

Why a Licensee?

You're dissatisfied with the way you're being treated as an employee and realize that your labors have been creating wealth for others but not for yourself.

You are the owner of a business that can utilize a product that you can manufacture and install while operating it as another profit center.

You've had the idea of owning your own business as a solution to these and other issues but you've heard all the horror stories about the failure rates of independent businesses and you like the idea of having a product that you can provide while having a protected market area for little costs.

A Business Strategy

Licensing is nothing more or less than a business strategy for getting the edge on getting and keeping customers by having a unique product. The product has already created an image in the minds of customers about the benefits of your company's products or services. It is a method for distributing products and services that satisfy customer needs. Licensing from a professional resource with in depth knowledge of construction while being part of a network of non-dependent business relationships that allows a number of people to share a brand identification that more easily allows for a successful method of doing business and strong marketing while being part of the USA's distribution system of the proven, unique, area protected product.

Safety

Licensing is about risk reduction and safety to maintain your business. You remain an "independent owner" while becoming part of a group of people committed to building a brand and dominating markets using a common, tested product (building system). You don't have to guess about the effectiveness of the product so you can concentrate on the most effective way to build your business. You can learn from other licensees their specific systems they use to be successful.

Proven Systems

The licensor provides a proven method of building homes which allows you to grow your business which is now part of a brand or trademark that has value in the eyes of the customer based on execution of the building system, and initial and ongoing support so you won't have to reinvent the wheel to be successful. You provide capital to expand the brand faster than the licensor can by itself. It is your management talent that runs your business and executes your business operating system.

Predictable Results

A licensing system should also provide group buying power to cut your operating expenses, faster growth due to tested marketing programs, predictable results based on your adherence to the products system and less risk of your invested capital. The trade offs for you are the fees you pay the licensor for the operating license. You will not have the restrictions on the method of operating the business as franchisees have.