credit provided).

Description:

- Your print marketing order includes:
  - 1000 business cards
  - 1 Pop-Up Roll Banner
  - 20 yard signs

- Your first clothing order includes $600 towards:
  - 6 professional shirts
  - 1 lite/rain Jacket
  - 1 winter Jacket (Cold Climate Only)
  - 1 winter Toque (Cold Climate Only) & 1 Cap

- House of Brands provides a wide selection of print, clothing, and gift/novelty items to support iHandyMan. They also provide full graphic design and digital services.

- **The iHandyMan uniform requires beige/tan khaki style pants that each handyman provides themselves.** We currently allow white or black as color options. It is recommended you choose something comfortable, professional looking and easily pressed and safety shoes/boots that meet ASTM 2413-18 (USA) / CSA Green triangle patch (Canada) standards.





Professional Association

Investment: $49 - $150/yr

Description:

- iHandyMan owners are required to be members of a professional association (i.e. ACHP, IAPO, UHA) and maintain active membership.

Insurance

Investment: $500-1000/year (approximate)

Description:

- General Liability coverage is the most essential business owner's policy for handymen and construction businesses. This type of insurance can cover a variety of claims, including bodily injury, property damage, and advertising injury.
- Minimum insurance coverage:
  - $500,000 Basic General Liability
- Optional insurance coverage:
  - Inland marine insurance (helps cover the costs to repair or replace tools, equipment, or gear if they break down or get stolen.

iHandyMan Email, Web Hosting & Technical Support

Investment: $25.00/month (paid annually)

Description:

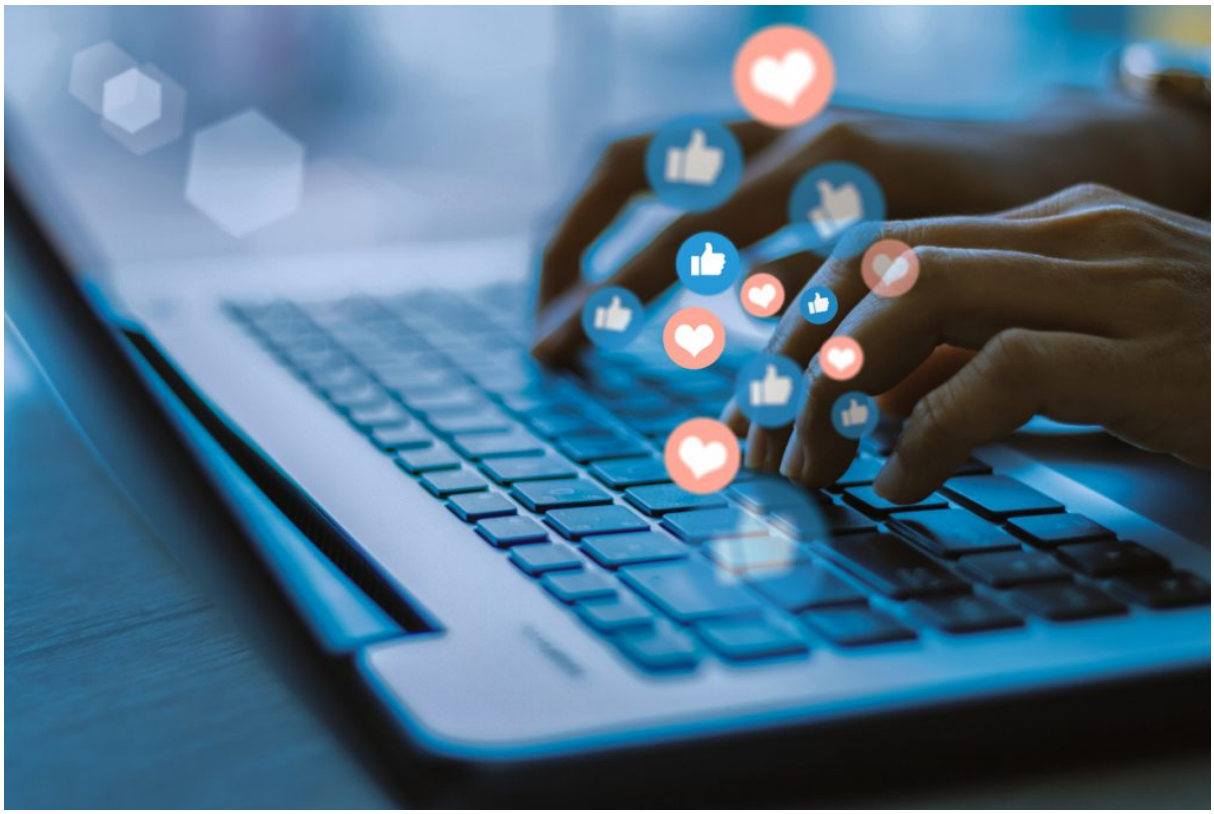
- Shortly after joining iHandyMan your Email Address will be created and instructions on set up sent to you.
- Support is provided to set up your new email account on your computer and mobile devices.

Website, Google & Social Media Profiles

Investment: Included.

Description:

- Each iHandyMan Franchise receives their own website and social media profiles.
- iHandyMan provides professionally created content for your social media profiles (posted as you) on your profiles 1x per week.
- Includes: Facebook, Instagram & Google My Business. Additional support is provided to update your LinkedIn profile if needed.



Vehicle Branding

Investment: $700 (Minimalist logo only) up to $3000 +/- (design work included)

Description:

- Handymen, both franchise owners and Subs provide your own **black** or **white** vehicle.
- Multiple decal designs are pre-created and provided for you to choose from.
- Flexibility is provided to add final mile creative touches to the design to fit your personality and local market.
- Upon completion of your design, full production digital files are provided to you to take to a local decal supplier in your area to arrange production and installation.
- Before the supplier proceeds with applying logos, they should provide you with a digital design mock-up for approval, showing the location and sizing of the logo placement on your specific vehicle model. Forward this design mock-up to your Regional Owner for review before proceeding with install.



Basic Tools

Investment: Prices Vary, please see your local hardware store. (NOT INCLUDED)

Description:

- Tape Measure
- Utility Knife
- Cordless Drill
- Claw Hammer
- Hand Saw
- Electrical Tape
- Sander
- Shop Vac
- Screwdriver Set
- Pliers (various sizes)
- Adjustable Spanner
- Wrench Set
- Needle Nose Pliers
- Wire Stripper
- Tongue and Groove Pliers
- Circular Saw
- Stud Finder
- Chisel Set
- Level
- Work Gloves



