



## ***Vice President, Franchise Development***

**Mission:** Expand our footprint by bringing on high performing individuals as new franchise owners who align with our mission, vision and values.

**Responsibilities:** Lead, train, motivate and evaluate the Franchise Development Department and its staff. Develop and implement marketing plans to generate lead flow necessary to reach production goals. Sell domestic and international franchises. Serve as a member of the Homewatch International, Inc. executive management team.

**Outcomes to be achieved within the next 3 years:**

1. Double annual sales revenue from \$750,000 to \$1.4 million
2. Double lead flow of potential candidates
3. Increase profit margin of sales department to 50%
4. Triple domestic footprint in Florida
5. Expand brand recognition within the IFA and other franchise organizations and franchise broker networks
6. Double the closing ratio
7. Help establish the HWCG website as the number 1 lead generator for qualified candidates
8. Build a team of high performing sales reports that align with our culture

**Culture Points** – candidate for VP, Franchise Development must align with the following company culture:

**Integrity:** We are honest. We are authentic. We say what we mean and do what we say we'll do.

**Diversity:** We value diversity. We know that we will be more successful if we select employees and Franchise Partners who share our values and bring diverse perspectives to the achievement of our mission.

**Passion:** We want employees and Franchise Partners who are passionate and care deeply about our mission and values.



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**Teamwork:** Our employees want to be on a winning team and are committed to collaboration. We believe the team is stronger than the individual. We rely on the collective talent and creativity of each team member and partner to continuously improve. We treat every team member with honesty, candor and respect. We challenge one another to explore multiple perspectives, value debate and discussion and are therefore able to commit to decisions without hesitation. Most importantly, we celebrate our team victories and have fun every day.

**Respect:** We value and listen to one another in a thoughtful and sensitive manner. We understand that workplace satisfaction leads to greater levels of productivity and teamwork, thus better outcomes for the company as a whole.

**Empower:** We want employees and Franchise Partners who understand and share our mission, vision and values, take ownership and feel empowered to achieve results. We will provide solutions when we identify problems.

**Commitment:** We are committed to the mission and values of HII and to doing our best. Nothing less will do.

**Accountability:** We are a performance-driven company; we will perform at a high level and expect this of our Franchise Partners. It is our responsibility to define, clarify expectations and provide resources to each other and our Franchise Partners. We hold one another accountable for delivering results, behaving in ways that are consistent with our values and achieving our mission.

**Learning:** We value innovation, encourage risk taking and expect one another to learn from mistakes. We teach and learn from each other and create an organization that values learning.

**Winning:** Winning makes teamwork fun. We win by satisfying our FPs needs, by beating our competitors and by fostering a high performance environment. We recognize, celebrate and generously reward winners.



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