



Looking for a Franchise Network to Partner With?

*Why Handyman Connection Stands Out as a **Franchising Leader** in the Home Services Industry*



In this guide, you'll learn:

- **Why** the home services industry is booming
- **How** Handyman Connection is attractive to potential franchisees
- **What** we're doing to help you get more placements (even if it's not with us!)

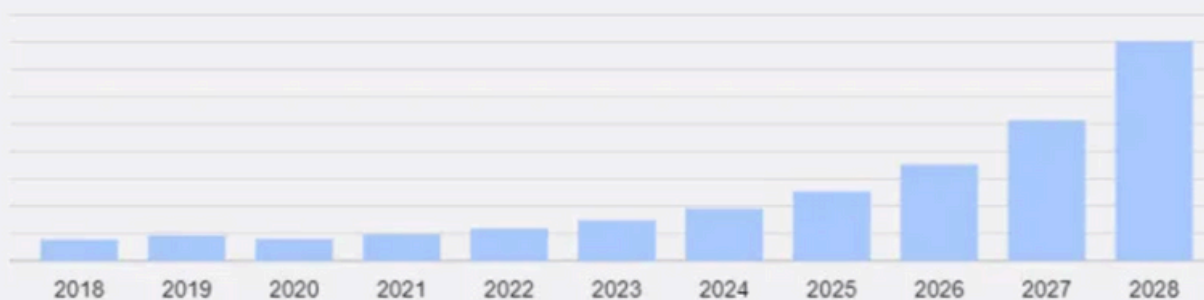
No Shortage of Leads

The home services industry realized a total market value of **\$657 billion in 2023**.

While impressive, that's nothing compared to what's coming next.

Consumers' busy lifestyles, ready access to information, and emerging home services-based technologies are contributing factors that are driving home services demand through the roof. In fact, research company Technavio predicts the home services vertical will reach a market size of **\$5.14 trillion by 2028!**

Market Size Outlook (USD Billion)



2018 : USD 770.40



28.93%
2024 Year-over-Year



ACCELERATING
Growth Momentum



40.34%
CAGR 2023-2028



USD 6541.8 Bn
Incremental growth
between 2023-2028

Lower Fees

Handyman Connection has some of the lowest fees in the home services sector, which makes us more attractive to potential franchisees.

Contribution	Rate
Royalty Fee	5% of Gross Sales
Brand Development Fund Fee	3% of Gross Sales
Technology Fee	1% of Gross Sales





2-3x

**Handyman Connection Customers
Need Services Between 2-3 Times Per Year**

Greater Earning Potential

With average job sizes around \$1,000, Handyman Connection has found the perfect niche within the home services industry: We tackle jobs that people don't have the time or expertise to do themselves, and we do the work that larger contractors won't touch (or that they say they'll show up for but don't).

Plus, nearly 50% of the network's customers become repeat customers, giving franchisees significant earning potential.



Flexibility to Adapt

Finding and building a solid team is one of the biggest challenges that franchisees face. At Handyman Connection, owners aren't limited to a single service, which means they can focus on doing jobs that best match the skills of their team at any point in time.

In locations where weather factors into the work that can be done, this diversity also enables owners shift focus between internal and external jobs, which helps keep the bookings coming in year-round.

Handyman Connection provides a variety of different home services options that owners can tap into, including: **carpentry, drywall, painting, electrical, and more.**



A Proven Business Model and Proven Support

At Handyman Connection, franchisees get into business for themselves, but not by themselves.

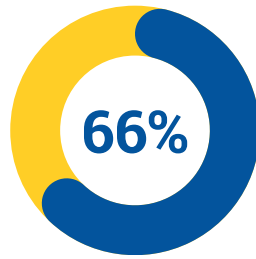
Handyman Connection is a well-established brand with franchise locations across North America. But we're not growing by accident. Our processes lead to results that are so solid, we are consistently recognized by industry-leading resources.

When franchisees sign with us, they'll get the support they need to win.



We are recognized as a trusted **industry leader** in the home services space.





Our Full Discovery Process Drives a 66% Placement Rate

We Want You to Get Your Money!

When we use the term “partner,” we really mean it.

When you refer potential franchisees to us, you can expect the following:

- **Prompt outreach to the candidate**
- **An innovative discovery process that includes local franchise tours**
- **Feedback to you from our franchise development team at each step of the discovery process**

Our feedback helps inform all involved where the discovery process can be improved to increase placement rates over time.

And as an added bonus, it helps you provide best-in-class service to your clients, which can help you get more placements – even if it’s not with us.



Let's Build Something Special!

With our diverse service offerings, low fees, and strong support system, Handyman Connection is a no-brainer for franchisees and consultants alike.

Ready to take the next step?

Scan the QR code to set an appointment or contact our Franchise Development team directly to learn more about how we can grow together!



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