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### **Contact:**

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### **Additional Information:**

Showhomes '[September 8, 2009 – Webinar presentation slides](#)' (Effective: September 8, 2009 / click on the link to view or download the slides)  
[Showhomes - 'Franchise Business Review'](#) (Effective: May 2009 / click on link to view / download the document)  
[Showhomes 'Fact Sheet'](#) (Effective: January 2009)  
[Showhomes copy of FDD](#) (Effective: September 2008)

### **Franchise Sales:**

Single Unit: Yes  
 Multiple Units: Yes  
 Area/Master Developer: No

### **Description of Franchise:**

Industry data shows that well-furnished, maintained homes sell at prices 10 percent to 20 percent higher than vacant houses—and they move 30 to 90 days faster. That's the simple, yet ingenious concept behind Showhomes. Our turnkey package includes whole-house furnishing, professional decorating, staging and a live-in home manager to maintain an inviting, clutter-free Showhome. Homeowners pay an initial set-up fee and a success fee when the home sells, which is greatly offset by reduced carrying costs for the house while it is in the Showhomes program. Homeowners also gain significantly higher average selling prices and an accelerated sale. The service is free to real estate agents. Showhomes is a win/win proposition for agents, homeowners, franchisees and home managers. Homeowners save money on utilities, insurance and maintenance costs—and get top dollar for their properties. Realtors have a fully furnished, tastefully decorated listing in show-to-sell condition seven days a week—without the headaches of home management. Home managers have the luxury of living in a gracious, well-appointed home for about what they would pay to rent a two-bedroom apartment. Franchisees participate in a full program for growing a successful real estate service business, with tremendous earnings potential. The more homes franchisees help to sell, and the faster and higher-priced the sales close, the more money franchisees make.

With 35 franchises in more than 21 states, Showhomes has helped sell more than \$8 billion in residential real estate and over 25,000 homes since 1986. Because each franchise has an exclusive, protected territory, franchise owners never compete for customers. Showhomes currently offers protected territories in the most dynamic and attractive housing markets nationwide. Each territory has been expertly drawn to support substantial market potential, income and growth. In addition to a proven real estate model, we also provide the proprietary tools, knowledge, business systems, training and support to help franchisees thrive. A strong presence in the real estate community with a 20-year track record of success, Showhomes has been recognized by national business and real estate publications. The company's services have been featured in leading print and broadcast media, including the New York Times, the Chicago Tribune, the Wall Street Journal, CNN-fn and the Oprah Winfrey Show.

### **Background:**

Year Established: 1986  
 Year First Franchised: 1994  
 Franchised Units: 35  
 Company Owned Units: 1  
 Projected New Units (12 months): 30  
 States/Countries Registered In: U.S. all but North and South Dakota  
 Availability in Canada: Masters / Area Developer No  
 States, from which Broker Referrals are not being accepted: North and South Dakota

### **Financial/Terms:**

Cash Investment: \$10K  
Total Investment: \$48,400 - \$85,300  
Minimum Net Worth: \$50K  
Franchise Fee: Unit 1 is \$29,900, Unit 2 is \$19,900, Unit 3 and all additional is \$19,000  
Discounts: VetFran, Women, Minorities? VetFran  
VetFran Program Participant: Yes. \$5,000 discount per unit  
Royalty: 10%  
Ad: 2%  
Average # of Employees: 2  
Passive Ownership Allowed: No  
Earnings Claims: Yes

### **International Expansion:**

International Opportunities: N/A

### **Support & Training Provided:**

Financial Assistance Provided: Franchise Fee is financed with a minimum of \$5,000 down per territory

Site Selection Assistance: Yes

Lease Negotiation Assistance: No. This is a home based business.

Co-operative Advertising: No

#### **Training:**

One week (5 days) at corporate HQ in Nashville, TN, Shadow training 3-5 days in a franchise before and after basic training, peer bi-weekly conference calls, National Franchise Advisory Council, Field Operational Reviews, follow up support, national convention, coaching, teleconference and regional continued training

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