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**Contact:**

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**Additional Information:**

[The HOMEMAG 'Video Overview'](#) (Effective: August 2008 / Click on link to view the video)

[THE HOMEMAG 'Franchising Process'](#) (Effective: July 2008)

[The HomeMag 'Conference Call' presentation from July 29, 2008](#)

**Franchise Sales:**

Single Unit: Yes  
 Multiple Units: Yes (2 Zone Max)  
 Area/Master Developer: No

**Description of Franchise:**

Local monthly direct mail home improvement magazine. Publication that inspires readers to enhance their homes and generates leads for home improvement businesses.

**Background:**

Year Established: 2002  
 Year First Franchised: 2006  
 Franchised Units: 19  
 Company Owned Units: 9  
 Projected New Units (12 months): 20  
 States/Countries Registered In: We are registered in all other states except IL, Pending in ME, MT, ND, SD, and WY no interest  
 Availability in Canada: Masters / Area Developer Future Plans  
 States, Countries or Geographical Areas from which Broker Referrals are not being accepted: IL until legal and ME, MT, ND, SD, ID, WY we currently have no interest in these states- population centers not dense enough.

**Financial/Terms:**

<u>Franchise Fee / Operating Capital / Total Investment</u>	
<b>Hometown Market</b> (50,000 - 80,000 homes)	<b>Standard Market</b> (100,000 - 150,000 homes)
\$19k = Franchise Fee	\$34k = Franchise Fee
\$75-90k = Operating Capital	\$75-100k = Operating Capital
\$94-109k = Total Investment	\$109-134k = Total Investment

Discounts: VetFran, Women, Minorities? No  
 VetFran Program Participant: No  
 Royalty: 6%  
 Ad: 2%  
 Average # of Employees: 4 Including Owner

Passive Ownership Allowed: No  
Earnings Claim: Yes

**Support & Training Provided:**

Financial Assistance Provided: No  
Site Selection Assistance: Yes  
Lease Negotiation Assistance: Yes  
Co-operative Advertising: No

**Training:** Comprehensive five day sales and business course for the entire team in Cape Coral Florida, with continued on-site comprehensive follow-up training.

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