

Handy man



Franchising Brochure

Want to start an amazing new business and team up with other like-minded entrepreneurs?



Handyman

Our Story

The Local Handyman Group was essentially created out of a need that we had, we couldn't find anyone in our area to help out when we moved into our house with a 2-month-old. The needs were simple, but there was a problem – no one wants to do the small jobs. There was obviously a need out there for people to have their “honey-do” lists taken care of. We wanted to focus on making a “messy” industry professional again. Branded, professional, trustworthy, and on-time were really important to us as customer service is key!

Kristen and Craig saw this as not only a great opportunity for themselves, but other like-minded entrepreneurs. With many years of franchising experience, they then started the process to franchise the Local Handyman Group in British Columbia as a starting point, quickly becoming Western Canada's largest handyman brand, expanded across Canada into the Ontario market with franchises now being offered in the United States.

“We wanted to focus on making a “messy” industry professional and trustworthy.”

Craig and Kristen Jooste

Co-Founders 604Handyman and the
Handyman Group™

Your Opportunity

To join a fast-growing brand that offers fantastic territories, a low start-up cost, a high margin business that's rewarding and helps people. You will also be joining a group of driven, passionate, and like-minded entrepreneurs to grow the Local Handyman Group brand as a team. Our Franchise Partners refer to themselves as being part of the Local Handyman Group family!

Our Locations



What Our Franchises Represent: Is This You?

Our Service:

Local handyman service that lives and works in their neighbourhoods.

Professional in every manner and we treat our customer's homes like it's our own.

When you need a professional handyman, you can trust to get the job done properly, you can count on us! You shouldn't let just anyone in your home. We are your safe, dependable solution to your home repair and maintenance needs.

Our fully insured, uniformed handy-people are always professional and arrive on time, in a branded vehicle with the right tools to complete the job for you.

Why Our Customers Choose Us:

- Easy online booking or a simple call for quick and easy scheduling
- Upfront pricing & quotes
- Friendly, uniformed Handy-People
- Quality work done properly the first time
- We are fully insured for your safety and peace of mind
- We always arrive on time and well-prepared

Sales Verticals and Regional Accounts

Sales Verticals

Our clients vary from residential customers with small jobs and medium-size projects and we are agile enough through our operational systems to make small jobs profitable. We also see our current Franchise Partners scale their businesses by adding value to our commercial customers such as building maintenance providers, strata managers, HOA's, home inspectors, realtors, and movers, just to name a few!

Regional Accounts

There is power in a recognizable, trusted brand AND power in numbers. Our brand is recognized as a trustworthy "get the job done" business that has expanded across Canada and into the United States. We can service many major Cities in Canada and soon many in the Continental US, and that's just why so many local, regional and national accounts use us as their "handyman of choice".

Low cost Franchise

The Local Handyman Group is keenly focussed on our Franchise Partner's profitability. We have taken a lot of time to review what IS and is NOT needed in your business, and can therefor offer you a low cost of entry AND monthly charges.

Standard

- Exclusive territory
- Low monthly overhead
- 10% Royalty
- \$250 per month Technology fee
- Territory Fees: \$40,000 per territory



Why Become a Franchise Partner?

We stand out in the industry because we are branded, insured and deliver a truly amazing experience to our customers. We operate simple household tools to complete small projects and repairs. Our branded service vehicles and uniformed handymen stand out and provide a professional, trustworthy image.

We provide a world class CRM with online booking tools and scheduling software, along with marketing plans that work!

- 1.** By joining the brand you receive marketing planning, coaching and help in the execution of your "launch". We help you setup and supply you with our website, marketing collateral, online and print tactics as well as ongoing business coaching/support.
- 2.** Receive a world class real-time/online booking engine with full CRM support and database. Full CRM accounts both online, mobile and offline. Full Google G-Suite accounts and support. Full reporting suite on your business activity.
- 3.** Be a part of something bigger! Work as a team to land regional accounts, support your neighbours and local businesses. Together we can accomplish much more than one.

The logo for 'Handyman' is written in a white, cursive script font. The word 'Handy' is on the top line and 'man' is on the bottom line, with the 'y' in 'Handy' and the 'a' in 'man' connected. The logo is positioned in the bottom right corner of the image, over a black and white photograph of a suburban house with a lawn and a paved walkway leading to the front door.

Systems

Marketing

Focussed quick launch tactics - print, web, social media, and online tools.

Web

All websites are managed by The Local Handyman Group - design, search engine optimization, copywriting, and content.

CRM

Fantastic online booking, scheduling, sales, invoicing, and customer management software.

Sales and Accounting

World class software and support.

Operating

Amazing onsite, infield, and operational management systems to support your business.

Business Coaching

Partner with us and get world-class and continuous coaching and support from our years of franchise partner support across numerous brands.

Hear What Our Franchise Partners Are Saying About Us



"From the beginning Craig & Kristen offered great support. They've created a fantastic brand and their passion and expertise for the Handyman Group Franchise was inspiring! It's been a year since we opened 306Handyman Regina and we are very happy we joined the franchise!"

Ashley Read
306Handyman Regina



"Joining the 604Handyman brand was one of the best decisions we ever made. The support that we receive from Craig and Kristen is amazing. Our clients love that they finally have a trusted company to come in to their home and make their lives easier. It has been an extremely rewarding journey so far, and we cannot wait to see where we go from here."

Shannon Versluis
604Handyman Langley and
The Fraser Valley



"Starting a business has many challenges. It has been a year of learning and growth. We are very thankful to have a great support system in our franchise partner Craig Jooste. His commitment to our brand has been immeasurable. We look forward to future growth with Craig and the handyman group."

Kevin & Courtney
403handyman Airdrie/Calgary



Have you proudly served your country in the military, police force, as a fireman or first responder?

This opportunity is perfect for you! This business can be run by you or your spouse while deployed, active, or as a team.

To thank you for your service we are offering veteran and active members that serve a \$10,000 discount off of our franchise fees.

Join Our Brand as an Experienced Handyman and Current Business Owner

Are you an established handyman, working in a great territory with an existing customer base? Why not become part of our growing national brand and enjoy the benefits of support, marketing, training, corporate accounts and strategic partnerships? Work smarter, not harder! Become part of the Local Handyman Group. We offer a fantastic discount on our franchise fees and other great perks!



Handyman



**Contact us today for
more information!**

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www.localhandymangroup.com