



## There's No Place Like Home

Franchises that are helping Canadians turn houses into homes

Many Canadians dream of buying a residence and making it their own, either to live in themselves, or to rent to tenants. Once the big purchase is made, however, the home still needs to be updated, renovated, and cared for: the house needs to feel more like a home.

Property ownership comes with a lot of responsibility, and with lives busier than ever, homeowners can't do it all on their own. Between renovations, upgrades, and maintenance, and then outdoor concerns like lawn care, roofing, and siding, there are a variety of ongoing needs when it comes to home upkeep.

Luckily, homeowners have a whole host of options to turn to when a repair or renovation falls outside of their area of expertise, or when they simply don't have time in their busy schedules to deal with overseeing or completing these projects.

Read on to learn more about some of the top-notch franchises that are helping to improve and maintain homes, including projects big and small, and everything in between!



# SETTING THE STAGE FOR SUCCESS

## PREP 'N SELL FRANCHISEES THRIVE IN THE HOME STAGING BUSINESS

By Karen Stevens

**B**etween finding a real estate agent and somewhere new to live, plus packing up and making your house presentable for sale, moving can be a stressful time. That's where Prep 'n Sell comes in. "We offer a one-call service to real estate agents and their clients, providing them with everything they need to put up their home for sale," explains David Collier, Prep 'n Sell Founder and President.

The franchise concept itself came out of a gap Collier noticed in the market. "I was in the cleaning business, and I saw a need for real estate agents to be able to prep homes for sale." Instead of hiring handymen, contractors, cleaners, and contractors themselves, clients can call Prep 'n Sell. "Nobody brings it together like us. They call us a stager on steroids," says Collier.

### Meet two of Prep 'n Sell's finest franchisees



Julie Smith, a Prep 'n Sell franchisee in the Beaches neighbourhood of Toronto, did a lot of soul searching before deciding to become a franchisee. "My passion for my 25-year career was gone, and I didn't feel like I was putting 100 per cent into it, so I worked with some coaches to

learn about my hobbies and values, and how to transfer those into something," she says.

Smith had known Collier for many years through her squash league. She asked him about his business, and visited the Prep 'n Sell website, where she noticed that all of the franchisee requirements aligned with her personal values. She was also searching for a business that she wouldn't have to build up from scratch. "I saw that the branding was very professionally done. I was quite impressed by it all, and that's how I made my decision," she recalls.



Richard Foster of Langley, British Columbia moved into franchising after more than 30 years in retail management, "I've made a lot of money for other companies in my life, and I saw an opportunity for me to build a business on my own," he explains.

He chose Prep 'n Sell for a few reasons. "I've always owned my own properties and believed in real estate as an investment," he says. "I thought Prep 'n Sell was a brilliant idea: we're in a market by ourselves. Sure, there are lots of tradespeople, but there's no one catering right to the real estate and home sale market."

According to Foster, one of the biggest benefits of being a Prep 'n Sell franchisee is that "You are running your own business, so you are as busy or as slow as you want to be." He recommends a Prep 'n Sell fran-



chise because “It’s essentially recession-proof.” Another upside is the franchise fees, which are relatively low, plus franchisees can work out of their homes.

For Smith, one of the biggest benefits is the flexibility it affords. “If you need to focus on your family or your hobbies, you’re able to juggle your job around them,” she says.

### Getting prepped for success

Training for new franchisees takes place at the company’s headquarters in Toronto. “When we train a franchisee, we put them through a one-week training course, and then we give them ongoing support,” says Collier.

Along with bi-weekly e-blasts and social media communication, Collier helps franchisees find ongoing success. “We help them determine their business goals, and what they can do to achieve them. It’s ongoing coaching, not just support. We are trying to create a healthy business,” he emphasizes.

To keep up to date, franchisees have to always be learning. “Every house has a unique issue,” says Foster. “I find out which people fix these problems regularly, and then I connect with them. Whenever possible, I go on site with them to see how it gets taken care of. After that, I essentially become an expert, because I’ve done my homework,” he says.

Smith stays current in a number of ways, from networking to doing a lot of reading. She says it’s a big benefit that the franchise is a member of the Building Industry and Land Development Association. “The focus on residential and commercial construction, and that membership allows us to get training on a monthly basis, to learn about situations and products, and to make new contacts.”

Of course, starting up a new franchise is not without some challenges. For Prep ‘n Sell franchisees, the biggest

challenge is finding quality tradespeople who are available when you need them. The way Foster has overcome this challenge is to “treat tradespeople better than the industry as a whole treats them,” he says. For example, he pays tradespeople as soon as a job is completed, because he knows that sometimes they have trouble getting compensated.

### Finding the right fit

Collier says the ideal Prep ‘n Sell franchisee is a real people person. “They like to get out, be social, and network. Whether that’s networking with real estate agents or talking to people and meeting them in their homes, you have to be outgoing.” They should also have project management skills and some business acumen, and while renovation experience is an asset, it’s not a necessity.

For anyone thinking about a Prep ‘n Sell franchise, Smith stresses the importance of putting the customer first. “If you don’t listen to the customer and you don’t ask questions, you’re going to end up having challenges,” she points out. “Treat people how you’d like to be treated, and make sure that they are happy at the end of your communication with them.”

Foster says the best way to ensure success is to pick something you love, as opposed to something you’re doing just to make money. “The successful small business owners that I meet and network with are all passionate about what they do. I think that’s what is most important.”

For more information about Prep ‘n Sell franchise opportunities, contact: David Collier  
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# SPECIAL FRANCHISE FOCUS



## The economic impact of home ownership

(Canadian Home Builders Association, 2016 Economic Impacts)



**69%**  
of Canadians  
own a home



**4 in 5**  
Canadians want to  
buy a home



**\$4 trillion**  
in assets in  
Canadian homes

### Residential Construction Impacts:

**1,008,392** jobs  
**\$59.4 billion** in wages  
**\$138.3 billion**  
in economic activity

### Economic Impacts of New Home Construction:

**198,463** new housing starts  
**421,942** on-site and off-site jobs  
**\$25 billion** in wages  
**\$67 billion** in investment value

### Economic Impacts of Home Renovation and Repair:

**586,450** jobs  
**\$34.4 billion** in wages  
**\$71.3 billion**  
in investment value

## Canadians are keen on home renovations

(2017 CIBC Home Renovation Poll)

**56%** of Canadian homeowners who planned to renovate were choosing to upgrade their current home instead of selling their home to buy another

More homeowners planned to renovate in 2017 than in 2016

**2016 – 37%**  
**2017 – 48%**



Average renovation budgets were lower in 2017

**2016 - \$13,017**  
**2017 - \$11,795**



### Top renovation projects in 2017:

Basic maintenance – **48%**  
Landscaping – **38%**  
Bathroom renovation – **31%**



### How Canadian homeowners planned to pay for renovations in 2017:

**67%** planned to use cash or savings  
**25%** planned to borrow to cover the costs



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- Strong profit margins
- Technology platform, call center and marketing support
- Have fun with your own business in a growing industry
- Low investment...exclusive territories at \$40k!!



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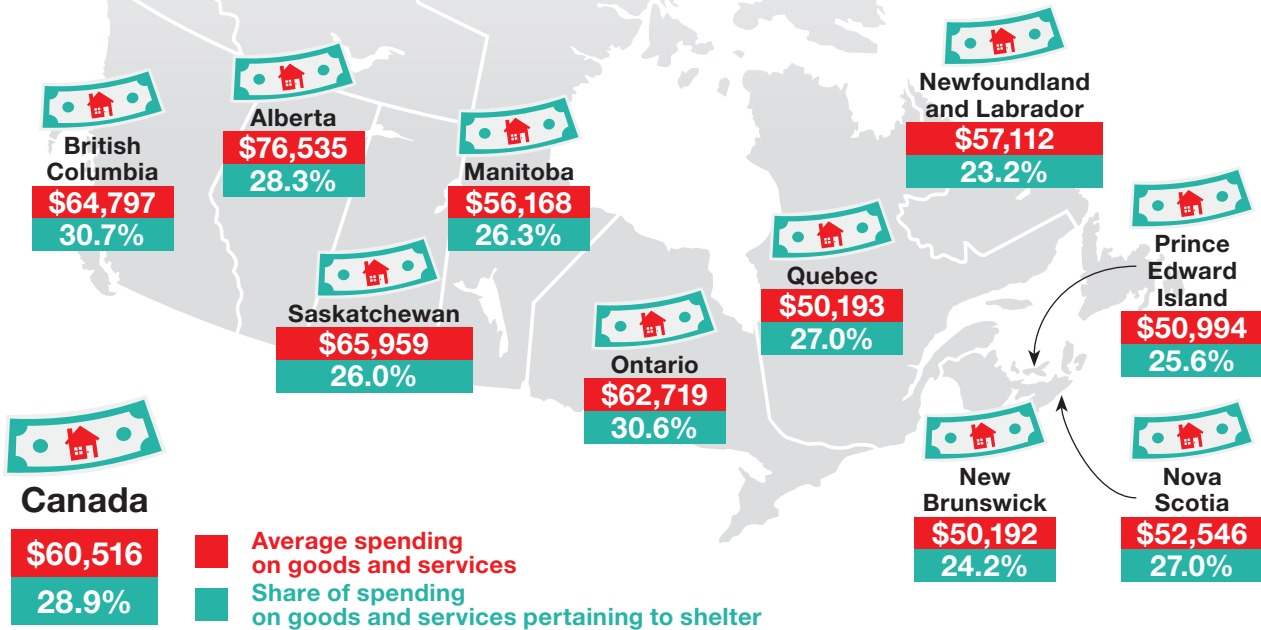


**GORILLA**  
**PROPERTY SERVICES**

# SPECIAL FRANCHISE FOCUS

## Average spending on goods and services/Share of spending on shelter by province, 2015

(Statistics Canada: Survey of Household Spending, 2015)



### Household Spending

Canadian households spent an average of \$60,516 on goods and services in 2015, up 2.5% from \$59,055 in 2014.

Spending on shelter accounted for 28.9% of this total, followed by transportation (19.4%) and food (14.3%)

Households spent an average of \$17,509 on shelter in 2015. This category includes rent, mortgage payments, repairs and maintenance costs, property taxes, and utilities.

Among homeowners, average spending on shelter was \$19,478 in 2015, accounting for 28.2% of their total spending on goods and services. Renters spent an average of \$13,518 on shelter, representing 31.2% of their total consumption.

Spending on shelter was highest among households in population centres of 1 million or more, at \$19,803. Households in rural areas reported the lowest average spending at \$12,549.

Households in Alberta reported the highest average spending on shelter at \$21,642, while those in New Brunswick averaged the lowest at \$12,171.

Households in British Columbia (30.7%) and Ontario (30.6%) allocated the largest shares of consumption to shelter among the provinces, while households in Newfoundland and Labrador spent the smallest proportion (23.2%).





## HAVING PROUDLY SERVED HIS COUNTRY, VETERAN BRINGS WORK ETHIC, VALUES TO NEW HOME INSPECTION CAREER

Having served his country proudly for 25 years in the Canadian Armed Forces, Scott Robertson of Nova Scotia can think of nothing better than to continue serving his fellow Canadians as one 2017's new franchisees of Pillar To Post Home Inspectors®. His company serves the entire Halifax Regional Municipality.

The 44-year-old Robertson served as an Air Maintenance Superintendent in the military and was drawn to Pillar To Post because of its reputation as a trusted advisor using leading-edge technology to assist clients in the home buying and selling process. Already possessing the technical background, ethics and values instilled from his military career, Robertson said his honesty and integrity give him the foundation to provide trustworthy, reliable and professional service to his Pillar To Post clients. Robertson is the first military veteran to become a franchise owner with Pillar To Post Canada.

"We are used to a culture that welcomes the best and the brightest

franchise candidates to our system," said Eric Steward who is the Marketing Manager of Franchise Development for the company. "Our franchisees, in turn, offer service to their customers that reflect that. From husband and wife teams, to housing industry professionals looking for a business of their own, to military veterans, and franchisees with police and fire department backgrounds, we are ranked Number One in North America for a reason. Our franchisees helped us get there."

"A second career as a Pillar To Post home inspector will continue to further my dedication to helping people and supporting the local community," Robertson said. "I have worked at home and abroad on behalf of Canada, volunteering with Habitat for Humanity on several occasions and building orphanages in Haiti after the 2010 earthquake. I continue to volunteer my time to different causes in our area."

Over a span of 24 years, over three million families have counted on Pillar To Post® to be their trusted



A Pillar To Post home inspector consults with a client.

advisor when buying or selling a home. According to *Entrepreneur Magazine's* (January 2018 Franchise500®) Pillar To Post ranked as the Number One in Category for the 17th consecutive year! The home inspection giant is also proud of its continued inclusion in the following *Entrepreneur Magazine* rankings.

- Top Home-Based Franchises
- Best of the Best
- Top Low-Cost Franchises
- Top Franchises for Veterans
- Fastest Growing Franchises



### ABOUT PILLAR TO POST HOME INSPECTORS

Founded in 1994, Pillar To Post Home Inspectors is the largest home inspection company in North America with nearly 600 franchises located in 49 states and nine Canadian provinces. Long-term plans include adding 500 to 600 new franchisees during the next five years.



### 9.5 million

More than 9.5 million of the 14.5 million households in Canada owned their home in 2016, representing a home ownership rate of 67.8%.

### 68.4%

The rate of home ownership has been relatively stable over the last decade. In 2006, the rate was 68.4%, and in 2011, it was 69.0%. In contrast, over the period from 1991 to 2006, the home ownership rate rose from 62.6% to 68.4%.

## Trends

Many factors contribute to trends in home ownership, including demographics, the size of the housing stock, availability and the cost of alternatives to home ownership, interest rates and access to financing, and Canadians' preferences and needs.

## Baby boomers

The sustained growth in home ownership prior to 2006 was related, in large part, to baby boomers purchasing homes. By 2016, most baby boomers were already homeowners. Future trends will be affected by how long baby boomers remain homeowners, and whether younger generations own or rent their homes.

### 76.7%

The Atlantic Provinces had the highest home ownership rates in Canada in 2016. Newfoundland and Labrador ranked first, with a home ownership rate of 76.7%, well above the national average of 67.8%.

## Low rates Condo living

Quebec and the Territories had home ownership rates below the national average. Home ownership has historically been low in Quebec, and at 61.3% in 2016, it was the lowest rate among the provinces. Nunavut, at 20%, had the lowest rate in the country, including both provinces and territories.

In 2016, 13.3%, or close to 1.9 million households, were living in condominiums, up 1.2 percentage points from 2011. Of these households, almost 1.3 million (67.1%) were owners, while 606,570 (32.9%) were renters.

## Provincial trends Condos by area

Over the last decades, home ownership rates declined in the Atlantic Provinces, Ontario, British Columbia, and Nunavut, while they increased in Quebec and the Northwest Territories.

The share of households living in condominiums varied among census metropolitan areas (CMAs) in 2016. Vancouver (30.6%) had the highest proportion of households living in condominiums, surpassing Calgary (21.8%) by a wide margin. Abbotsford-Mission (21.5%), Kelowna (21.3%), and Toronto (20.9%) also had rates of more than one in five households living in a condominium.

## Age

Home ownership is strongly related to age. The home ownership rate was 43.6% among 20-34-year-olds in 2016, compared to 70.1% for people aged 35-54. The home ownership rate was highest at 76.3% for 55-64-year-olds, and was slightly lower, at 74.6%, for the population aged 65 and over.

(Housing in Canada: Key Results from the 2016 Census [Statistics Canada])