



# SERVICING YOUR COMMUNITY MAKES YOU A LOCAL HERO

## Superior Unit Economics:

**\$2,040,035\***

Affiliate Owned Outlet Gross Revenue  
[2022 Measurement Period]

**\$1,073,734\***

Average Gross Revenue  
[Top 50% Franchise Outlets Only,  
2022 Measurement Period]

**26%\***

Affiliate Owned Outlet  
Adjusted Profit Margin (2022  
Measurement Period)

## Benefits of Owning a Window Hero Franchise:

- Quick Ramp to Strong Cashflow
- Strong Recurring Revenue
- Proven Customer Retention
- Recession Resistant Essential Service
- Open in less than 90 Days
- Centralized Lead Generation
- Residential & Commercial Opportunities
- Industry Leading Average Ticket Sizes

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"I'm in a position now where I am able to sit back and have different goals for my businesses rather than just focusing on getting through the day"

- Nate Valkenburg,  
WH Charleston Franchisee

## Franchisee Support & Tools

- ✓ The in-house Sales & Scheduling center handles inbound and outbound calls, schedules, and estimates. Allows franchisees to control their inbound lead cost by eliminating a need for a full-time employee.
- ✓ In-house marketing support will be the go-to for all marketing-related opportunities from the grand opening onward.
- ✓ You and your crew will spend a week at Window Hero University. Expect 5 full days of classroom, role-play, hands-on, and on-the-job experience!
- ✓ We consider the first 90 days the most important! You will experience a field visit, business coaching, KPI management, and support from your Business Coach!
- ✓ Weekly, monthly, quarterly and annual support from your dedicated Business Coach.
- ✓ Experience Regional meetings, annual conventions, and other learning and development opportunities with the greater Window Hero and Homefront Brands network.

## What it takes to be a WH Franchisee

- Desire to be a proud business owner and community builder.
- Owner-Operator AND Semi-Absentee options available.
- Connector skillset

Initial Investment **(\$99,547 - \$205,547)\***

\*3rd Party Financing Available

## Homefront Brands Advantage



Homefront Brands offers community-based franchise opportunities that inspire and support you to make an immediate and lasting transformational impact.

### Homefront Advantages:

1. Strength of integrated technology and intelligence/data support
2. Strength of Lead Generation and Go-to-Market collaborative systems
3. Strength of Training systems and our Learning Accelerator



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