

# Make Franchise Ownership Your Next Mission

Bring your military skills and training into the private sector

*Home Service Franchise Opportunities for U.S. Military Veterans*



**neighborly®**

# Are you ready to transition your career away from the military?

You've succeeded in serving your country. You've learned invaluable lessons, built lifelong relationships and developed crucial skills. **Whether you believe it yet or not, your life in the military has prepared you to own your own business.**

## A Smart Path for Military Veterans

Like many service members, you know you've reached a critical point in your life and career. As you begin to think about life after the Armed Forces, you're thinking about what's best for you, your family, your community and your future. In exploring your post-military options, it makes sense to search for something that will allow you to make the most of the experience and wisdom you've gained in the military.

If you're anything like the Veterans we know and work with, **you're looking for a career that:**

- Rewards you for the effort you put into it
- Positions you as the Commanding Officer
- Allows you to capitalize on skills you already have
- Roots you and your family in your community

## Many former service members choose business ownership

It's part of the reason why organizations like Neighborly® and VetFran exist – institutions dedicated to helping Veterans recognize the value of their skills and choose the best path forward as they transition out of the Service and into the private sector.

- **45%** Veterans are more likely to be self-employed than non-veterans by almost half
- **2.4 million** Veteran-owned business in the U.S.
- **5.8 million** employees of Veteran-owned businesses

*Small Business Association*



***There are certain values you learn in the team environment of the military—that you're not going to survive by yourself, you survive as a team. That training prepares you for the structure and accountability required to run a successful business."***

**Sean Dion**

Air National Guard Veteran  
Mr. Electric Franchise Owner

# Starting a business or buying a franchise?

There are multiple paths to business ownership that suit the needs of a variety of entrepreneurs. Two possibilities stand out as options that can help Veterans make the most of their skill sets. But these paths are not created equal.

## Starting a Business

Only half of startups last for five years. Just a third make it a decade.

*Small Business Association*

### The Pros

- Potentially lower initial cost
- Do it on your own
- Opportunity to be creative

### The Cons

- Higher potential risk
- Extremely challenging
- No support system

## Buying a Franchise

95% of franchises are still in business after five years.

*U.S. Commerce Department*

### The Pros

- Lower risk
- Established support
- Lower operating costs

### The Cons

- Limited creativity – must follow a system
- Potentially higher initial cost
- Contracts can make it hard to change course

## Franchising Just Works

The success of the franchise model comes down to one simple thing: it's a win-win. It's an agreement between the franchise owner (that's you) and the franchisor (that's us) designed to make business ownership much, much easier by giving you access to an established brand, support system and business model.



***I chose franchising because I came from a background of following systems, following processes. A franchise gave me a model, something to fall within, yet still gave me the independence to be a business owner."***

**Tim Adams**

U.S. Navy Veteran

Mr. Handyman Franchise Owner

# Why so many Veterans choose franchising

The structure of the franchise model mirrors that of the armed forces. It's about teamwork, self-discipline and being part of something bigger.

## What franchising IS:

### An Investment

An opportunity for your money to grow through your own hard work.

### An Established Business Model

Neighborly® brand models have been shown to work across North America and the world.

### Your Independent Business

Get into business for yourself without having to be by yourself.

## What franchising is NOT:

### Employment

You own the business, you make the schedule, you run the show. You get out of it what you put into it.

### Out of Reach

Exclusive discounts and comprehensive business training make franchise ownership accessible to Veterans of all backgrounds.

### A Guarantee of Success

Success is determined by countless factors, but primarily depends on your own leadership and dedication.

## The mutual benefits of franchising



- **1 in 6** U.S. franchises are owned by a Military Veteran
- **99%** of franchisors believe Veterans are a good fit
- **65%** of franchisors have increased their rate of hiring Veterans in recent years



# Neighborly®: We are franchise experts

A Neighborly franchise provides an environment for former service members like you to connect, share, learn and grow with your peers in business. It's an opportunity for you to capitalize on the skills you developed in the military and receive the training you need to follow an established system to replicate your successful military career on the home front. That means franchise business ownership isn't out of reach for you.

## Offering an entrepreneurial opportunity for U.S. Military Veterans

We're seeking values-centered leaders to join us in our next phase of growth, and we know Vets like you make impeccable business owners. Franchise owners are the backbone of our organization, helping our premier brands flourish with their hard work and knack for service and commitment. That's why we want to work with you and provide:

- Essential, Recession-Resistant Business Offerings
- Renowned Brands Trusted by Customers and Owners Alike
- Values-Driven Companies Under One Roof



***Franchising with a Neighborly brand lays out a playbook and processes and structure for business ownership, which makes it an opportunity anyone—and in particular a Veteran—can fit into like a hand to a glove. You don't have to go through the trials and tribulations of figuring it out for yourself. They've already done it for you."***

**Dwight Weber**

U.S. Army Veteran

Window Genie Franchise Owner



# We're connected by our values

Military values help teams cohere, help leaders thrive and imbue service members with a sense of the greater purpose in the work they do. At Neighborly®, we take pride in the work we do and take care ensuring no detail has been neglected. From bottom to top, everyone under the Neighborly roof lives and breathes the values that shape every aspect of our business:

- Respect
- Integrity
- Customer Focus
- Having Fun in the Process!

## Veterans are Part of Our DNA

A values-driven leader in the franchise industry, Neighborly became a founding member of VetFran in 1991. Today, VetFran is supported by over 600 member companies of the International Franchise Association and offers financial incentives and abundant opportunities to encourage military service members and Veterans to enter the world of franchise ownership.

### We're family

Many people throughout the Neighborly system—bottom to top—are former service members. In fact, we're honored to say our COO, Mary Kennedy Thompson is a U.S. Marine Veteran.



***I chose Neighborly because of the Code of Values. As a Marine, I live by a Code of Values—it is such an easy transition."***

**Aaron Boone**

U.S. Marine Veteran

Five Star Painting Franchise Owner

# Nobody knows home service better

We're more than a model for better home service. Combining decades of experience in over a dozen service industries, Neighborly® is the glue that binds these individual brands and unites their many franchise offerings. We promise customers everything they need to take the best care of their home – and provide Veterans like you everything needed to create your own success in business and in life through franchise ownership.

## Unmatched Experience

Nearly 400 U.S. Military Veterans have found their opportunity within the Neighborly family of brands

## Established Business Models

Premier brands vetted and hand-picked by industry experts

## Initial & Ongoing Support

Comprehensive franchise business support throughout the ownership journey

## Valuable Territories & Customers

Designated territories consisting of above-average income households in desirable markets

## Pre-Launch Training

Comprehensive Sure Start Programs guided by industry-leading teams fills in any gaps in your knowledge

## Faster to Market

Our brands' established development processes decrease time to launch

## Get exclusive discounts

Neighborly brands offer Military Veterans discounts on initial franchise fees. To date, former service members franchising with Neighborly have collectively saved more than **\$2 million**.



*Our growing network provides invaluable tools to Veteran franchise owners with cost reduction and margins in mind.*

- **\$5M+** in systemwide rebates through our competitive edge with ProTradeNet®
- Service professional referral system to aid lead generation across brands
- Local marketing experts and experienced business coaches at your service



***If you want to make change  
and you want to live a lifestyle  
that's worth what you're doing, I  
believe franchise ownership and  
Neighborly are the two pieces  
you need to make it happen."***

**James O'Brien**

U.S. Navy Veteran

*The Grounds Guys Franchise Owner*



# Meet the Neighborhood

Part of the Neighborly® mission is to Own the Home by providing customers with a premium experience they can't find elsewhere, and providing franchise owners access to remarkable home service brands that make it possible. The Neighborly family of brands represents some of the most exciting business opportunities for Military Veterans ready to make their mark in the private sector.



*An empowering opportunity to lead in the needed and growing HVAC industry.*



*A specialized service brand focused on fire prevention in dryer duct systems.*



*A bright opportunity to add value to homes – and your professional future.*



*A top Home & Business and Auto Glass franchise with two models to choose from.*



*An outdoor opportunity with a streamlined and fast-growing landscaping franchise.*



*A home inspection franchise that helps customers take the guesswork out of buying a house.*



*A home cleaning franchise helping owners polish their outlook for their future.*



*Buzzing around at the top of the outdoor pest control industry.*



*Offering premier appliance services to make life easier for customers nationwide.*



*Empowering franchise owners to provide cutting-edge service to increasingly digital homes.*



*A leader in the growing “do it for me” (rather than “do it yourself”) niche.*



*An award-winning national plumbing and drainage services brand customers trust.*



*A top disaster cleanup franchise – providing hope and relief to home and business owners.*



*Providing property management solutions for thousands of real estate owners and investors.*



*A premier provider of window cleaning services and other year-round services outside the home.*



# We Are Neighborly®

Neighborly is the world's largest and fastest-growing family of home service brands. Through our 15+ leading service franchise brands and a growing network of nearly 4,000 franchise owners, Neighborly provides over 3 million property owners in North America with a single, trusted, far-reaching source to meet any service need inside or outside their home or business.

## Let's have a conversation

We're always in search of talented military professionals looking for their path into business ownership. Learn more about how well your skills will fit into a Neighborly brand franchise opportunity. Contact us today.

### Franchise Development

833.439.0326

[franchise.neighborly.com](https://franchise.neighborly.com)

The information in this message is not an offer to sell a franchise. An offer of a franchise can only be made with delivery of a franchise disclosure document from representatives from each respective Neighborly brand.

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