Green Homes Builders

Franchise Blueprint: A Step-by-Step Guide

Table of Contents

Understanding Franchising: A Path to business Success ____ 1

Benefits of Joining a Franchise ____ 2

Rise of Sustainable & Energy-Efficient Homes ____ 3

Why Should a Builder Build Green? ____ 4

About Green Homes Builders ____ 6

Global Home of the Year 2023 ____ 7

Why Having an online presence in important that aligns with consumers ethos? ____ 8

Success Through Collaboration: The Key to Building Green Homes ____ 9

The Winning Formulas in Our Comprehensive Builder's Package ____ 11

How to become a Successful Green Home Builder ____ 12

Start your Green Home Building Business ____ 14

Understanding Franchising: A Path to Business Success

Franchising is a dynamic business model that has become increasingly popular in today's entrepreneurial landscape. It offers individuals the opportunity to own and operate their own business, utilizing an established brand and proven system.

Green Homes Builder, the franchisor in this case, plays a pivotal role in the success of its franchisees. As the parent company, Green Homes Builder offers franchisees a comprehensive package of benefits, including in-depth training programs, continuous support, and the invaluable advantage of leveraging a recognized and trusted brand name. This collaborative partnership empowers franchisees with a competitive edge, drawing from Green Homes Builder's wealth of experience, tried-and-true marketing strategies, and the economies of scale that come with an established presence in the industry. Such support greatly enhances the franchisees' prospects for success when compared to the challenges and uncertainties of starting a business entirely from the ground up.

With Green Homes Builder, franchisees receive not only the tools they need but also the strength of a trusted name behind them, ultimately paving the way for sustainable growth and prosperity.

What Are the Benefits of Joining a Franchise?

Joining franchising as a builder can offer numerous benefits for individuals looking to start or expand their construction business. Franchising provides a unique opportunity to leverage an established brand, proven business model, and ongoing support from the franchisor. In this comprehensive response, we will explore the various advantages of joining franchising as a builder.

In conclusion, joining a franchising as a builder offers several benefits, including established brand recognition and reputation, access to a proven business model, and ongoing support and guidance from the franchisor. These advantages can significantly increase the chances of success for builders in the competitive construction industry.

Established Brand Recognition
Joining a franchise as a builder means tapping into an estab-lished brand's recognition, saving you time and money. Leverage the franchisor's brand to stand out, build trust, and secure more projects.

Proven Business Model
Franchisors refine and optimize their business models. Joining a builder franchise means benefiting from their proven systems, saving you from the trial-and-error of starting on your own.

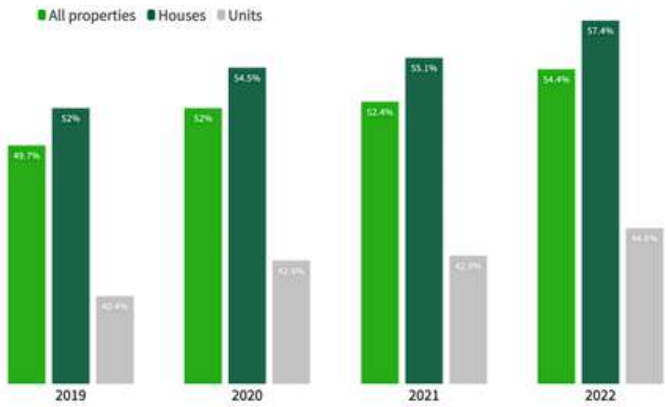
Ongoing Support and Guidance:
Franchisors offer ongoing assistance, including marketing, vendor access, site selection, and operational guidance.

RISE OF SUSTAINABLE & ENERGY- EFFICIENT HOMES.

Sustainable and energy-efficient homes, often referred to as "green homes," are residen-tial buildings designed and constructed with a focus on minimizing their environmental impact and maximizing energy efficiency.

The goal of sustainable and energy-efficient homes is to reduce resource consumption, save homeowners money on utility bills, and contribute to a healthier and more envi-ronmentally friendly way of living.

The proportion of sellers using energy-efficient keywords in their listings is increasing



This graph is from Domain Sustainability in Property 2022

According to Domain, the percentage of homes listed for sale with energy-efficient keywords has consistently increased annually, climbing from 49.7% in 2019 to 54.4% in 2022.

Why Should a Builder Build Green?

Building green is no longer a choice, it's a necessity. With the increasing awareness of the impact of human activities on the environment, building green has become a crucial aspect of sustainable devel-opment. Not only does it help reduce the carbon footprint of buildings, but it also provides numerous benefits to homeowners, builders, and the environment. Here are some reasons why builders should consider building green now, including larger profit margins:

Increased Demand for Green Buildings.

As sustainability gains awareness, the demand for green buildings is rising, with the market set to grow by 25% annually for the next five years, offering builders adopting green practices a chance to boost profits.

Lower Operating Costs.

Green buildings are energy-efficient and cost-saving, offering homeowners up to 40% lower energy bills and 30% lower water bills, translating into increased profits for builders embracing green practices.

Improved Health and Well-being.

Green buildings, with natural lighting, ventilation, and non-toxic materials, improve occupant well-being, potentially reducing healthcare costs and boosting productivity. The World Green Building Trends report shows that 76% of respondents believe green buildings enhance well-being, offering builders a competitive edge and attracting health-conscious buyers.

Enhanced Brand Reputation.

According to the National Association of Home Builders (NAHB), building green enhances a builder's brand reputation, differentiates them from competitors, and appeals to the 75% of homebuyers willing to pay more for sustainable homes.

Compliance with Regulations.

Many governments provide incentives and tax credits for green builders, such as Energy Star rebates. Compliance lowers costs and boosts profit margins.

Increased Property Value.

Green buildings retain value better, with features boosting property values by up to 9%, as per the Appraisal Institute. Adopting green practices increases property values, resulting in higher profits upon sale or rental.

Reduced Risk of Depreciation.

Traditional buildings can depreciate quickly due to outdated materials and design. Green buildings, on the other hand, are designed to last longer and maintain their value over time. By building green, builders can reduce the risk of depreciation and increase the longevity of their properties.

Access to Government Incentives

Government agencies provide incentives for green builders, such as 30-year mortgage insurance for green homes through the Federal Housing Administration. Utilizing these incentives reduces costs and enhances profit margins.

Improved Customer Loyalty.

Green home buyers are loyal and likely to recommend the builder; 80% refer the builder to others, says the National Association of Home Builders. Building green fosters loyalty and word-of-mouth referrals.

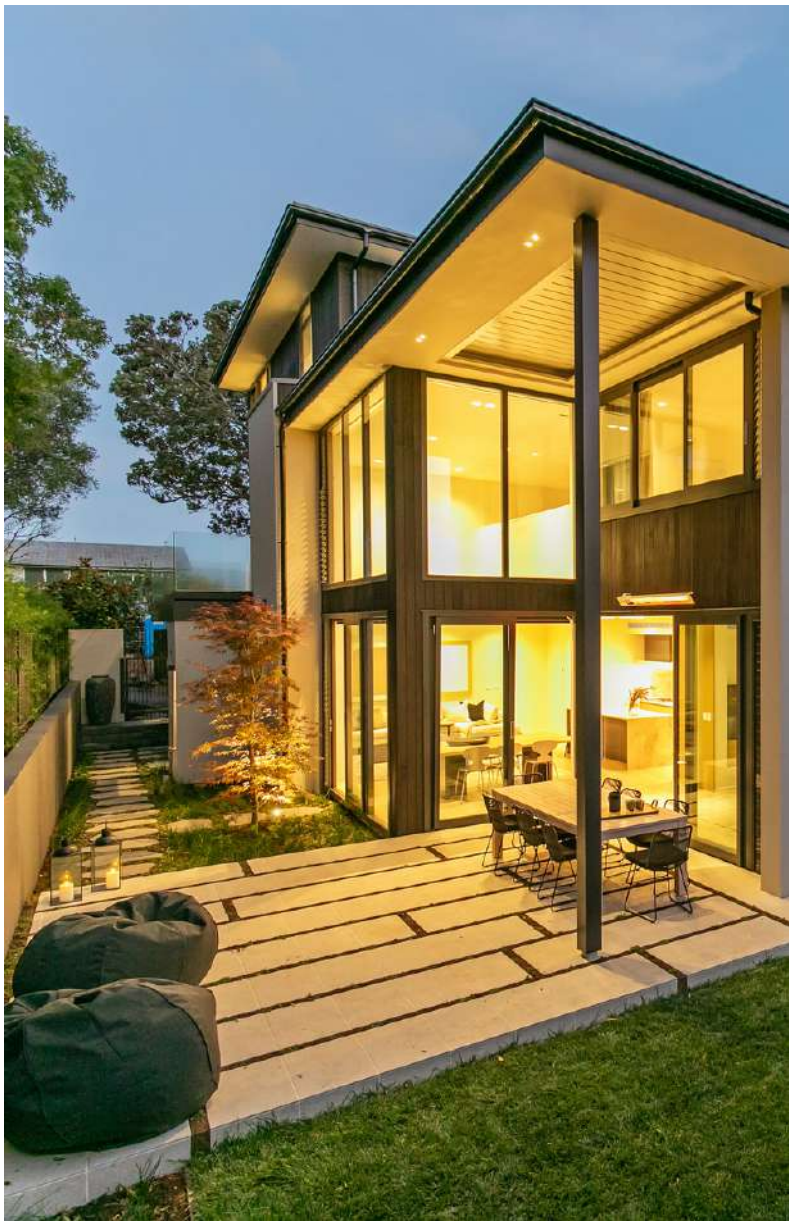
Competitive Advantage

Building green sets builders apart and establishes a competitive edge. As per the National Association of Home Builders, 75% of homebuyers will pay more for sustainable homes. Offering green practices positions builders as sustainability leaders, drawing environmentally responsible buyers.

In conclusion, adopting a green business model offers builders numerous benefits, including increased demand, lower operating costs, improved health and well-being, enhanced brand reputation, regulatory compliance, increased property value, reduced depreciation risk, access to government incentives, improved customer loyalty, and a competitive edge. By incorporating green building practices into their business models, builders can not only contribute to a more sustainable future but also increase their profit margins and establish themselves as leaders in the industry.

About Green Homes Builders

Green Homes is an international green construction company established in 2016, renowned for our expertise in designing and building energy-efficient, award-winning homes worldwide, including locations in New Zealand, Australia, and the USA. We are pioneers in green building and are dedicated to redefining the way homes are designed and constructed, providing healthy and efficient homes for our clients.



Our Mission

Our unwavering commitment to innovation, quality, and sustainability sets us apart as one of the premier home builders in the world. We're more than just builders; we're visionaries, creating spaces that harmonize with the environment while offering modern luxury and comfort. Join us in embracing a greener and more sustainable future as we build the homes of tomorrow.

Innovative Green Trendsetters:

Green Homes, a leading sustainable home builder, stands as an award-winning pioneer in the industry, proudly leading the way in full compliance with ISO 50001 standards for energy-efficient home design and construction

Global Home of the Year 2023

The NAHB's annual Global Innovation Awards (GIA) acknowledge companies and builders who are at the forefront of developing innovative products, services, homes, and communities with an international impact. This recognition also extends to those emphasizing green building and related products.

Green Homes Show Home

Green Homes received the GIA's Home of the Year Award for their distinctive and environmentally-friendly design.

Why Having an online presence in important that aligns with consumers ethos?

One study conducted by the National Association of Home Builders (NAHB) found that 90% of homebuyers search online during their home buying process. This indicates that the majority of consumers are actively using the internet to gather information about builders and their services before making contact.

Another study conducted by BrightLocal, a leading provider of local SEO tools and services, revealed that

97% of consumers research a builder's value proposition before contacting

Online positioning has become an essential part of the decision-making process for many consumers, as they provide insights into the reputation, quality of work, and customer satisfaction associated with a particular builder.

It is important to note that the percentage of consumers who check a builder online before calling may vary across different industries and regions. For example, in highly competitive markets or industries where large investments are involved, such as real estate or construction, the percentage may be higher compared to other sectors.

In conclusion, a substantial percentage of consumers check a builder online before calling. The availability of online resources such as websites, and social media platforms has empowered consumers to make more informed decisions about the builders they choose to engage with.

Success Through Collaboration: The Key to Building Green Homes

Challenges for independent Builders Today:

Starting an independent business offers entrepreneurs the freedom to create their own brand, make independent decisions, and adapt to market conditions. However, it also comes with its own set of risks. Here are some key points to consider regarding the risks associated with independent business ownership:

Lack of Established Brand

Independent businesses often lack the recognition and trust of established franchises, making building brand awareness and customer loyalty a challenging task that requires significant marketing efforts and resources.

Higher Failure Rate

Independent businesses often face a higher failure rate than franchised ones due to factors including limited experience, insufficient market research, inadequate financial planning, and restricted access to resources and support networks.

Operational Challenges

Independent business owners must create operational systems and strategies across multiple domains like marketing, finance, HR, and supply chain, and lacking expertise in these areas heightens the risk of failure.

Market Uncertainty

Independent businesses face higher market uncertainty than franchises due to rapid shifts in market conditions and consumer preferences, making adaptation and competitiveness a challenge.

Limited Support Network

Unlike franchisees with franchisor support, independent business owners often lack access to mentorship or industry networks, making it challenging to navigate and seek advice on challenges.

If you interview every single successful builder, you will find one thing common in everyone and that is they didn't do it alone. They had partners and skilled people around them.

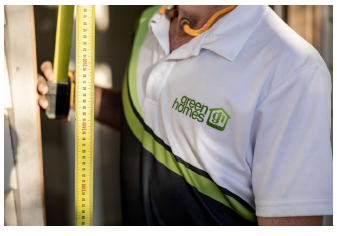
Things you need as a builder:

- Every builder needs a marketing team. Builders who think that they can build a business on referrals are deluded. You cannot scale a business reactively!
- You need integrated management systems to enable easy management of consumers, customers, and projects.
- You need a business plan. Without a business plan, you don't have a road map to follow.
- You need ongoing training and support. Upskilling and maintaining business-relevant training is critical to success.
- You need a USP (Unique Selling Proposition). 67% of consumers select the builder they are going to build with before they make their first call. If you don't have a reason for them to call you and if your marketing team is not doing their job correctly the consumer never calls.

Now, as an independent builder you only really have two choices and that is you can hire those people, or you can join a group.

You can hire all these people yourself. You will have to manage them to ensure you get the best return on investment. As far as costs go, the Small Business Association suggests that a builder with a turnover of less than 5 million should be spending 7% to 8% of their turnover on marketing alone to maintain business pipelines and 10% to 12% if you want to increase market share. Coupled with other costs you could estimate, depending on your specific circumstances that up to 18% of your turnover will be spent on securing these services.

Or you can join a group like Green Homes Builders. You can secure the rights to the brand for your area and pay a royalty of 5% of the contract value for all the services you need to grow a sustainable and profitable business. We have a proven successful, profitable playbook!



Being part of a successful group and owning a successful building company isn't for everyone but it's far better than the alternative.

The Winning Formulas in Our Comprehensive Builder's Package

At Green Homes, we've cultivated a winning formula that propels us closer to achieving our mission of sustainable construction and a greener world. Here's the Winning Package that we offer when you franchise your own business with us:

- **Proven Business Model**: Our proven business model, reduces the risk associated with starting a new venture from scratch.
- **Brand Recognition**: Many Franchise brands in the Green Home building industry are well-established, which can help attract customers more easily.
- **Display Homes:** We assist in providing display home projects to happen from concept, investors, product partners, and relationships with developers.
- **Product Partners**: We have national and international product partners supporting our builders.
- **Training and Support:** We provide comprehensive training and onboarding to ensure you're well-equipped with the knowledge and tools needed to run your franchise successfully.

- **Marketing Machine**: We have already set the marketing strategies in place, including advertising and promotional material, to help your target audience effectively.
- **Systems & Software:** You will have access to cutting-edge sustainable technology and practices, giving you a competitive advantage.
- **Sales:** Green Homes provides a complete sales solution for builders that aligns with the company's ethics, mission, and product.
- **Network:** You will become part of a network of like-minded franchisees who can offer advice, share experiences, and collaborate on projects.
- **Profit Potential:** With the increasing demand for eco-friendly homes, there is substantial profit potential in this niche market.

How to become a Successful Green Home Builder in easy steps:

In this guide, we will take a detailed step-by-step journey through the process that unfolds after you've signed the agreement:

STEP#1 APPLICATION

Prospective candidates are required to meet specific criteria, which could encompass industry expertise and a strong business sense.

STEP#2 INTERVIEW

This step involves discussing the candidate's business goals, and understanding of the green building industry. It's also an opportunity for the franchisee to ask questions about the franchise opportunity.

STEP#3 FRANCHISE AGREEMENT

When you sign the franchise agreement with us, you're taking a significant step toward becoming a valued member of our Green Homes

STEP#4 WELCOME TO GREEN HOMES BUILDERS

You become an official member of the Green Homes franchise family. We're here to support and guide you every step to the way.

STEP#5 TRAINING AND ONBOARDING

We provide comprehensive training and onboarding to ensure you're well-equipped with the knowledge and tools needed to run your franchise successfully. This includes learning about our sustainable building practices, business operations and marketing strategies

How to become a Successful Green Home Builder in easy steps:

STEP#6 SITE SELECTION

We'll work together to identify the best location for your Green Homes project, Green Homes Office & show homes

STEP#7 CONSTRUCTION BEGINS

With our guidance, you'll start constructing eco-friendly, energy-efficient homes that align with our brand's values and standards.

STEP#8 MARKETING & BRANDING

We assist you in creating a strong online and offline presence for your franchise.

STEP#9 WEBINAR PRODUCT PARTNERS

We have established partners with reputable product supplies, ensuring you have access to high quality , eco-friendly building materials.

STEP#10 PROFIT AND GROWTH

As you build and sell sustainable home, you''ll start generating profit.

It's your opportunity to make a difference while building a successful business with the support of expert coaching sales training, and valuable product partnerships. **Talk to us Now!**

Start your journey as a Green Homes franchisee today and begin Building Green Homes Now!

Supercharge your construction business with Green Homes. By joining our house-building franchise. Amplify your growth, reputation, and customer delight with a brand synonymous with luxury and sustainability. Contact us to join the forefront of eco-construction today!

Talk to us!

Book a Free Consultation with us! And let's talk about how you can run a profitable Green Homes Building Business.

Book a Free Consultation Here

office@greenhomesbuilders.com

Green Homes Builders

Franchise Blueprint: A Step-by-Step Guide

Australia | New Zealand | USA