



## JOIN THE PIONEER MULTI BILLION HOME INSPECTION INDUSTRY

'Home is where the heart is'... or so goes the saying. However, there can be a lot of teething issues while finalizing your dream shelter. Picking up on the loose end, Mahendra Sureka, CEO, MACJ held hands with Bill Redfern promoted ABCHI (A Buyers Choice Home Inspection), USA, to serve the people through analysing and finding out the problems faced while making any real estate decision.

**H**ome inspection is one of the key sectors that acts as a mental insurance that we provide to our customers as spending high bucks without an affirmative signal can be a devouring task. MACJ under the apt guidance of ABCHI is on a rollout plan to share this opportunity with potential investors and by providing them initial education, onsite training, Software driven reports, ongoing

training and marketing support on various intervals. MACJ is backed up by a few esteemed businessmen who have been mentoring and supporting Sureka in his entrepreneurial venture, to name a few are Arvind Kr Bhotica, Co Promoter, Kamal Prakash, Chief Mentor (Jiwanram Sheoduttrai Group), Ravindra Chamaria (Infinity Group), Sushil Mohta (Merlin Group) and D. S. Mehta (Multicon Group).

### WHY BUY THEIR FRANCHISE

One can become a

#### Franchise facts

**Investment:** Single Unit: 20 Lakhs

**Regional ownership:** 50 lakhs

**Existing outlets (company-owned + franchise):** 200 franchisees in 19 countries

**Required area for opening brand's franchise:** 500 - 1000 Sq. Ft.

**Roi:** 30-40 Lakh P.A (Depending upon the number of Inspections)

**Expected breakeven:** 200-400 inspections

**Target cities for expansion:** All India

**Year of starting franchise operations:** 2016

**Year of inception:** India - 2016

**Brand's vision & mission for 2016:** 100 Franchisees in 5 years

### USP

MACJ's USA's counterpart has currently 200 franchisees across 19 countries and will prove to pioneer the multibillion dollar industry in India. It is for the first time that someone is bringing a concept like this in the organised sector which will serve the needs of customers such as Home buyers, Owners, Developers, Brokers.



"We are looking for both regional owners as well as unit franchisees for specific locations and are offering highly attractive returns having maximum profit potential."

**MAHENDRA SUREKA,**  
CEO, MACJ, A BUYERS CHOICE  
HOME INSPECTION

MACJ's franchisee with reasonable financial resources and a robust target to grow. The brand will provide latest technology along with specialised tools and equipments to move on with the operations. It is definitely a scalable and profitable venture as the demand for home inspection services is growing rapidly and no other brand is organising the industry and providing an opportunity to partner and grow with us.

### EXPANSION STRATEGY

We plan to open over a 100 franchisees over the next 5 years. ●●