ITZHOME

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INTRODUCTION

The Poppies Legacy and the Launch of Itzhome: The Future in Home

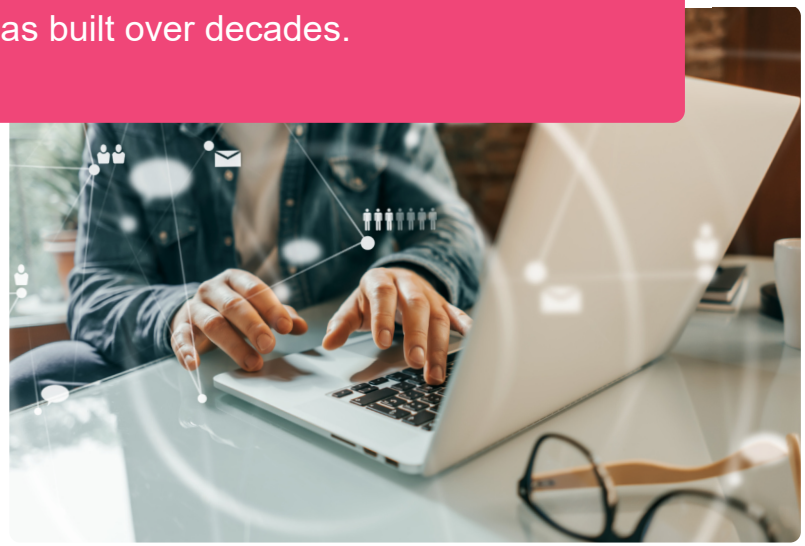
Poppies has built a legacy of excellence in domestic services, founded by Susan Rorstad in the 1980s. Sue's unwavering dedication and innovative spirit propelled Poppies to incredible success in the 90s, earning her an MBE for her services to domestic care in 1994. Sadly, Sue is no longer with us, but her vision lives on, embodied in Poppies, now run by Chris Wootton (who started life as a Poppies franchisee), who has taken the brand to new heights.

But the future of home services is here, and it's called Itzhome.

It's now 2025 and we're proud to introduce Itzhome, a cutting-edge, on-demand home service platform that revolutionises the way people manage their domestic needs.

As life becomes faster and more demanding, Itzhome offers the convenience and flexibility customers crave, allowing them to book high-quality home services at the touch of a button—whenever they need them. From cleaning and repairs to home maintenance and more, Itzhome is the future of home services, and we're inviting you to be part of it.

This is a unique opportunity. The Poppies name, synonymous with trust and reliability, is now evolving into something even more dynamic. With Itzhome, franchisees can tap into an entirely new wave of customers who want quality services delivered on their schedule at the incredible speed of right now. It's a tech-driven solution for the modern homeowner, offering the perfect blend of innovation and the reliability that Poppies has built over decades.

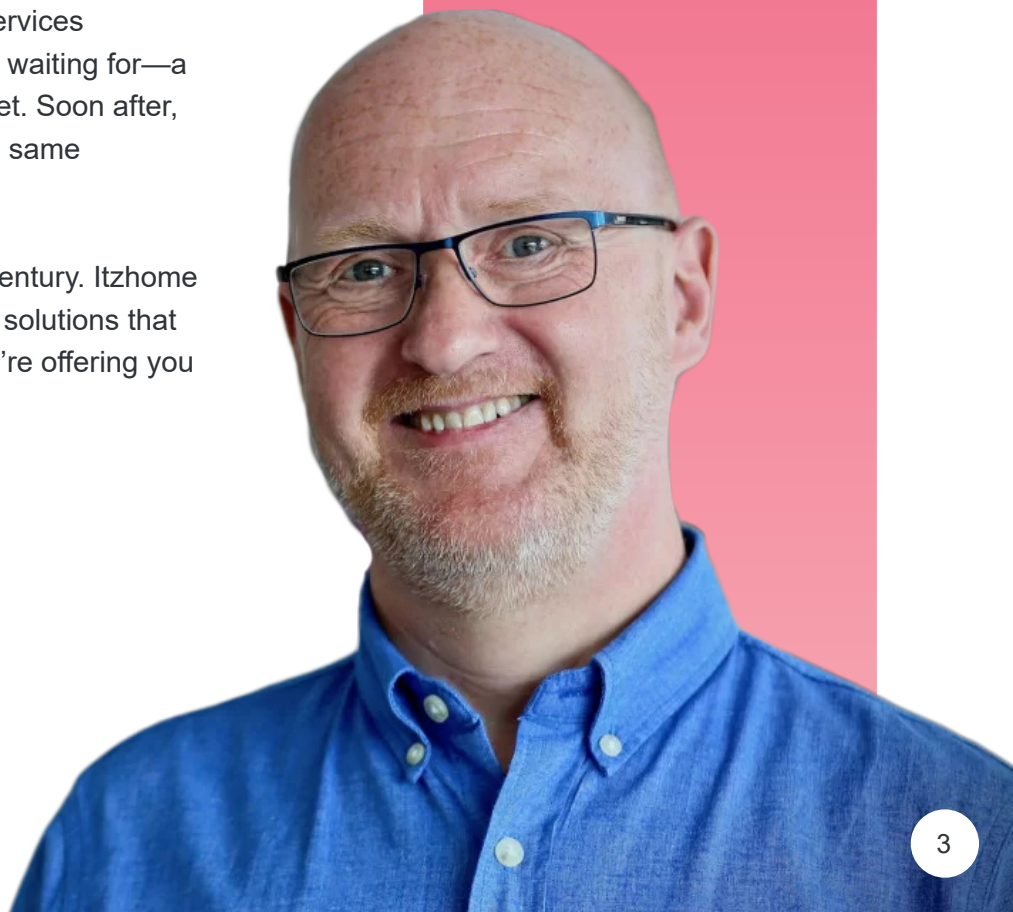


The Poppies Legacy and the Launch of Itzhome: Chris Wootton's Journey

From Engineer to Home Services Pioneer Chris Wootton's journey is proof that the right opportunity can change everything. Leaving his job as a lead engineer at Jaguar Land Rover, Chris realised that the corporate grind wasn't for him. He wanted more—he wanted to be his own boss, set his own goals, and build a life on his terms. After starting a computer consultancy, Chris was eventually introduced to Poppies. That moment changed his life.

Sue Rorstad's inspiring story of turning a simple idea into a thriving home services business lit a spark in Chris. He realised this was the business he had been waiting for—a way to work for himself and offer a much-needed service to a growing market. Soon after, Chris became the proud owner of Poppies, continuing Sue's legacy with the same dedication and drive that made Poppies a household name.

Now, with the launch of Itzhome, Chris is bringing this legacy into the 21st century. Itzhome isn't just a cleaning service—it's a fully integrated platform for home service solutions that meets the demands of today's consumers. As Itzhome is gathering pace we're offering you the chance to join this exciting new and exciting opportunity.



The Poppies Legacy and the Launch of Itzhome: Why Itzhome Is Your

Since 2024, Itzhome has been revolutionising the home services industry by offering a flexible, on-demand platform that empowers both customers and franchisees. This is a business model that's built for the future—where technology, convenience, and customer service intersect.

Here's why Itzhome is the future of home services and why it's the perfect opportunity for you:

On-Demand Convenience:

Customers can book services whenever they need them—whether it's a one-off clean, regular home maintenance, or urgent repairs. No more waiting for appointments weeks in advance. Itzhome makes it easy for customers to get what they need, when they need it.

Tech-Enabled Flexibility:

With our easy-to-use digital platform, franchisees can manage bookings, schedules, payments, and customer communication all in one place. This streamlined approach allows you to scale your business quickly and efficiently—no complicated systems or outdated processes.

Brand Trust & Legacy:

As part of the Itzhome franchise, you're not just building any business—you're tapping into the long-established trust and reputation of the Poppies brand. Customers already know and trust Poppies, and Itzhome builds on that solid foundation while offering cutting-edge solutions for today's market.

A Lucrative, Scalable Opportunity:

Itzhome provides franchisees with a flexible model that allows for rapid growth and diversification. Whether you start small and scale up, or hit the ground running in a larger market, the potential for profitability is massive. This is an opportunity to not just work for yourself, but to own a part of the growing home services sector.

Work-Life Balance:

Like Chris, you'll have the opportunity to create the lifestyle you've always wanted. Running your own Itzhome franchise means you control your schedule, your workload, and your income potential. This isn't just a job—it's a business that gives you the freedom to design the life you want.

The Poppies Legacy and the Launch of Itzhome: The Itzhome

As we continue to grow, we're inviting passionate, driven individuals to join us as franchisees. This is an opportunity to step into a proven, technology-driven business model with the backing of a trusted brand.

With Itzhome, you can offer customers a comprehensive range of on-demand services—everything from cleaning and repairs to general home maintenance—all delivered through a simple, user-friendly platform. And with the flexibility of our franchise system, you'll be able to tailor your services to the needs of your local market, while enjoying the support and resources that come with being part of the Itzhome network.

A Modern Business for a Modern World

The Poppies Legacy and the Launch of Itzhome: Why Join the Itzhome

Innovative, On-Demand Service Model: The future of home services is on-demand, and Itzhome is leading the way. This business model provides you with the tools and resources you need to deliver high-quality, convenient services to customers.

Comprehensive Support:

You'll never feel alone. As a franchisee, you'll receive ongoing support from the Itzhome team, including marketing, training, and operational guidance. You're building a business, but you don't have to do it alone.

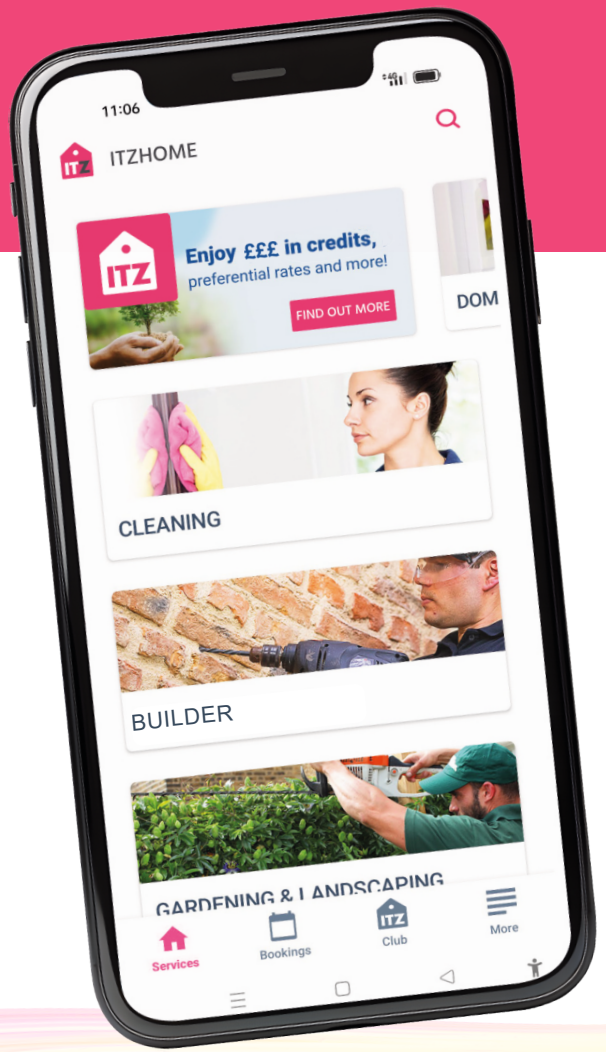
A Proven System:

Build on the trusted Poppies legacy, while capitalizing on Itzhome's modern, scalable business model. This is a turn-key opportunity with a proven track record of success.

1 to 1 Mentoring:

Dedicated 1-to-1 mentoring support for franchisees. You receive tailored guidance and expert advice to help you grow your business. This is provided on a 1 to 1 basis to navigate any challenges your business throws at you. This is bespoke support service that is integral to your

The Time Is Now



The demand for on-demand home services is growing fast. People are looking for convenience, reliability, and flexibility—and Itzhome delivers exactly that. With Itzhome, you're not just launching a business; you're stepping into the future of home services. And the best part? You'll be part of a company whose team have over 40 years of proven success in the industry.

If you're ready to build a business that offers flexibility, growth, and the chance to make a real difference, then Itzhome is the opportunity you've been waiting for.

Let's take the next step together - join us in growing Itzhome in your local area.

READ NEXT: CHRIS'S STORY

ITZHOME