

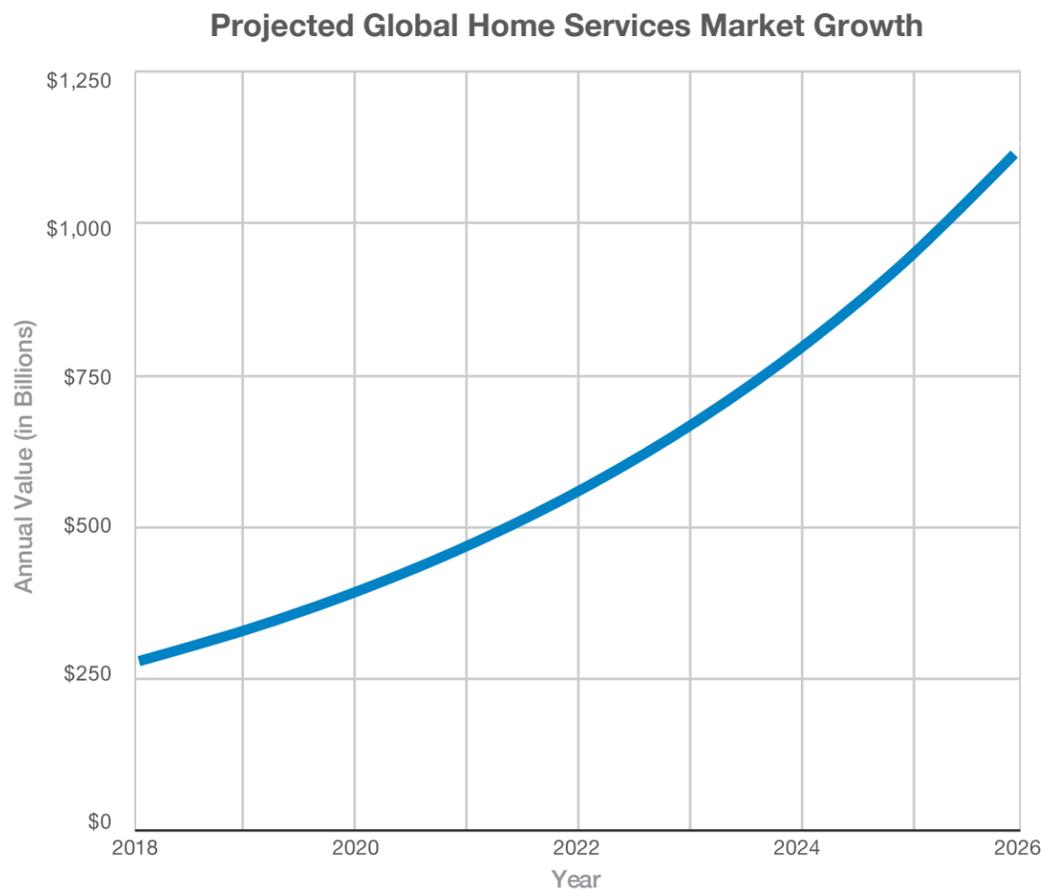
How to Differentiate Yourself  
and **Grow A Business** in the  
Competitive Home Services Market



# Home Sweet Home

Currently, there are 128.5 million homeowners in the U.S.<sup>1</sup> And despite headlines that talk about how Millennials are less likely to settle down and purchase homes, current homeowners aren't budging. This is because many choose to continue to build equity or take advantage of low mortgage rates and refinance their loans.<sup>2</sup> Further, those same low interest rates and growing economy are enabling more people to buy homes. If and when the economy slumps, people tend to stay put, the number of homeowners stays the same.

It's for this reason those in the home services industry consider their businesses recession resistant. Eventually, homes need work.



It's good news for professionals within the home services industry. According to Verified Market Research, the Global Home Services Market was valued at \$281.65 Billion in 2018 and is expected to witness a **growth of 18.91% from 2019-2026** and reach \$1,133.40 Billion by 2026.<sup>3</sup>

With such a giant market, the trick to growing a business in the competitive home services industry is perfecting the **overall customer experience, in a niche market, with a significant differentiator.**

<sup>1</sup><https://www.statista.com/statistics/183635/number-of-households-in-the-us/>

<sup>2</sup><https://www.opendoor.com/w/guides/2020-housing-market-trends/>

<sup>3</sup><https://www.verifiedmarketresearch.com/product/global-home-service-market-size-and-forecast-to-2025/>



## The Overall Customer Experience: Service, Quality, Convenience

An overall customer experience consists of satisfying three significant criteria: customer service, quality work, and convenience. Excellent execution of these three factors result in return business, referrals, and positive reviews – both digitally and word of mouth – which may have a positive effect on the bottom line of your marketing spend. Only good things come to those who learn to excel at creating an overall positive customer experience.

### Service

What does it mean to give good customer service in the home services industry? Courteous, professional communications from the first contact to the last, including seamless appointment scheduling and prompt arrivals.

The ideal business owner will professionalize even the most mundane of tasks with uniformed, vetted, professional estimators, managers, staff and technicians. When businesses will be entering people's homes, customers want to feel safe, and they expect team members to respect their homes as if they were their own. Doing so builds trust and helps to earn loyalty.



## Excellent customer service results in customer retention.

Customer retention is cheaper than customer acquisition. It has been said that **a 5% increase in customer retention can equate to a 25% increase in profit**. This is because repeat customers are more likely to spend 67% more with your brand, which then results in your business having to spend less on operating costs.

(source: <https://blog.hubspot.com/service/importance-customer-service>)

## Quality

Consumers are savvy. They want high quality products and materials from sustainable sources, and they expect competent, knowledgeable technicians, employees and installers. And, they want it all for an unbeatable value. Home improvements have the potential to be more than an ease to a homeowner headache; when done correctly they have the power to increase property value or decrease insurance or utility costs.

## Convenience

How difficult was it for the customer to schedule an appointment? Were they able to do it online, through an app, or by phone during reasonable hours? These are things consumers care about. Gone are the days when customers are satisfied with half-day windows of time to wait for technicians.

**About 61% of U.S. households operate under a dual income.**<sup>4</sup> That means people must take time off work to accommodate household updates or repairs. Businesses that accommodate customers' schedules with a prompt appointment, short arrival window and efficient service completion time will find themselves in the top tier of the competition.

<sup>4</sup><https://www.bls.gov/opub/ted/2017/employment-in-families-with-children-in-2016.htm>



## Solatube Home: An Excellent Example of a Business Differentiating Itself in the Home Services Market

As we stated earlier, the home services industry is enormous. There are a lot of players that dabble or excel in everything from plumbing to electrical to maid service to lawn care. There are one-truck operating handymen, and nationwide companies with fleets of installers on call 24-7. Amidst it all, the true success stories come from businesses who have differentiated themselves from the pack, either by what they offer or how they offer it.

Solatube Home was the first brand to introduce (and dominate) daylighting into the home services space. Solatube Home is fanatical about their incredible products and services they offer to home owners. They began 30 years ago as the inventor and manufacturer of the Solatube tubular skylight. This little idea has birthed an entire industry. Their teams have gone on to install over millions of Solatube daylighting and ventilation systems into homes around the world. When you visit their campus you will see and feel how passionate they are over their products and services.

***Our teams have gone on to install over millions of Solatube daylighting and ventilation systems into homes around the world.***



## A Niche within a Steadily Growing Industry

Before Solatube Home existed, people had few options for bringing natural light into the dark interiors of their homes. Today, their products make it possible to deliver daylight to every home in a community.

- With an overall focus on energy savings and green architecture, “the future of skylights looks bright,” industry wide.<sup>5</sup>
- A recent AAMA (American Architectural Manufacturers Association) Industry Review and Forecast report shows growth in residential skylighting, in particular.<sup>6</sup>



<sup>5</sup><https://glassmagazine.com/article/commercial/future-commercial-skylight-market-looks>

<sup>6</sup><https://aamanet.org/news/aama-releases-2018-2019-industry-review-and-forecast>

## A Significant Differentiator

Bring dark dreary rooms back to life with tubular skylights isn't all that they do. They also have a proprietary process that replaces the millions and millions of old, ugly, cracked skylights currently on roofs everywhere. They take a skylight that brings barely any natural light into a home and transforms the space with a new high performance skylight that brings natural light and energy efficiency back into the space. The Solatube Home patented products, technologies and proprietary processes allows them to dominate the natural lighting space. It's a niche market that they alone have carved into the home services industry with remarkable staying power.

Solatube Home dominates natural light, but they also are a leader in fresh air for homes. Like our lungs, homes need to be able to breathe to make sure that fresh air comes in and dirty air goes out. Air indoors can build up high levels of moisture, odors, gases, dust, and other air pollutants. To keep the air indoors fresh and safe, Solatube Home has remarkable products for that as well. They have built another business niche owned mainly by them.

With Solatube Home, franchise owners can expect multiple revenue streams from a uniquely focused, scalable business-building opportunity based on **five key products: Tubular Skylights, Skylight Replacement, Whole House Fans, Attic Fans and Garage Fans.** They sell these products and installation to home owners, contractors and builders.



## Here are some key benefits of the Solatube Home franchise program:

### Products

Industry-leading, proprietary products and add-ons entice customers to create the living spaces they dream of (products that customers that create raving fans).

### Revenues

Multiple revenue streams are created from product sales, installation and replacement services that business owners can offer within a protected territory.

### Efficiencies

Streamlined business model that focuses on core products and sales/installation efficiencies – tried, tested and fine-tuned for seamless operations.

### Credibility

30 years of history and an established track record to as a foundation to build upon and reap the rewards from a reputation for quality, value, reliability, customer service and responsiveness.



## Training & Tools

Whether its thorough training and education programs (initial and ongoing), access to our team's skill sets and experience at every stage in your business' growth, our topline technology platforms and well-developed and cost-effective marketing strategies, we have you covered.

## Business Management Software

The software provides a paperless, and seamless communication structure between the office and the field. A tool that runs your whole business.

## Be part of a movement

The natural lighting and fresh air movement.



## An Overall Customer Experience Worth Bragging About.

Solatube Home's mission has always been to transform their customers' homes with innovative daylighting and ventilation products, delivered through trusted, convenient consultation and installation services that consistently exceed expectations.

***Our products and services create RAVING fans!***



## Is Solatube Home the right choice for you?

The Solatube Home team is passionate about their business and believes there has never been a better time to open a Solatube Home franchise. Current home services trends indicate ideal conditions for exactly what it is that Solatube Home offers to both its customers and its franchise owners.

For more information on how you can open your own Solatube Home franchise, contact us today.



Solatube Franchising, LLC  
2210 Oak Ridge Way  
Vista, CA 92081

**866-985-5281**

franchise@solatubehome.com

<https://www.solatubehomefranchise.com>

Disclaimer: This content does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document (FDD). Certain states require that we register the FDD in those states. Such registration, or exemption, does not constitute approval of the information in the FDD by that state agency. This content is not directed by us to the residents of any of the following states where we are currently not registered or exempt: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, Wisconsin; or Connecticut, Florida, Kentucky, Nebraska, Utah, Louisiana. Moreover, we will not offer to sell franchises in those states unless we have registered the FDD (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law.

