



# Own Your Future: Build a Scalable Home Inspection Business

**The Big Opportunity – Owning a Business, Not a Job**

**Why This Business Model is Different (and Better)**

**How an Inspections Over Coffee Franchise Unlocks Growth (Why It's Better Than DIY)**

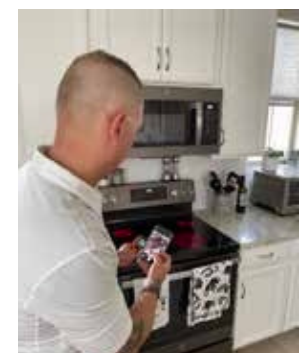
**What's Possible: Real Franchisee Growth Paths**

**What It Takes to Succeed (The Ideal Franchisee Mindset)**

**Investment & Action Steps**

**Founder, Curtis Kloc**

**The Brand Name Story**



## Big Opportunity

Most people think of home inspections as just another service in the real estate industry—one of many checkboxes in a homebuyer's journey. But what if a home inspection business could be more than just a one-and-done transaction? What if it could be the foundation of a highly scalable, referral-driven business where real estate professionals see you as an indispensable expert, not just another vendor? That's the difference between being a home inspector and owning a home inspection business—and it's exactly what an Inspections Over Coffee franchise is designed to deliver.

Home inspections are a \$5+ billion industry, and every real estate transaction requires them. The best part? This is a recession-resistant business—people buy and sell homes no matter what the market is doing. The real challenge isn't demand—it's how you position yourself to capture the most business and create ongoing referral streams. While most inspectors struggle to find consistent work, IOC franchisees use AI-driven marketing, automated outreach, and strong branding to establish deep relationships with real estate agents, lenders, and homebuyers—ensuring they stay top-of-mind and consistently booked.



## Biz That Grows with You

Whether you want to run a solo high-margin business or build a team of inspectors, our franchise model supports both paths. Start as an independent owner-operator with low overhead, or scale by hiring inspectors and focusing on business development. With a built-in referral system, advanced technology, and a recognizable brand, you can grow based on your goals—not market limitations.

Unlike traditional franchises with rigid territory constraints, IOC gives you protected marketing rights while allowing you to accept inspections anywhere. You can follow your best clients wherever they need you, ensuring your income potential is driven by relationships and proven systems, not arbitrary boundaries.

## Why This Business Model is Different (and Better)

Most franchise models are built on restrictions—strict territories, complex royalty structures, and outdated marketing methods that leave owners struggling to generate leads. At Inspections Over Coffee, we've built a franchise model designed for growth, not limitations. Instead of boxing you into a rigid, exclusive territory, we provide you with protected marketing rights and the freedom to accept inspections anywhere. Instead of leaving you to figure out marketing on your own, we equip you with AI-driven outreach and automation that put you in front of top real estate agents from day one.

The biggest challenge most inspectors face isn't doing the work—it's getting the work consistently. Many solo inspectors rely on word-of-mouth and sporadic networking, which leads to unpredictable revenue. We've solved this problem by creating a marketing system that actively builds referral relationships on your behalf. Instead of cold-calling real estate agents or waiting for leads to trickle in, you'll have an automated system nurturing realtor relationships, scheduling meetings, and keeping you top-of-mind.

## Built for Scalability, Not Just Survival

Unlike independent inspectors who have to figure everything out from scratch, our franchisees hit the ground running with proven systems. From lead generation to client follow-ups, everything is built to help you grow faster, smarter, and with less guesswork. You won't just have access to our branding—you'll have the tools to build a highly profitable business that works for you, not just because of you.

And the best part? You're in control of your growth. Want to stay lean and maximize profits as a solo operator? Our model supports that. Want to build a multi-inspector team and scale your revenue? We provide the roadmap. With our training, technology, and real estate referral system, your business can grow as big as you want it to.



## Unlocks Growth (Why It's Better Than DIY)

Most home inspectors start their businesses thinking that as long as they do great work, referrals will come naturally. But the reality is that without a strategic marketing system, even the best inspectors struggle to get consistent business. Many rely on generic business cards, discount offers, and cold outreach—only to realize that agents are too busy to respond and homeowners don't know who to trust. That's why most independent inspectors spend more time hunting for leads than actually doing inspections.

At Inspections Over Coffee, we've eliminated the guesswork by providing a built-in marketing and referral system that drives business to you. Instead of hoping real estate agents will give you a shot, our AI-powered marketing tools automate introductions, schedule meetings, and position you as the go-to homebuyer advisor.

The result? More booked inspections, stronger realtor relationships, and a business that grows predictably.

## Brand Power, Systems, and Pricing Advantages

Beyond marketing, the Inspections Over Coffee brand gives you a clear advantage in pricing, branding, and efficiency. Independent inspectors often compete on price, struggling to stand out in a crowded market. Our franchisees, however, benefit from a trusted brand and premium positioning—allowing them to charge more, win more business, and differentiate themselves.

With proven pricing strategies, advanced report templates, and a client-focused approach, you become a home-buying advisor real estate agents trust. While independent inspectors rely on trial and error, our owners start with a complete, proven playbook for success.

# DIY vs IOC Franchise Chart

## DIY

- Schedule freedom
- Unlimited income
- Be of service to clients & community
- Be your own boss
- Build your own legacy

## Franchise

- Schedule freedom
- Unlimited income
- Be of service to clients & community
- Be your own boss
- Build your own legacy

## Plus...

- IOC trademarked branding
- Liability protection
- Drone training
- Phone training
- Employee training
- Trade booth set up
- Franchise location page on established IOC website
- Marketing kit
  - *stationary, business cards, leave behind flyers, postcards, email marketing template system & more*
- Marketing & sales messaging & outreach training
  - *group real estate meetings, email, social media & in-person lead building*
- CE class training
  - *provide CE classes to realtors and become your communities local expert*
- Inspection training for home & commercial
  - *also learn ancillary services like: mold, thermal, water, sewer, & more*
- Learn how to provide your clients with recalls & property history
- Learn how to make new relationships with referral partners, subcontractors & become preferred partners of real estate offices
- Learn how to establish relationships with referral partners, real estate offices, title, mortgage, subcontractors, etc.
- Automated client systems like texts, emails, marketing, & report delivery
- Online payments
- One-on-one coaching
  - *to set up social media channels and google business profile*
- Reputation Management
- How & where to get non-stop referrals

VS



## What's Possible?

### Solo-Operator | High Margins

Some franchisees prefer to keep overhead low and maximize profitability by operating solo. With our done-for-you marketing and referral systems, a single owner-operator can run a highly profitable business, leveraging automation to maintain a steady flow of inspections without spending all day chasing leads.

### Multi-Inspector Team

For those who want to scale beyond themselves, our model supports team growth. By hiring additional inspectors and focusing on business development, you can step out of day-to-day inspections and increase your revenue without increasing your workload. Our training, systems, and branding make it easy to attract and onboard top talent, allowing you to transition from inspector to business owner.

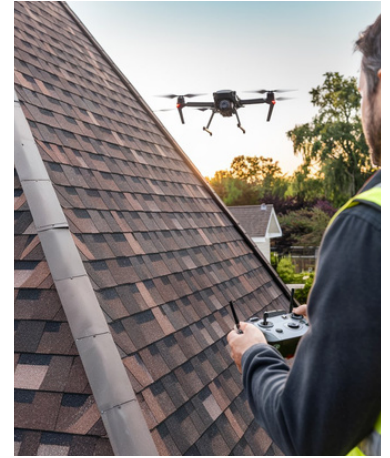
### Multi-Territory Expansion

If you're looking for even greater growth potential, you can expand into multiple Designated Marketing Areas and dominate a larger market. With our built-in automation and scalable marketing systems, you can manage multiple locations efficiently while maintaining brand consistency and operational excellence.

Inspections Over Coffee gives you the roadmap, but the destination is yours to choose. Whether you want a high-profit solo business or a fully scaled operation, our systems, training, and support help you achieve your vision.

# Building Your IOC Franchise





## What Does Success Look Like?

### Success

- ✓ Entrepreneurs who want a scalable, referral-driven business
- ✓ People who enjoy networking and building relationships with real estate agents, lenders, and homebuyers
- ✓ Hard workers who follow proven systems instead of reinventing the wheel
- ✓ Those looking for financial independence and the ability to control their own growth

### Struggle

- ✗ Anyone looking for a passive investment—this is a real business, not a side hustle
- ✗ Inspectors who want to work alone without engaging with realtors or clients
- ✗ People who resist systems and prefer to figure things out as they go

If you're excited about the idea of building a trusted brand, leveraging automation to drive referrals, and creating a profitable, scalable business, then you're exactly the kind of person who thrives as a Inspections Over Coffee franchisee.



## Investment & Action Steps

- ✓ Total investment range: \$54,441 to \$96,333
- ✓ What's included: Branding, marketing automation, technology, training, and launch support
- ✓ Low overhead: No office required, no inventory, no initial employees
- ✓ Earning potential: Six-figure business opportunity with scalable growth

Starting your own business comes with risk, but Inspections Over Coffee was designed to minimize uncertainty and accelerate success. With a total investment of \$54,441 to \$96,333, you'll receive everything you need to launch and grow—from AI-driven marketing systems to referral-building strategies and hands-on business coaching. With low overhead and a recession-resistant model, you're in control of how far you take it.

Most inspectors struggle to find consistent business, relying on cold calls and word-of-mouth. Inspections Over Coffee removes that burden with a done-for-you marketing system that keeps your pipeline full.

- ◆ AI-Driven Realtor Outreach – Automated follow-ups that build relationships for you
- ◆ Pre-Built Social & Email Campaigns – Stay top-of-mind without creating content
- ◆ Referral Network Growth – Systems that turn one-time clients into repeat referrals
- ◆ Real Estate Office Engagement – A proven playbook for building agent partnerships

Instead of chasing leads, you'll be walking into warm conversations with realtors who already know your brand. While independent inspectors struggle to stay booked, Inspections Over Coffee franchisees focus on growth, not lead generation.

- 1 Book a Call – Speak with our team to see if this is the right fit for you
- 2 Review the FDD & Talk to Franchisees – Get real insights from those already succeeding
- 3 Reserve Your Territory & Launch Your Business

We don't sell franchises to just anyone—we partner with motivated individuals who are serious about building a thriving, scalable business. If you're ready to take control of your future and step into a proven system for success, let's talk.

# Meet the Founder, Curtis Kloc

## Proven Systems, For Any Market

Success isn't about luck or knowing the right people—it's about having a system that works, no matter the conditions. Inspections Over Coffee was designed to help franchisees succeed even in the toughest markets, whether starting fresh in a new city, launching in a slow economy, or navigating unpredictable challenges like COVID-19.

After serving in the Navy specializing in nuclear chemistry and radiological controls, I transitioned into finance, spending eight years as an investment advisor. But I knew I wanted to build something of my own—something scalable, sustainable, and built on systems, not guesswork.

I started in inspections when Florida introduced wind mitigation requirements after the 2004 hurricanes. Business was great, but I was working nonstop, stuck in a cycle of trading time for money. To break free, I systematized every aspect of the business—expanding into mold, asbestos, air quality testing, and eventually, full home inspections.

Inspections Over Coffee was born out of that same drive to create something better. Real estate agents needed faster, more valuable inspections, and inspectors needed a business model that wasn't just a job.



## Built From Experience, Designed for Your Success

So, I built a scalable, system-driven franchise that allows owners to grow with AI-powered automation, proven client acquisition strategies, and an instantly recognizable brand.

With our turnkey systems, you don't have to figure it out as you go. Whether you want to operate solo or scale into a multi-inspector business, Inspections Over Coffee gives you the roadmap to grow at your own pace. The goal is simple: every franchisee should be as successful as they want to be.

## What's Behind Our Brand Name?

For decades, the home inspection industry has been filled with complicated reports, intimidating inspectors, and a process that leaves homebuyers feeling overwhelmed rather than informed. Many inspectors show up in big trucks with bigger egos, rattling off technical jargon that does little to help buyers truly understand their future home. That's not what people need during one of the biggest financial decisions of their lives. They don't need a lecture—they need a conversation. That simple realization led to the creation of Inspections Over Coffee. A name that reflects not just what we do, but how we do it.

We believe the best decisions happen in a relaxed, open conversation—like one you'd have over coffee. It's about making buyers feel comfortable, helping them ask the right questions, and giving them clear, actionable insights—not just a checklist of problems.

This approach isn't just good for homebuyers—it's what real estate agents want, too. The industry is filled with inspectors who nitpick and overcomplicate, making deals harder instead of helping transactions move forward. We train franchisees to be trusted advisors, not deal-killers. That's why realtors prefer working with us—because we focus on providing solutions, perspective, and peace of mind.

 **Let's build something better—  
together.**



At the heart of Inspections Over Coffee is a simple philosophy: better conversations lead to better experiences and better businesses. Whether you're a homebuyer, an agent, or a future franchise owner, the goal is the same—make the process smoother, the decisions easier, and the relationships stronger. If you're looking for a business that's built on trust, clarity, and a client-first experience, then this is the franchise for you.




But the name isn't just a philosophy—it has marketing power. It's instantly memorable, easy to refer, and naturally invites conversation. Realtors don't just say, "Call a home inspector," they say, "Call Inspections Over Coffee." It stands out in a sea of generic inspection company names and creates an experience—franchisees can bring coffee to meetings, host real estate office drop-ins, and make inspections feel more personal and approachable. More than just branding, it's a built-in marketing hook—offering to "grab coffee" with an agent isn't a sales pitch, it's a natural way to build relationships and stay top-of-mind in a competitive industry.

# Your Future Starts Here

You've seen what's possible. Now it's time to take the next step.

Owning an Inspections Over Coffee franchise means stepping into a proven system designed to help you succeed—whether you want a high-margin solo business or a scalable, multi-inspector company. With done-for-you marketing, built-in referral systems, and a recognizable brand, you won't have to figure it out alone.

If you're ready to take control of your future and see if this is the right fit for you, let's connect.

-  Schedule a Call – Speak with our team and get your questions answered
-  Review the FDD – Understand every detail of the opportunity
-  Reserve Your Market & Launch – Take the first step toward building your business

## Let's Talk!

Territory Development: 480-878-4IOC (4062)

[franchise@inspectionsovercoffee.com](mailto:franchise@inspectionsovercoffee.com)

### Legal Disclaimer

*This brochure and the information contained within do not constitute an offer to sell a franchise. A franchise can only be offered through the delivery of a current Franchise Disclosure Document (FDD) in compliance with federal and state laws.*

*Certain states require franchisors to register their FDD before offering or selling franchises. This communication is not directed to residents of any state where we are not registered or exempt. We will not offer or sell a franchise in those states until registration has been completed and the FDD has been provided in accordance with applicable laws.*

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