ITZHOME

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WHY IS IT SUCCESSFUL

Why Is It Successful: Why is Itzhome Growing Every Day…

This section explains the Itzhome opportunity in detail, and why it is so unique, so successful and why it creates a truly remarkable business opportunity for the right person.

Your market

The demand for home services has never been greater. Millions of homeowners are waking up every day asking, "How do I find the time to keep my home in order?"

With busy schedules and the pressures of daily life, **the need for reliable, on-demand services has skyrocketed.**

We're operating in a rapidly expanding industry, with the home services market expected to continue its explosive growth. The rise of digital platforms has shifted consumer behaviour, and people are now looking for services they can book and rely on with just a few clicks. With more and more individuals working from home and seeking flexible solutions, the need for on-demand services available by Itzhome has surged.

The market is vast, and there's an abundance of untapped potential. Even though we've experienced incredible growth, there's still an enormous number of households and businesses in need of the services available on Itzhome with this list growing all the time.

Itzhome is the perfect business to tap into this growing market, Itzhome offers home professionals an amazing opportunity to provide high quality home services to home owners that book on the platform. As a home service professional franchisee you can access his high demand in just a couple of clicks.



ITZHOME IS POSITIONED PERFECTLY TO MEET THIS GROWING DEMAND.

With the need for professional, reliable home services continuing to rise, Itzhome offers the perfect business opportunity to meet the growing demand. Whether you're looking to supplement your income or **build a scalable business**, the home service sector offers endless possibilities. Just as Chris found success in the industry 30 years ago, there's never been a better time to step into this market and create the lifestyle and business you've always dreamed of.

If you've been exploring various business opportunities, you've no doubt come across several options, but none that quite spark that "aha" moment "ive found what ive been looking for". Sound familiar?

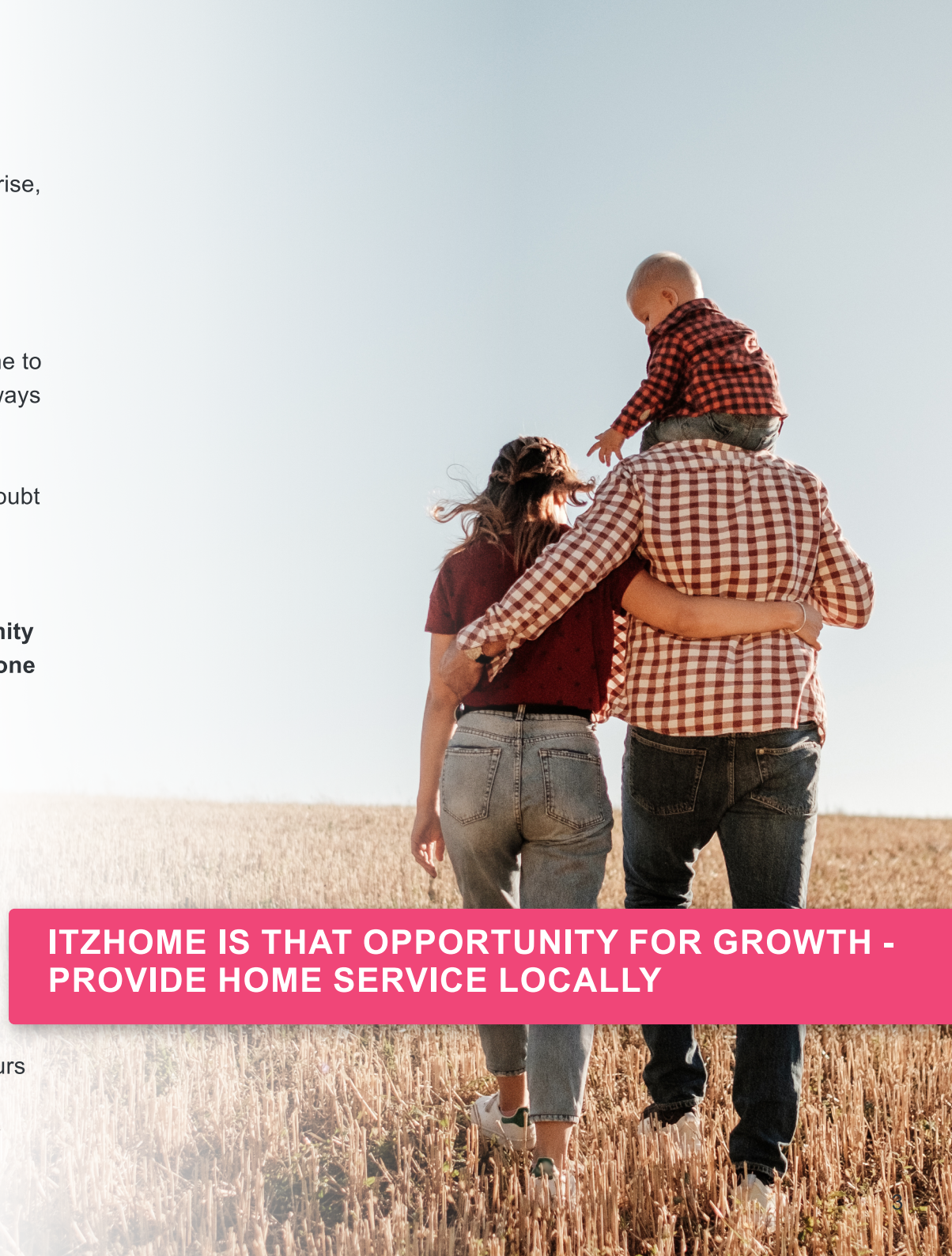
That's because you're probably looking for a business opportunity that will allow you to make a real, positive change in your life—one that's built for success in today's fast-changing world.

History In The Franchise Space

- Poppies was the very first cleaning franchise in the UK
- It has a near 45 year track record, and it's this know how and experience that has been invested into the Itzhome franchise opportunity
- On Demand home services are here and you can join a growing franchise network to delivery your chosen home service in your territory of choice…

Right now, you're faced with a few possible options…

Or maybe you're interested in starting small—working only a few hours a week then transitioning into a business you can scale up as our income grows. Itzhome offers a flexible model that can adapt to your goals and lifestyle, giving you options as you grow.



ITZHOME IS THAT OPPORTUNITY FOR GROWTH - PROVIDE HOME SERVICE LOCALLY



As the demand for home services continues to rise, more people are turning to businesses like Itzhome to meet their needs. The beauty of this opportunity? You're tapping into an industry that's booming and perfectly suited for today's busy consumer. With Itzhome, you're entering a growing market with a proven model designed for scalability and success. All you have to do is delivery your home service of choice.

Just like other successful franchisees, you'll have the opportunity to build a thriving business while enjoying the freedom to work on your terms. Whether you're looking to smash it from day one or start working around your job, the beauty of the Itzhome business is that is can be adapted to suit your lifestyle.

"Keep grinding away at your current job – but you're already over that, right? That's why you're here, looking for something more."

"Go back to education and hit the books again – but let's face it, that's a long road with no guarantee of where it leads."

"Change jobs? More of the same, just with a different title."

"Work for the money... but what about doing something for yourself? Why wait for retirement to take control of your future?"

"Find peace and solitude on a mountaintop – tempting, but let's be real, that doesn't pay the bills."

Whatever your reason for exploring new opportunities, we understand that it's time to take a step forward. You're looking for a chance to create the lifestyle and business you've always wanted. And with Itzhome, you can achieve those goals, deliver a home service you love in your local area and deal with the jobs we send you. Work around the hours you choose. It's your business you are in control.

Over the last 40 years the management team have supported many franchisees that were once where you are now. There are many examples of entrepreneurs achieving their ambitions of building successful businesses.

We believe that **anyone with the right mindset, drive, and determination can succeed in this business -** no matter their background.

Franchisees our team have supported come from all corners of life, each bringing their own unique experiences, skills, and perspectives. What they all have in common is a shared passion for building something of their own, creating a better work-life balance, and being part of a growing industry. Some had corporate careers and were looking for a way to **break free from the 9-5** grind. Others had experience in hospitality, sales, or even teaching. Some were looking to transition into a more hands on role while others were simply searching for a new challenge and a chance to take control of their future.







Soniya & Lester - Richmond

I wanted to invest in a franchise which would support us to ensure it was a success



Now felt like the right time to launch a business we're truly excited about. We recognise the importance of excellent customer care and providing a high-quality service for every customer in their home or at their business. Our aim is to help people who are struggling to juggle work and home life by delivering a first-class service.

I'm an extremely driven person, and I don't like giving any less than 100%, so I know I'm going to work incredibly hard to create an amazing team and provide that exceptional level of service.



MORE STORIES AVAILABLE AT
https://itzhomefranchise.com/meet-our-franchisees

Why Is It Successful: Perfect Home Service Business Opportunity

Itzhome operates as a home service business model that allows you to provide your home service of choice by providing a great service to those that book on the platform. As a franchisee, you'll be engaging with customers and deliveing exceptional services—all while building a business that fits your lifestyle.

Unlike traditional models, Itzhome doesn't require cold calling or hard selling… we will pass you the bookings that come through the platform to service. We will also show you a powerful combination of digital marketing and social channels, to generate more leads and clients if this is something you want to. Your role is to provide a great home service, drive growth, and ensure the highest standards of service delivery.

There's **no need for long hours** or overwhelming administrative work. With Itzhome, you have access to a streamlined system that can be operated entirely from your phone, **minimizing business admin** and giving you more time to focus on growing your business and enjoying your personal life. Bookings are sent in real time directly to your mobile!

Whether you're looking to scale your business and deliver a great service to many clients team or start small and grow at your own pace, the model is designed to work for you.

The flexibility of the Itzhome business model means that you can fit it around your lifestyle. You'll be equipped with the tools and systems to run your business smoothly and efficiently, allowing you to thrive in a high-demand market of delivering your home service of choice!

You'll receive ongoing training, support, and mentorship, and you'll benefit from being part of a brand that stands out in a crowded marketplace.

The home services market is growing rapidly, with more and more **consumers seeking on-demand services** that **fit into their busy lives**. Itzhome is tapping into this high-demand sector, providing franchisees with the opportunity to build a highly profitable business with low startup and running costs. With hundreds of thousands of households already using home services, there is still a massive untapped market, and those who get involved now will reap the rewards in the years to come.

What sets Itzhome apart from others is you will be sent jobs to service that have booked on the platform. We call it your FAST GROWTH BUSINESS GROWTH PLAN - JOBS SENT TO YOU

The Itzhome business opportunity is powered by a proven system that combines a booming market, sophisticated booking tools, and a comprehensive support program. This makes it the ideal time to seize the opportunity and build a successful, scalable business.

The model works:

- It works for our franchisees
- It works for customers
- It works for you looking for extra business and jobs



At Itzhome,

We recruit two key types of home service professionals to deliver exceptional service to clients: self-employed individuals (often “1-man bands”) and small SME companies looking to expand.

Self-Employed Professionals (1-Man Bands)

For self-employed individuals, Itzhome provides a unique opportunity to transition from working alone to growing their business within a supportive framework. Many self-employed professionals are experts in their field, but they lack the resources, marketing reach, or systems to scale their operations effectively. By partnering with Itzhome as a home service franchisee, they gain access to:

- **A Proven System**: Our streamlined processes, including our marketing strategies, recruitment tools, and customer management systems, make it easier for them to grow their business without being bogged down by administrative tasks.
- **Increased Visibility**: Through the Itzhome brand and marketing initiatives, they can attract more clients and increase their exposure in a competitive marketplace. This helps them gain a more regular income stream that is achieved by a steady stream of ongoing bookings, sent directly to you.
- **Support & Training**: Self-employed professionals gain access to our comprehensive training programs and ongoing support. From marketing to customer management, they’ll receive the resources needed to succeed and scale.

Small SME Companies Looking to Grow

For small businesses or SMEs in the home service sector, Itzhome offers the perfect opportunity to take their operations to the next level. Many small businesses struggle with the challenges of managing growth, marketing their services effectively, or expanding their reach. Partnering with Itzhome as a home service franchisee allows them to:

- **Leverage a Strong Brand**: By becoming part of the Itzhome network, they align themselves with a trusted, well-established brand that customers already recognise. This provides instant credibility and the tools to increase their market share.

- **Scale Their Operations**: With the support of our systems, marketing campaigns, and recruitment tools, SME owners can focus on scaling their business without worrying about the logistics or administrative burdens that come with expansion.

- **Access to Ongoing Support**: We provide continuous training, business development resources, and mentoring, helping SMEs navigate the challenges of growth and ensuring they're on track to achieve their long-term business goals.







Why Is It Successful: We Provide Franchisees With What They Want

Itzhome understands that today's consumers are actively searching online for solutions to their home service needs, and our sophisticated systems and marketing strategies will position your business in front of them exactly when they need it most. We provide clients with an easy to use app so they can make bookings quickly - when they book you get sent the job

For each client who joins Itzhome's home service platform, they pay an hourly rate for the services. As a franchisee, you'll earn a portion of that fee, with a small percentage going toward supporting the growth of the business and ongoing franchisee support.

As we always say: Revenue is vanity; profit is sanity. In the following sections, we'll show you exactly how you can quickly scale your business, reach five or six-figure turnovers, and build a profitable, sustainable model with Itzhome.

Itzhome provides franchisees with exactly what they're looking for:

- A Business That Works and Generates Profit.
- The Flexibility to Work as Much or as Little as You Want, as long as you comply with the franchise agreement.
- Run Your Business around your life, allowing you to maintain a great work-life balance.
- A Lifestyle Business that fits around your life and goals.

This is your business – you have full control. Whether you want to take long holidays in the summer or have Christmas off, the choice is entirely yours. At Itzhome, you are the boss, and you can shape your business to suit your lifestyle and goals.

By securing the clients onto the Itzhome platform, the beauty of the technology is they can liaise directly with you as a home service franchisee to deliver a great service

This means you have direct access to the clients that are booking, you can provide quotes, arrange times to see them and operate a booking platform that is easy to provide you with jobs.

The Obvious Truth

People are actively searching online for home service solutions, and with Itzhome, our marketing strategy has the power to attract prospects from anywhere within your local territory and from people specifically searching in your area.

We provide you with all the tools and training to offer a great service in your local area. We'll teach you how to leverage the clients that book uyour



services by gaining referral business, and we'll assist you every step of the way to master the critical skill of keeping your clients happy. To start, we'll actually run your marketing for you, we will make bookings ongoing for you, so you don't need to worry about a thing.

Forget the hassle of SEO, pay-per-click campaigns, or any other complicated marketing jargon – it's all handled for you - we send you fully qualified jobs

As part of your Itzhome franchise package you select a percentage of your franchise fee goes directly into marketing efforts on your behalf (the exact amount depends on the franchise package you select). This means you'll be able to answer your potential clients' questions and address their concerns while engaging with them until they either make a purchase or opt out.

We'll teach you the latest strategies to drive business through social media, local online forums, follow-up emails, and more (you dont need to do this if you dont want and we will just send you jobs, but it is there to help you grow).

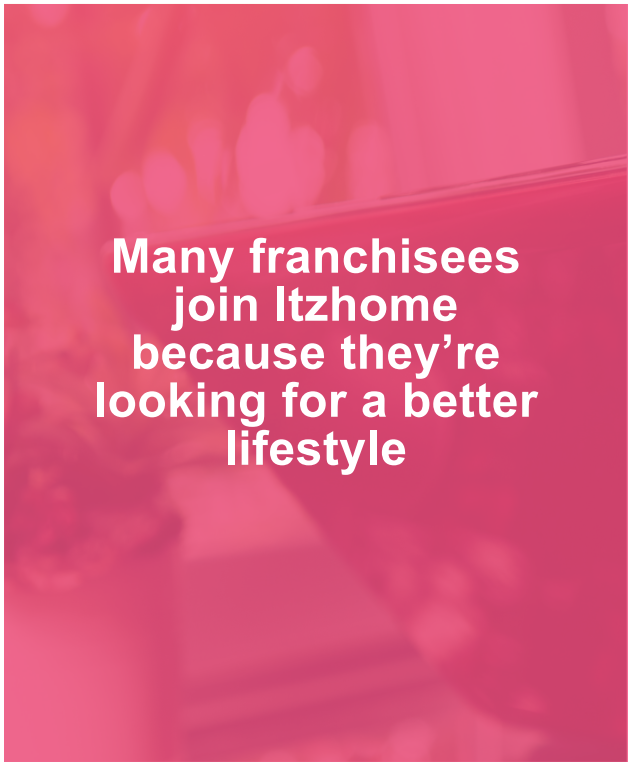
We will provide you with an easy to use booking platform to receive jobs and collect payments quickly, all the hard work has been done for you. By following our system, your business can quickly scale very quickly. Our franchisees achieve this through repeat business, which means your income grows from loyal customers and steady work.

Another key benefit of the Itzhome model is that you're never dependent on just one customer. This reduces the risk that many small or startup businesses face when they lose a large client. Your business will be stable, scalable, and built for long-term success.

Many franchisees join Itzhome because they’re looking for a better lifestyle – one that gives them the flexibility to delivery a great home service backed by a proven business model, based on their own terms, with hours that fit their goals. Whether you choose to run your business full-time or part-time, Itzhome fits perfectly around your lifestyle.

Included in your marketing package:

- Qualified jobs sent directly to your phone (how many you potentially receive is based on the package you choose)
- Marketing training and support to help you attract more clients (if you wish)
- Online campaigns on Google and other marketing avenues to help attract more clients for you
- Access to our growing network who are on hand to send you the jobs that book on the platform for your services







At Itzhome, we excel at local marketing and know exactly what works. From day one, new franchisees gain access to our proven methods which drives bookings. We have one simple strategy that attracts customers, then we deliver smart, psychologically crafted marketing messages that educate and convert potential clients into long-term customers.

At Itzhome, we not only **provide exceptional training and support for helping you grow**, but we also help you manage your bookings to ensure your success. Whether you're looking at this as a self-employed individuals or small SME businesses looking to scale, we guide you through the entire process… to help your business BOOM.

Our marketing and easy to use booking platform is designed to drive more bookings… the more marketing you pay for as part of your franchise the more bookings you are potentially likely to receive. . We provide direct access to support and members of the network to help you grow. You'll be supported by our team with resources to help you grow your local home services franchise.

We don't just leave you to figure it out – we help you implement these strategies, ensuring you align with the Itzhome brand and values. With our support, you'll be able to, grow your business, and continue providing top-tier home services to clients.

USP – Itzhome offers a truly unique business model within the home services industry, combining a high-quality, on-demand home service solution that clients can rely on.

Value – Your clients receive top-tier, professional services delivered by YOU with efficiency, all backed by an exceptional customer experience and constant communication. With Itzhome's innovative, user-friendly systems, clients experience value at every touchpoint.

Prestige – Itzhome's brand is built on trust, quality, and growth. As a newer player with a rapidly expanding footprint, we've already made a strong mark in the market. This is a business that brings pride and credibility, offering the flexibility to tap into a booming industry with immense potential.

Structure – Itzhome provides franchisees with a well-structured model, offering you accees to clients that book your services (how many is based on which marketing package you choose) and operational tools to help you build your business. This proven model is designed to offer scalability and success.



The Itzhome Process – What sets our franchise system apart is the Itzhome approach:

Education: We provide comprehensive, in-depth training for all our franchisees, ensuring you fully understand the systems and have the knowledge to succeed in the home services market.

Training: Our tailored training program, combined with ongoing workshops, equips you with all the skills you need to run your business with confidence and achieve success.

Support: From booking systems and sales support to payment processing and customer management, we support you at every step. Our franchisees receive consistent mentoring to help you thrive and expand your business.

You'll manage the delivery of the service, oversee your client relationships,
– we handle everything else, providing you with the tools you need to scale and grow.

EVIDENCE:

- **Proven Growth** – Our franchise model has a strong, proven growth trajectory with increasing demand for professional home services. Itzhome has already established a solid foundation, and the growth potential is exponential.
- **Six-Figure Potential** – Follow the growth plan which has been formulated on Poppies near 45 year history in the home service space and you have the potential to earn 5 figures or even 6 figures a year if you scale up.
- **Clear Marketing Strategy** – Our streamlined, effective marketing strategy aims to send qualified jobs (how many depends on which marketing package you choose). Clients are attracted to our distinct, professional, and trustworthy brand, help you stand out in a crowded market.
- **Attract Clients Across Your Territory** – We've designed an innovative marketing framework that helps you attract clients from all over your local territory, meaning that you can scale your business with maximum impact. You dont have to do any marketing If you dont want yourself - but the option is there if you want fast growth
- **Sustainability and Profitability** – The model is built for long-term profitability, with consistent demand for our services. Franchisees benefit from residual income as clients often return and book recurring services.
- **Sales Process That Works** – Our proven, results-driven sales process helps you bring in new clients. We send you fully qualified jobs that are booked via the Itzhome network
- **Booming Market** – With the rise of on-demand home services, the sector is set to grow significantly in the coming years. This presents a unique opportunity to tap into a multi-billion-pound industry with huge potential.

THIS OPPORTUNITY OFFERS KEY ELEMENTS AND POINTS OF DIFFERENCE THAT MAKES US STAND OUT



HIGH ACHIEVERS DON'T GET THERE BY ACCIDENT

They follow a proven model delivered by a team with over 40 years experience in the home service sector using cutting-edge business growth tools that are provided to every Itzhome new franchise partner.

The KEY Elements and Points of Difference that make this opportunity the MOST unique are:

1. LOW Initial Set Up

Who wants to pay Thirty or Forty thousand pounds for a business when you can pay so much less than that?

This business offers a ridiculously low initial franchise cost when you consider the profit margins available.

2. LOW Ongoing Financial Risk

Most businesses die because they cannot make a profit, never mind breaking even each month. With this business model, we can show you how to make profit very quickly

3. QUICK BEP (Break Even Point)

Many businesses never actually return the initial out lay returned for buying into the opportunity in the first place.

With this business opportunity, you can have broke even within the first few months.

4. Demand

The marketplace is massive and growing all the time, it is huge, and you can attract clients from all over your territory. It is a billion-pound industry, and you have the branding and backing of industry recognised leading cleaning company to enhance and build your credibility.

5. Limited Stock

The only stock you need is related to the home service you provide, you don't need to hold tens of thousands of pounds of stock eating up your cash to operate this business.



6. No Premises or Leases

You run it from your computer or mobile, in fact, from anywhere you want as long as you have access to a stable internet connection with a good broadband speed…It is that flexible.. as bookings come through on your phone.

7. Ongoing Income Streams

This business model creates repeat business and residual earnings, ensuring your earnings are not related to day-to-day activities. The customers you find today will continue to use you time and time again, providing you deliver a high-quality home service and creating ongoing residual earnings for you.

8. Track Record

Follow a proven model delivered by a team with over 40 years experience in the home service sector, the business has already proved it works so new franchisees are using a model that works and is proven.

9. USP

Cutting-edge back-end technology and high-quality home service provide a truly amazing customer experience setting us above our competition and creating a USP you can be proud of being part of. Our unique approach to growth allows your business to achieve FAST growth – all you need to do is follow it.

10. Respectable and Credible Service and Brand

If you do not have this, you are pushing SNOW uphill from the start, let's face it you want to represent a growing franchise brand with progressive opportunities that support national marketing opportunities while creating an ongoing business that builds revenues and resale value for you and your family, you MUST find a respectable and credible product and brand.

These are the magic ingredients that offer up not just a formula for success ….but an actual recipe for success…

Why Is It Successful:
The Honest Truth

The Itzhome home professional franchise offers all of the points listed…..If you are not interested in this business, that is OK….but make sure what you are interested in does incorporate as many of these as possible …you may even get lucky and find the set…who knows…. or you can take the time to read this section again….. and think carefully about what this opportunity really does offer you…..

We believe it to be **the best** on demand home service business opportunity on the market today that includes not only everything that makes us stand out from the crowd but also the following essential business tools for you to succeed.



ITZHOME IS POSITIONED PERFECTLY TO MEET THIS GROWING DEMAND.



Key Fundamentals

The Itzhome franchise will offer you many of the key fundamentals that are the driving reasons why you are looking in in the first place.

MONEY Its profitable, no doubt about that, very profitable.

TIME Everyone wants more quality time with their family and the ability to work around them.

FULFILMENT Nothing helps you achieve a sense of purpose better than success. Helping others with their household chores through a proven business model can provide a great sense of achievement

FLEXIBILITY You get to decide when you run your business, this is a work from home business that can be operated Part-time or full-time when you want to.

SCALABILITY Start small, scale up to a 6 figure income, you decide – it is your business to grow around your lifestyle



READ NEXT: WHAT CAN YOU EARN

ITZHOME