

Built to Last, Built for Growth

The Potential of the Modern Rental-Purchase Industry



PREMIER[®]
RENTAL-PURCHASE

A Franchise Opportunity

This country is, at its foundation, one that runs on commerce. The home furnishings rental industry is an integral part of that commerce, and provides an **essential service** to customers looking for **flexible purchase options**. It's a business that's been part of our nation's fabric for more than half a century, and one that exceeds \$11.1 billion in annual revenue.

What was once a "rent-to-own" industry has become the **rental-purchase industry**, and it can be a smart option for prospective owners looking for a business that can place them in a field with room for growth. It offers them the opportunity to help their community and provide a much-needed service, and gives them the tools to develop a modern, scalable business built with the bottom line in mind.



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Benefits to Entry

Getting started in an established industry can be a daunting thought for new investors. A crowded field of competitors, questions about the customer base, and industry support can all factor into decisions to move forward with business ownership. Becoming a home furnishings rental franchise owner can help prospective owners **get started right**, without many of the concerns that can impact other new businesses.

The home furnishings rental industry requires owners to start with a solid financial base, and that entry cost can help filter out other, less serious players and **narrow the field** down to a smaller group of dedicated professionals. More than that, it's a **business built on mutual support**, with a common industry bond and a network of support to help new owners get established.

INVENTORY AND CASH FLOW

Franchising can help owners **develop their financial foundation** and create potential revenue streams, but different industries present different challenges and restrictions. Owning a home furnishings rental franchise can reduce these concerns, and give owners tax and revenue benefits that help them grow over time.

Home furnishings rental is a **recurring-revenue business** with the potential for significant **per-employee revenue**, which helps give owners an established baseline of cash flow every month. And a large inventory of goods allows for accelerated depreciation and **lower tax liability**, providing owners with the tools needed to roll cash flow into their current location or new potential locations.



Home furnishings rental is an American tradition, and one with a multigenerational customer base — per the Association for Progressive Rental Organizations, about 1 of every 25 households in the country rents products from brick-and-mortar rental-purchase stores.

Quality of Ownership

The experience of franchise ownership can vary significantly depending on the industry. Some franchises require intense owner supervision and 24/7 attention, and can take up all of an owner's energy and time. The home furnishings rental industry focuses more on **owner quality of life** - this is especially true at The Premier Companies

Rental-purchase franchise owners often run their businesses Monday through Saturday during working hours. They're open when people are most inclined to shop, and have no need to extend their work beyond those times. That can allow home furnishings rental franchise owners to leave their work at work, and let them **preserve a home life** apart from their career.



ESSENTIAL INDUSTRY INSIGHTS

- The rental-purchase industry is big business across all 50 states, serving more than 4.8 million customers annually.
- The traditional rental-purchase customer base is expanding, with many millennials preferring to spend on experiences rather than possessions.
- The country is on the move — and that makes rental purchase a smart option for many customers moving to a new area.
- The average rental-purchase household spends more than \$2,300 annually on their rental goods.
- Home rental is a growing business, with more than \$13 billion in annual global sales and climbing.
- The U.S. rental-purchase industry is growing as well, and is expanding at an annual rate of 2.8%.
- The rental-purchase industry serves more than 5.2 million customers a year.

BECOMING A HOME FURNISHINGS RENTAL FRANCHISE OWNER

Owning a rental-purchase franchise can be an exciting thought. The idea of managing a place the way we like, becoming our own boss, and forging a path instead of following others can be the right option to help us become the next generation of business leaders.

Getting a rental-purchase franchise up and running is an attractive idea, but the business portion of doing so is an aspect that can go overlooked, and it's as essential as having a great idea. It takes know-how and energy to start a business, and the costs can add up quickly. Real estate, zoning, payroll, staffing, taxes, equipment, design, training, maintenance, customer outreach, and marketing are just a few of the concerns a new owner needs to stay on top of for any new business.



Franchise Support

To begin with, what is a franchise? The textbook definition of a franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The transaction is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the intricacies of the deal.

In other words, a franchisor has built the foundation for you. Typical franchisors provide awarded franchisees with the business blueprint for operations and training, along with a wealth of support that can include everything from site selection guidance, to technology and marketing tools, to training.

Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a good idea of what the business will cost before you even get started.



Taking the **steps toward owning a franchise** is called “doing your due diligence,” and may include:

- 1 Completing an inquiry form
- 2 Connecting with a director of development
- 3 Reviewing disclosure document
- 4 Meeting the franchisor team for Discovery Day
- 5 Signing the franchise agreement
- 6 Finalizing your site location and set-up
- 7 Hiring your team and conducting training
- 8 Preparing to launch your rental-purchase franchise!



Franchise ownership means going into business *for yourself*, but never *by yourself*.

The Premier Companies Franchise Opportunity

The Premier Companies is a retail franchise selling electronics, appliances, and furniture on payment plans. We have a robust brick-and-mortar and online presence, and we serve a loyal customer base with **top-quality products** and **unsurpassed customer service**.

The Premier Companies aims to be the best RTO system in the country, with a business plan that **encourages owner expansion** and a vision that helps us stay ahead of the competition. Our industry-first programs give us the tools to better serve our customers, and our **Training and Development Center** helps ensure that every team member, from the owner on down, gets the benefit of our monthly programs and targeted training.

THE PREMIER COMPANIES: A FOCUS ON THE CUSTOMER

The Brand: We sell home furnishings on installment to customers across the country, with an emphasis on providing outstanding customer service and a quality experience to every person who visits us.

The Market: We serve a wide range of customers, from traditional customers with credit issues to millennials looking to enjoy quality products without having to sacrifice travel or other experiences.

The Technology: Our embrace of new technologies helps us deliver the kind of customer service our guests have come to expect, and set the standard for the industry.

The Loyalty: At The Premier Companies, we spend our energy developing programs that drive loyalty and customer satisfaction, and it's helped fuel our internal growth.



HOW WE SUPPORT OUR FRANCHISE OWNERS

The Premier Companies understands that our brand has the best chance to grow when our owners know they're never alone. We created a support structure designed to give our owners peace of mind, and to let them know that we've got their backs when they need the assistance.



JOIN US

The Premier Companies is preparing to expand into new territories, and we're looking for potential owners to join us as we move into your local area. We've got a brand with the tools to grow, and a senior leadership ready to step in and help you build your business.

- **Decentralized purchasing** to meet local demand and buyer preferences and benefit from the best pricing
- **Personalized service** to inspire loyal customers and additional purchases
- **Advanced technology** to aid in purchasing, marketing, online services, and much more
- **Robust internal support** to aid owners in developing their business
- **Customized training** to reach financial goals, reinforce best practices in all departments, and network with peers

For more information on how you can become a franchise owner with The Premier Companies, contact us today!

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