

FRANCHISE  
PROFILE

**FRANCHISEE**  
JOHN HANDLOSER

**FRANCHISE**

Pillar to Post

**LOCATIONS**

Palmyra, Va.

**MILITARY SERVICE**

U.S. Navy (1979-2000)

**HIGHEST RANK ATTAINED**

Chief (E-6)

**MILITARY OCCUPATIONS**

Signalman, SERE Instructor,  
and Command Career Counselor

**WHAT IS YOUR FONDEST  
MEMORY OF THE MILITARY?**

Teaching SERE school, and bridge  
watches underway at sunrise

**ORGANIZATION**

Pillar to Post

**CORPORATE HEADQUARTERS**

Tampa, Fla.

**ESTABLISHED**

1994

**NUMBER OF LOCATIONS** 400**FRANCHISE WEB SITE**

[www.pillartopost.com](http://www.pillartopost.com)

**FRANCHISE FEE**

The franchise fee for a protected  
territory operating license is \$14,900

**VETERAN DISCOUNT**

10% discount

**LIQUID CAPITAL REQUIRED**

\$25,000

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[www.pillartopost.com](http://www.pillartopost.com)



## IS IT TIME TO BE YOUR OWN BOSS?

Former Sailor cashes in with  
Pillar 2 Post franchise.

by Frank Skrip

**RISK:** The word is synonymous with danger, chance, hazard and many more ominous-sounding expressions that the majority of people typically avoid.

And while starting a business from the ground up can be a risky decision, every day more and more individuals answer the call of their entrepreneurial spirit and take the leap. They diligently work to garner their presence, build their brand, and shape a quality reputation in the shortest amount of time possible.

Then there are those who choose to franchise, aligning themselves with a pre-established organization, acquiring a familiar brand and, hopefully, building on the name that has already been developed. In most risk vs. reward equations, this would be the

scenario that minimizes the four-letter "R word."

**DESK: NOT AN OPTION**

John Handloser is no stranger to risk, having served in the U.S. Navy for 21 years. The wisdom he acquired during that time proved instrumental in his post-military career: becoming a franchisee for Pillar to Post (PTP), one of the leading home inspection companies in North America.

Handloser, however, had no background in construction, building or any seemingly related field. But one of his Navy duties in particular prepared him for the home inspection business, although it didn't require a hammer and nails.

"As a career counselor in the Navy I inspected all of the HR, personnel and counseling programs on cruisers, destroyers and frigates in the mid-Atlantic," he

said. "(Inspecting is) all about gathering information, solutions and debriefing."

After leaving the Navy, Handloser knew sitting behind a desk wasn't an option. He looked into a number of entrepreneurial opportunities before deciding on PTP in 2004. Since that time, he's been inspecting the homes of Palmyra, Va.'s finest.

His favorite aspect of the job: working with first-time homebuyers.

"First-time homebuyers are such a curious audience," he said. "I enjoy teaching them how a house operates and how to maintain it. Usually, they have never looked at a house that way before."

**THE COMPANY**

Pillar to Post, based out of Tampa, Fla., has approximately 400 franchisees throughout North America. In operation since 1994, the ▶



## Above and Beyond

### John Handloser

Although certification in Virginia is voluntary, Handloser holds a number of official recognitions in his field.

- Virginia Department of Professional and Occupational Regulation
- American Society of Home Inspectors (ASHI)
- National Radon Safety Board
- He is currently the President of the Blue Ridge Chapter of ASHI.

► company has continually expanded to diversify revenue sources. Many PTP inspectors offer a wide range of additional services, such as radon, well water quality, mold, wood destroying organism, asbestos, and lead testing, as well as septic, swimming pool, and condominium inspections.

The cost to start a new PTP franchise is \$14,900 (for a protected territory operating license), but veterans receive 10 percent off. A total of \$25,000 liquid capital is needed as well.

All PTP home inspectors are trained to not only conduct professional home inspections, but also how to start, operate and grow their business. The company provides strategic direction through well-developed marketing tools and the use of new technologies. All home inspectors receive rigorous training both in a classroom, online and on site.

### TRANSLATING SUCCESS

According to Handloser, traits established in the military are helpful for the home inspection business, including discipline, self-motivation, structure and work ethic.

His advice to potential veteran franchisees is to study the business model, ask questions and solicit expert advice if you're unsure. Also consider contacting others within the franchise to get their opinions of the company.

And whatever you do, prepare for challenges, especially in the early stages.

"Starting a new business is a little like jumping off of a cliff," he said. "You have to have faith in yourself, as well as a good plan, to make a safe landing." ■

#### FUN Q&A

**Q: What do you do to relax?**

A: Golf and boating

**Q: What is your favorite sports team/why?**

A: Redskins/ not because of their winning record

**Q: What are you driving?**

A: Honda Element as my inspection car

**Q: What would you be doing if you weren't a business owner?**

A: Boating on the Inter-coastal waterway

## ROYAL KEYS NEEDS FRANCHISEES WHO CARE

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executive, 15 years