

HSBC: FOUNDATIONS PROGRAM BREAKDOWN

Chances are you have many questions regarding what our Foundations Program entails and what's included.

Here is your direct guide on what you can expect to receive and access, if we are a good fit to work together.

Our Foundations Program at a glance

Length of our Foundations Program : 9 months

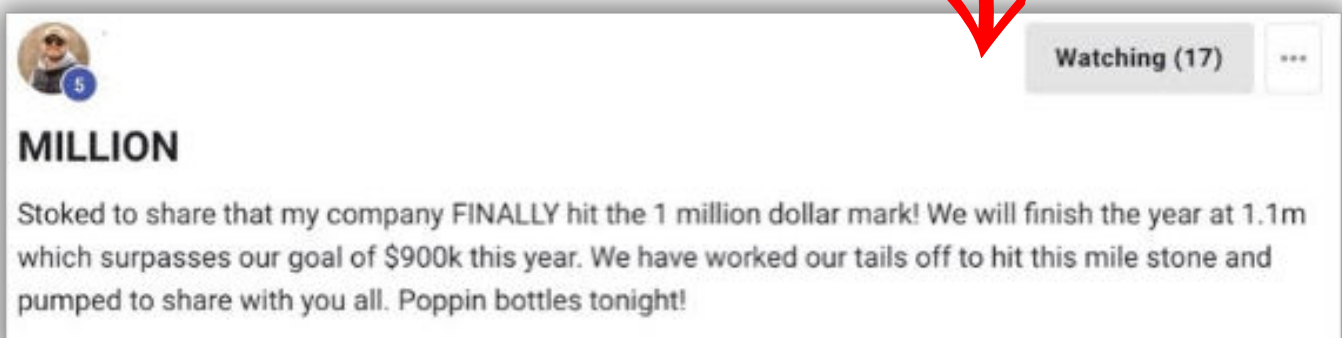
GOAL:

To help you achieve more leads, income & freedom by building your business with systems & a team of rockstar employees.

What is the outcome of the program?

Our members typically want 4 things from our program:

1. Build a business that can run without them
2. More time with their family
3. Financial freedom for a better life
4. Create profits to invest into real estate investments



Who is this program best for?

This program is best for serious Home Service Business Owners who want to expedite their growth, are looking to get off the tools, and build a sustainable team so you can achieve more freedom & income from their business.

We do NOT teach the technical skills in this program. We focus on business systems that are applicable regardless of the home service that you offer.



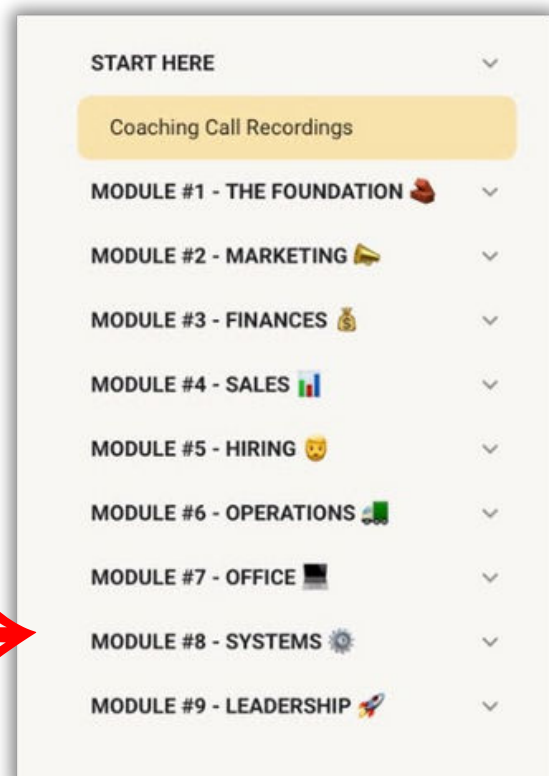
Time needed to see your desired results: 5-10 hours per week

How your 5-10 hours will be spent per week? : "Our 4 Pillars"

OUR 4 PILLARS

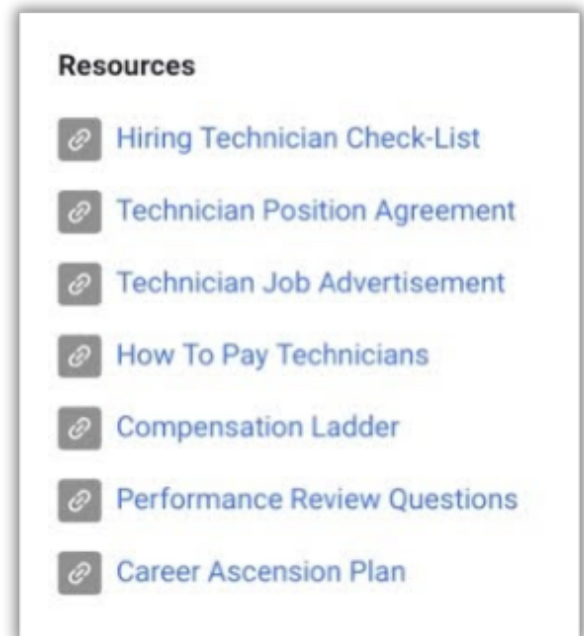
1 VIDEO TRAINING

1. Your A-Z road map or "your 4 year business degree."
2. You'll learn everything from your vision, lead generation/marketing, managing your business financials, to hiring and building a team of Rockstar's and everything in between.



2 SYSTEMS

1. We have built every system you will possibly ever need to grow your business to multiple 6 figures and beyond.
2. All you have to do is customize and implement these systems into your business.
3. We have already built everything from your vision board, to employee job ads, SOP's, handbooks, knowing your KPI's to your office admin.
4. The "steak has been cooked, potatoes roasted and vegetables steamed, all you have to do is add on your seasoning."



An example of one of our many systems

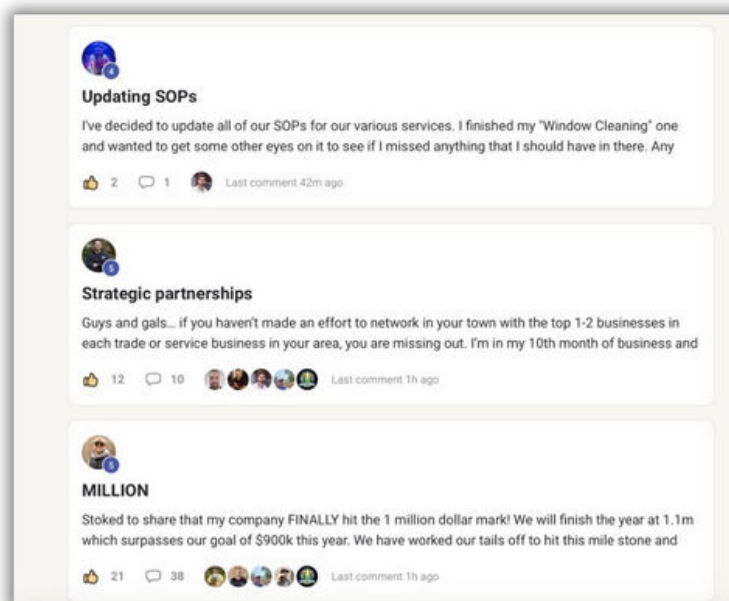
3 WEEKLY COACHING CALLS

1. You will be assigned your coach and be expected to attend all accountability calls.
2. For Coach Jackson - Tuesday @ 3:30PM PST
3. For Coach AJ - Thursday @ 7:00AM PST
4. Roundtable Q&A Call with Coach Dave - Bi-monthly every Thursday @ 9:00AM PST



4 ENGAGEMENT INSIDE OUR HSBC COMMUNITY

1. A place to get direct feedback to the things holding your business back
2. You have questions, thoughts and concerns. This is one of the many places inside HSBC to get them answered.
3. This is by far one of the most valuable benefits of the 9 month program!



HSBC FOUNDATIONS PROGRAM ROADMAP

This roadmap serves as a ***comprehensive guide rather than a rigid plan***, offering insight into what to expect and when, allowing flexibility for individual business needs.

Month 1-2: "Setting The Foundation"

- **Mindset Adjustment:** Transition from a technician mindset to that of an entrepreneur.
- **Vision Setting:** Clearly define the company's vision to align internal and external stakeholders.
- **Organizational Structure:** Establish a clear organizational chart to delineate roles and responsibilities.
- **Pricing Analysis:** Evaluate pricing strategies, potentially raising prices for improved profitability.
- **Marketing Optimization:** Assess and refine marketing efforts to maximize effectiveness and profitability, as well as campaign outreach to past clients..
- **Sales Process Enhancement:** Identify and address common sales objections, improving conversion rates.
- **Financial Deep Dive:** Analyze key financial metrics and performance indicators, ensuring financial stability.

Outcome: Most participants cover their initial coaching program costs, experiencing increased revenue, time efficiency, and reduced stress.

Month 3-4: "Building A Team Of Rockstars"

- **Time Management:** Implement block scheduling to focus on strategic business activities.
- **Team Building:** Recruit skilled technicians and consider hiring an Office Manager to support business growth.
- **System Implementation:** Establish hiring, training, and management systems for efficient operations.
- **Leadership Development:** Enhance leadership skills to effectively manage and grow the team.

Outcome: Business owners are prepared to scale sustainably, experiencing improved leadership capabilities.

Month 5-7: "Fine Tuning"

- **Optimization Phase:** Fine-tune implemented strategies and partnerships for optimal performance.
- **Partnership Development:** Forge strategic alliances with other professionals for mutual benefit.
- **Progress Evaluation:** Measure progress against goals and refine strategies accordingly.
- **Financial Review:** Monitor profitability, conduct job costing, and identify most profitable services.

Outcome: On average, our clients achieve approximately 50% of their initial goals, with enhanced business performance.

Month 7-9: "The Extra Mile"

- **Diversification:** Explore adding new services to expand business offerings.
- **Slow Season Preparations:** Strategize and prepare for seasonal fluctuations.
- **Growth Program Readiness:** Prepare for potential enrollment in advanced growth programs.

We're so excited to speak with you to see if we can help you and your business out!

If you have any questions prior, please don't hesitate to reach out to our Growth Advisor Landon on his personal number: **778-697-8961**


In the meantime, we encourage you to take a look at some of the wins from our community.



Watching (13) ...

No winter blues this year

Prretty excited to have my largest quote to date approved a couple days ago. Originally a \$32,000 (approx) post construction window clean (and light pressure wash of south side of building) I was able to upsell the pressure washing of the underground parking (\$3500) and was then asked to clean the perimeter sidewalks and entry as well (\$2500). Total around \$38,000 scheduled to start mid November and take 2 weeks for our three person crew. This has alleviated my usual pre winter stress and well, I couldn't be happier.




Watching (17) ...

Big WIN

With a few more days left in August! I'm very proud and happy to announce we hit our first \$100k month of gross revenue. As of this morning we will finish the month with \$104,373.00. And we're booked into September with \$45k so far....

Thank you @David Moerman. I am steadily moving forward on the road to \$1M 🙌🙌



Watching (15) ...


Well that's a wrap!

Christmas light season is officially done for us.

Last Year: 32 installs, avg. ticket \$1500, 50k revenue
This year: 69 installs, avg. ticket \$2155, \$120k revenue.

More importantly I was able to hire 3 installers, keep one guy on from washing season and have a much healthier balance of my workload this season. Hired a VA to help create estimates in Jobber & hired Jill's office to field my incoming calls. Continuing to see where the bottlenecks are & they're generally centered around whatever I'm not getting to fast enough. So, I keep firing myself from tasks & continuing to up-level my responsibilities.





Watching (5) ...

Sharing a win.

I have to share a winning change I've made. I'm an owner operator at the moment in Georgia. I recently joined this awesome group and already benefiting. I've been stuck in the hamster wheel of staying "busy" but not growing. Beginning 11/14 I am not scheduling jobs Tuesdays and Thursdays. I am pumped! Those two days allow me to hit the gym early, schedule my estimates, make my follow ups, network and focus on marketing and most importantly, plan and build my SYSTEMS. Until now, I've made an effort to respond and provide in person estimates SAME DAY. This has worked and people often thank me for being prompt but I have to imagine anyone calling who has researched and read my reviews wants me before I show up and they can wait! This is something I've never focused on. 2024 is going to be crazy. This is a big win for me. 🔥

I would love to connect with you guys. I'm very eager to learn but I'm also eager to help. If you're new, I want to know how this program has already helped you. If you've been here and you're crushing it, I want to learn.



Watching (11) ...

\$3,500 Day

Well HSBC community, we just did a \$3,500 day with one technician and one truck and I didn't even leave my home office!

