ITZHOME

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THE GROWTH OF ITZHOME

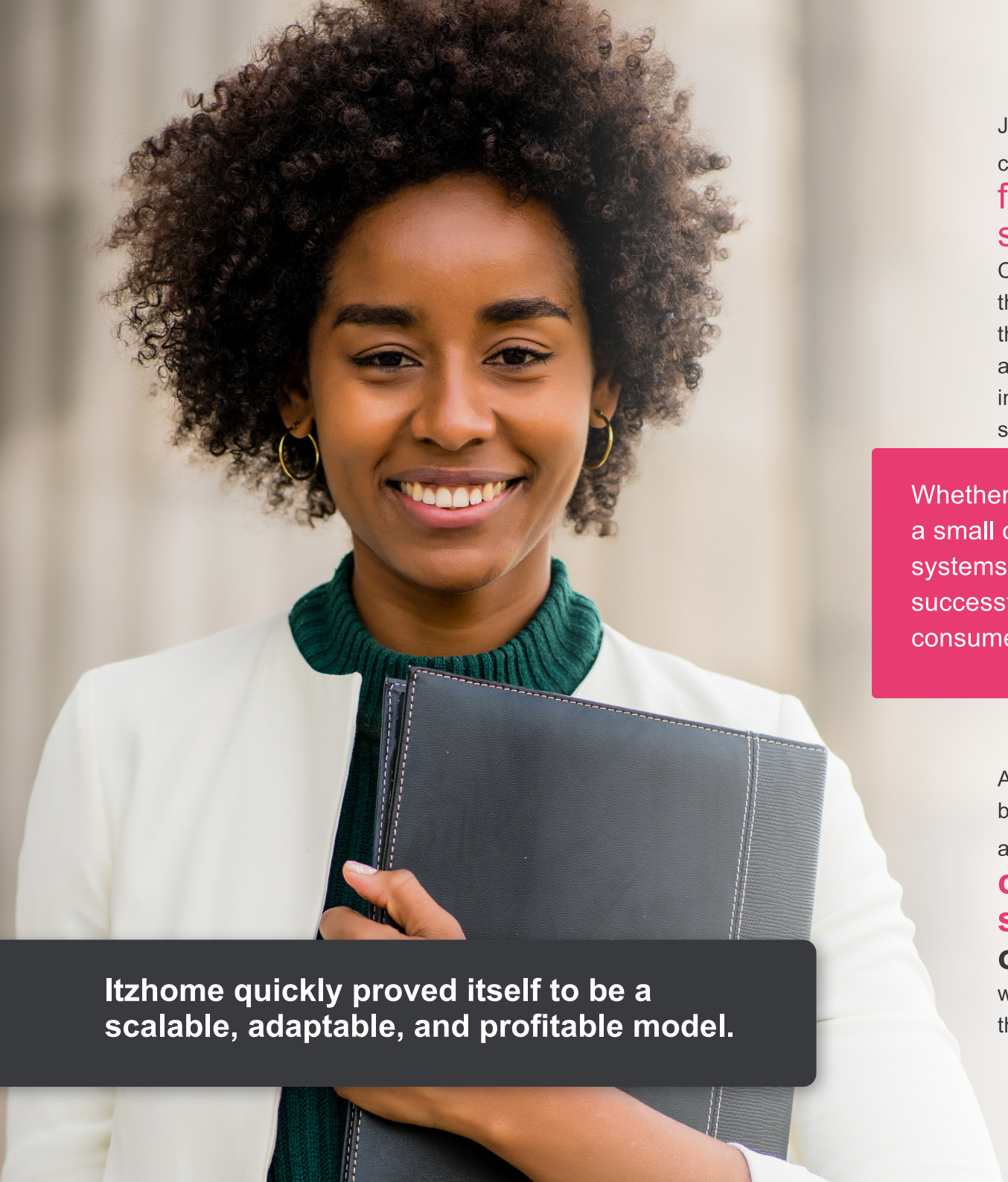
The Growth of Itzhome:
A New Era in Home

After years of success and growth with Poppies, Chris Wootton recognised the changing needs of today's consumers. Building on the incredible legacy of Poppies, which has been firmly established as a market leader for over 40 years, Chris saw an opportunity to create something new, fresh, and aligned with the modern world: Itzhome.

Itzhome was born in 2024, designed to meet the growing demand for on-demand, flexible, and tech-driven home services.

Much like his journey with Poppies, Chris's motivation was clear from the start—to create a business model that offers flexibility, freedom, and the opportunity for others to take control of their lives. After all, it's not just about the service provided; it's about empowering individuals to break free from the 9-to-5 grind and create a more balanced, rewarding lifestyle.





Itzhome quickly proved itself to be a scalable, adaptable, and profitable model.

Just like when Chris started with Poppies, finding clients was never a challenge. **The need for quality, reliable home services is always present**, and Chris quickly recognised that Itzhome could offer the same opportunities that helped him succeed in the past—to help others become their own boss and enjoy the benefits of flexibility and independence you get from running your own show.

Whether you choose to operate from home or a small office, Itzhome provides the tools, systems, and support needed to run a successful, flexible business that doesn't consume every waking minute.

As Itzhome took off, Chris was dedicated to building a business that was not just profitable but also sustainable and flexible. **The concept behind Itzhome is simple: offer high-quality, on-demand home services** while providing franchisees with the freedom to run their businesses in a way that fits their lifestyle.

Since launching in 2024,

Chris and his team have invested in developing a cutting-edge platform, refined marketing strategies, and **customer-focused systems** that are designed for growth. These enhancements make it easier than ever for franchisees to acquire clients, streamline operations, and increase profitability.

At its core, Itzhome is about creating opportunity—not just for homeowners looking for quality home services, but for the entrepreneurs looking to take control of their future. The business model is built for those with an entrepreneurial mindset who crave flexibility and the chance to build something of their own, all while enjoying the benefits of a proven framework and ongoing support.

A Business Built for the Future Itzhome franchise package, gives you the flexibility to choose a business model that aligns with your vision and goals.

Every franchisee will have access to the tools, guidance, and industry experience that have been honed through years of success with supporting franchisees.





Whether you're new to the industry or have prior experience, Itzhome provides you with the opportunity to build your own business from the ground up, supported by a comprehensive system that allows for a work-life balance that traditional jobs simply can't offer. You can work from home, avoid the commute, and enjoy the satisfaction of running a business that truly fits your lifestyle.

Just as Poppies has always been about delivering the highest quality of service, Itzhome is committed to the same standards—whether it's providing exceptional cleaning services or offering flexible, reliable home services to meet the needs of modern families.

The business model is proven to be scalable and profitable, and after a successful pilot in 2024 it has shown time and again that the Itzhome approach works.

Itzhome may have launched in 2024, but its growth is already accelerating. The company continues to evolve as it adapts to the changing landscape of home services.

So, the question is:

Do you want to be part of this exciting new chapter in the home services industry? If you're ready to run a business you can be proud of, with the freedom to choose your hours and shape your future, Itzhome might just be the opportunity you've been waiting for to take control of your future.



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