****

**Introduction to Hommati**

Hommati was created to help real estate agents take advantage of a fast-changing marketplace and utilize the most innovative technology available, to help them build and promote their own personal brand, while at the same time, promoting their listings. Hommati has discovered a direct correlation between the amount of time a potential buyer spends looking at a listing online and whether that buyer converts into an inquiry for the agent. With the dynamic visual content, Hommati provides, inquiries are increasing by as much as 403% as compared to listings that only use photography. Further, Millennials will become 53% of all home buyers within the next five years. Millennials who were weaned on technology, are more tech-savvy and visually-based Real Estate Agents who adapt to this changing marketplace will do very well as opposed to those who do not.

**Hommati Services**

A Franchise Owner of Hommati, offers a wide range of innovative and much-needed services to real estate professionals:

-3D Interactive Tours

-Virtual Reality Tours

-Virtual Staging

-Aerial HD Video / Stills

-Floor Plans with Measurements

-HDR Bracketed Photography (magazine quality)

-Augmented Reality Services

-Sign Placement / Removal Service

-Lockbox Placement / Removal Service

-Door Hanger Services

-Hommati Website and App

-Free Automated Brochure Creation

Hommati has leveraged their buying position as a national brand and they offer a listing package that includes a 3D Tour, VR Tour, Aerial Video, HDR Photography, Floor Plan, Brochure Creation and a Video slide show for only $299, which is not much more than what many agents are paying for standard non-HDR photography alone. 3D Tours can also help agents save time. Instead of taking buyers out to physically show them 10 homes, they can ask buyers to review the 3D Tours first and then take them out to show them the top two or three homes they are most interested in. Furthermore, statistics show that homes with agents who utilize the Hommati Platinum Package receive 403% more inquiries, they sell 31% faster and sell for 4-9% more than homes with photography alone. Hommati has created a free program for agents called The Agent Advantage. When agents integrate our 4 1/2minute script with accompanying Hommati literature into their listing presentation, they are winning up to 25% more listing presentations.

Hommati is a very attractive franchise model. Less than $60K total investment, non-brick, and mortar, no employees are necessary, but can quickly transition to an Executive Managed Model, low cost of goods sold, high margins, low monthly overhead and it has the allure of doing 3D scans and flying drones.

**The Benefits of a Hommati Franchise:**

• Low Franchise Fee – Three Tiers $29,900, $36,900 or $44,900

• Low Start-up Costs - As Low as $31,000

• Recurring Revenue Model - From Monthly Membership Fees

• Low Fixed Monthly Overhead - As Low as $860 Per Month

• Home Based, Non-Brick & Mortar

• High Margins, Digital services - Low Cost of Goods Sold

• Fun, Exciting, and Rewarding

• Set Your Work Schedule - Full-Time, Part-Time (w/employee)

• Owner/Operator & Executive Managed Models

• Large Unrestricted Territory - One Franchisee Per 200K Population

• All Training Provided Including Your FAA Remote Pilot License

• No Photography Experience Necessary

• Cutting Edge Technology - 3D Camera, 4K Drone

• Hommati’s Turn-Key Proprietary Marketing Program

• On-Going Sales, Operations, Marketing, and Technical Support

Our CEO/Founder is a serial entrepreneur/franchisor who believes in setting the trend rather than following them. He creates predictive models based on demographic shifts and trends and then determines the best business model to take advantage of the upcoming trends. He has owned 11 different franchises, served as a franchise consultant/broker, served on the Franchise Forum Board of the IFA, was named Entrepreneur of the Year.