ITZHOME

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WHAT CAN YOU EARN

What Can You Earn: As An Itzhome Home Professional Franchisee

While running a business isn't solely about the money, it's undoubtedly an important aspect. In this section, we'll take a look at the potential earnings you could make with an Itzhome home professional franchise.

Your earnings with depend on several factors:

- The **franchise package** you choose
- The **hours** you dedicate to your business
- Your **level of drive** and determination
- Your **previous business experience** and acumen
- The home **service you provide**
- Your **organisational skills** and discipline

We've outlined different earning potential levels on the next page so you can get a clear picture of what's possible based on the number of clients you service

However, let's be clear — we won't hide anything in small print. We're upfront about what you can potentially earn, but it's important to note that the figures we provide are for illustration purposes only. They are not a guarantee of future earnings.

Our business model is designed to help you as a franchisee build a successful business by following a proven system. Success depends on your personal application, your work ethic, the hours you put in, and several other factors unique to your business journey.

While we don't promise specific earnings or specific number of bookings, we do guarantee that we will provide you with **continuous training and 100% support**. Your success is our success, and we are fully invested in helping you reach your goals.

The model on the next page is based on the following assumptions

The following earning assumptions have been made using 2 hours worth of service a week per client at a charge of £20 per hour on an ongoing basis. Please note depending on the services you offer and booked, the service fee will change considerably.

For example:

- £20 to £25 an hour for gardening services
- £20 to £25 an hour for regular cleaning services
- £25 plus for one off cleaning services
- £18 to £22 an hour for pet sitters
- £50 per hour for a plumber
- £40 to £80 per hour for a carpet cleaner

When calculating your potential earnings be sure to identify which services you will be offering. It is imporatnt you carry out your own local research to identify what prices are realistic to charge for the services you offer

This section will outline the potential earnings you could make with an Itzhome home professiobnal franchise.

INCOME – Your earnings with an Itzhome franchise are entirely up to you. Several factors influence your income:

- The number of hours you dedicate to the business
- Your determination and drive to succeed
- Your level of business experience and understanding
- How well you deliver the services
- Your organizational skills and discipline
- Whether you choose to do any extra marketing activity

At Itzhome, we offer the home professional franchise package at £2,999 + VAT. In addition to the franchise fee, we provide three tailored marketing bolt on packages to suit your business goals and budge. The more marketing that is carried out the greater the potential number of bookings you will receive :

3 Star: A £500 +VAT marketing spend to launch your business and begin attracting clients in your area.

4 Star: A £1,000 + VAT marketing spend, allowing you to increase your reach and potentially generate even more bookings

5 Star: A £1,500 + VAT marketing spend, designed to give your business the maximum exposure, that aims to maximise booking numbers.

Find out more about our marketing packages >>>

The primary difference between the marketing packages is the amount spent on local marketing to help launch your business. The higher the marketing investment, the more potential bookings you can attract in your area, resulting in faster growth and increased bookings. If you wish to invest more into marketing to launch your business please speak to us and a member of our team will be happy to assist in creating a specific business plan for your individual goals.

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What Can You Earn: Scenario 1

The following earning assumptions have been made using 2 hours worth of service a week per client at a charge of £20 per hour. Please note prices charged to clients will change based on location and services offered. We advise you carry out market research in your area to identify the best prices to charge for your service. The earnings projections do not include your direct costs for providing the home services you provide.

Please note: The figures shown are for illustrative purposes only. They do not guarantee future earnings. The Itzhome model is designed to help franchise owners adopt a proven business opportunity, following a reliable process month after month. Many factors will impact your business's success, including your personal commitment, work ethic, and time investment. Your previous business experience, ongoing capital contributions, and persistence also play a role. While we can't guarantee specific results, we guarantee 100% ongoing support and training. Your success is our priority because as your business thrives, so does the Itzhome brand. Any projections of income is in accordance with the disclaimer on the Itzhome franchise website

Itzhome Home Professional Franchise Model Key Assumptions	
Average Price Per Session	£20.00
Services / Month	8
Monthly Payment / Client	**£160.00**
Monthly Marketing Spend	£100.00
Other Expenses as % of Sale (include travel expenses)	5%
Itzhome Fees (Per Booking)	
Platform Fee	8.45%
Management Fee	26.45%
Total	**34.90%**
Technology Fee (Monthly)	£50.00
Total Monthly Franchise Fees	**£50.00**
Other Monthly Business Expenses:	
Cell Phone	£20.00
Quickbooks / accounting software	£20.00
Internet	£20.00
Total Other Fixed Business Expenses	**£60.00**

Break Even Analysis	
Monthly Franchise Fixed Costs	£50.00
Monthly Marketing Expenses	£100.00
Other Fixed Monthly Business	£60.00
Total Monthly Fixed Costs	**£210.00**
Variable Costs	
% Itzhome Fees (Platform and Management Fees)	34.90%
% Other	5%
Total Variable Cost	**39.90%**
Break Even (number of clients)	**2.2**

What Can You Earn: Scenario 2

The following earning assumptions have been made using 4 hours worth of service a week per client at a charge of £40 per hour. Please note prices charged to clients will change based on location and services offered. We advise you carry out market research in your area to identify the best prices to charge for your service. The earnings projections do not include your direct costs for providing the home services you provide.

Please note: The figures shown are for illustrative purposes only. They do not guarantee future earnings. The Itzhome model is designed to help franchise owners adopt a proven business opportunity, following a reliable process month after month. Many factors will impact your business's success, including your personal commitment, work ethic, and time investment. Your previous business experience, ongoing capital contributions, and persistence also play a role. While we can't guarantee specific results, we guarantee 100% ongoing support and training. Your success is our priority because as your business thrives, so does the Itzhome brand. Any projections of income is in accordance with the disclaimer on the Itzhome franchise website

Itzhome Home Professional Franchise Model Key Assumptions	
Average Price Per Session	£40.00
Services / Month	4
Monthly Payment / Client	**£160.00**
Monthly Marketing Spend	£100.00
Other Expenses as % of Sale (includes travel expenses)	5%
Itzhome Fees (Per Booking)	
Platform Fee	8.45%
Management Fee	26.45%
Total	**34.90%**
technology Fee (Monthly)	£50.00
Total Monthly Franchise Fees	**£50.00**
Other Monthly Business Expenses:	
Cell Phone	£20.00
Quickbooks / accounting software	£20.00
Internet	£20.00
Total Other Fixed Business Expenses	**£60.00**

Break Even Analysis	
Monthly Franchise Fixed Costs	£50.00
Monthly Marketing Expenses	£100.00
Other Fixed Monthly Business	£60.00
Total Monthly Fixed Costs	**£210.00**
Variable Costs	
% Itzhome Fees (Platform and Management Fees)	34.90%
% Other	5%
Total Variable Cost	**39.90%**
Break Even (number of clients)	**2.2**

What Can You Earn: Scenario 3

The following earning assumptions have been made using 42hours worth of service a week per client at a charge of £80 per hour. Please note prices charged to clients will change based on location and services offered. We advise you carry out market research in your area to identify the best prices to charge for your service. The earnings projections do not include your direct costs for providing the home services you provide.

Please note: The figures shown are for illustrative purposes only. They do not guarantee future earnings. The Itzhome model is designed to help franchise owners adopt a proven business opportunity, following a reliable process month after month. Many factors will impact your business's success, including your personal commitment, work ethic, and time investment. Your previous business experience, ongoing capital contributions, and persistence also play a role. While we can't guarantee specific results, we guarantee 100% ongoing support and training. Your success is our priority because as your business thrives, so does the Itzhome brand. Any projections of income is in accordance with the disclaimer on the Itzhome franchise website

Itzhome Home Professional Franchise Model Key Assumptions	
Average Price Per Session	£80.00
Services / Month	2
Monthly Payment / Client	**£160.00**
Monthly Marketing Spend	£100.00
Other Expenses as % of Sale (includes travel expenses)	5%
Itzhome Fees (Per Booking)	
Platform Fee	8.45%
Management Fee	26.45%
Total	**34.90%**
technology Fee (Monthly)	£50.00
Total Monthly Franchise Fees	**£50.00**
Other Monthly Business Expenses:	
Cell Phone	£20.00
Quickbooks / accounting software	£20.00
Internet	£20.00
Total Other Fixed Business Expenses	**£60.00**

Break Even Analysis	
Monthly Franchise Fixed Costs	£50.00
Monthly Marketing Expenses	£100.00
Other Fixed Monthly Business	£60.00
Total Monthly Fixed Costs	**£210.00**
Variable Costs	
% Itzhome Fees (Platform and Management Fees)	34.90%
% Other	6%
Total Variable Cost	**39.90%**
Break Even (number of clients)	**2.2**

What Can You Earn: Itzhome is a Marketplace

The Itzhome platform operates as a marketplace, simplifying the payment process for all parties involved. Payments are collected centrally through the Itzhome platform via our payment partner Stripe.

Through the Stripe connect payment facility payments are then automatically sent to you each week for the services you provided.

This automated process ensures you do not need to spend significant time managing payments, allowing you to focus on delivering a great service to your clients.

The exact percentage split of the fees varies depending on the service provided.

Using cleaning services as an example you are likely to receive approximately 70% of the intital payment.

Each territory and percentage splits differs slightly based on:

- Local Market Conditions
- The Service Being Provided
- The Support Fee Being Charged

When we speak, a more detailed breakdown will be provided.

There is also an additional charge to cover ongoing support.

This fee is deducted straight from the percentage you receive

This fee is approximately 7% and deducted directly from what you receive.

This means in this example you would receive 65.1% of the total booking fee. The remaining percentage is for providing the job to you and the chargers incurred.

EXPENDITURE:

As with any business, it's not just about the income you generate, but also the overheads you manage, which ultimately affect your bottom line profitability. While we've outlined the direct costs associated with the income you generate, it's important to consider your operating costs as well. These include your expenses for delivering your service. Be sure to calculate all your associated costs for service delivery when projecting how much you will earn.

Itzhome operates on a business model that leverages industry-leading technology, providing franchisees with an innovative platform that simplifies and streamlines the day-to-day operations of the business. We are committed to improving the lives of our clients, professionals, and franchisees by offering a proven model supported by state-of-the-art systems. These projections are formulated on historical data from operations to date and reflect the success experienced within our network, however we can never guaranteed any earnings as set out in accordance with the disclaimer on www.itzhomefranchise.com

The key questions you need to ask are:

- How many clients do you want in your first year?
- How much will you allocate to Itzhome sales and marketing team in order to attract those clients?

Our Promise to You

The more effort you put into your business and the investment you make in marketing, the faster your growth will be. By following our proven business model, you can quickly build a great income providing the services you love.

The speed at which your business grows will depend on how aggressively you wish to scale. We'll work closely with you to set realistic expectations based on your individual circumstances. Key questions we'll explore together include:

- How many hours per week can you dedicate to your business?
- How many jobs do you want?
- What marketing budget are you able to allocate?
- What income goals do you have, and how soon do you want to achieve them?

When we speak, let us know your answers to these questions, and we'll provide you with a detailed financial model to guide your business plan as you launch your Itzhome franchise.

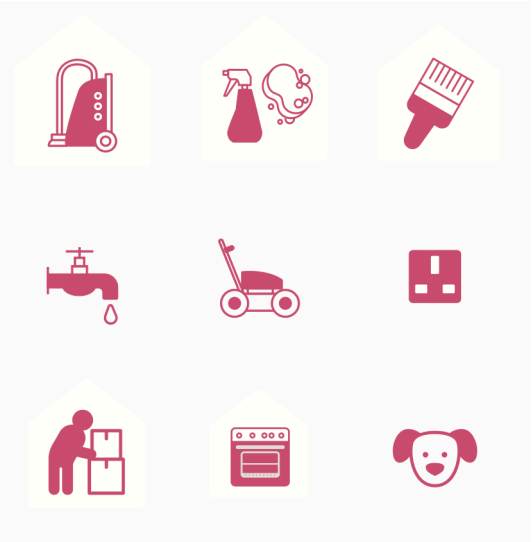
You won't be going it alone. We'll train you and equip you with the proven strategies, tools, and systems that will help your business boom. All you have to do decide is how many jobs you want us to aim to send you.

We're committed to helping you become a successful business owner. If your application is accepted, here's what we guarantee:

- We will guide you in growing a profitable business.
- We will provide continuous training to help you develop your skills and reach your goals.
- We will reinvest into the business to help attract jobs for you.
- We'll stay in regular contact and offer ongoing support.
- You'll always have access to us when you need assistance.
- We'll provide you with everything we believe is essential to building a successful business.

The Itzhome business model works. It's been tested and refined through real-world experience and our management teams experience of growing networks of franchisees.

One thing's for sure **– with an Itzhome franchise, you are never on your own.**



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