

FRANCHISE OPPORTUNITY

Mr.  Electric®

a neighborly company

PLUG
INTO THE
POSSIBILITY

Mr.  Electric®
a neighborly company

WHO WE ARE

Just like the continuous stream of electricity crackling through every home in North America, **there is an undeniable energy coursing through the veins of every Mr. Electric® franchise owner.** They know the business opportunity they have chosen to align with gets more exciting with each passing day. Unlike other home service offerings that may be relegated to just one area or element of the home, electricity touches literally every corner, inside and out.



240+

franchise locations
in North America

32

years of
experience

\$312.2B+

revenue for electricians in
the U.S. industry in 2025*

*Projected number from research conducted by IBISWorld.

Where the Surge Began

Mr. Electric franchise owners began lighting up North America in 1994, making homes and businesses more efficient and enjoyable in every city they touched. Thanks to our uncompromising attention to high-quality service wherever we go, **we've grown to become the largest full-service electrical franchise in the country** and over 240 locations strong. For Mr. Electric franchise owners, being associated with the modern electrical industry is a huge motivator. While there are plenty of lucrative industries out there — many of them served by the Neighborly® family — none have a future quite as bright as electricity. From installing electric-car charging ports to making smart homes even smarter, there is an ever-growing list of service verticals that pushes our potential off the meter.



I've got a level of trust where the inspectors know that we do quality work and professional work, and we're not going to take a shortcut and make it unsafe.

SEAN DION

Franchise Owner, Upstate New York

Our owners correlate this potential with an opportunity for increasing returns. Beyond the financial possibilities, **time and freedom are important to Mr. Electric owners.** After feeling stuck in the corporate cycle, they are ecstatic to escape the grind and make their own rules. They aren't afraid of hard work, but they want it to be on their terms and in the best interest of their family and future. They tend to believe working for someone else is not a retirement plan.



Learn more at franchise.mrelectric.com

OWNERSHIP MODEL

Mr. Electric stands alone in its dedication to franchise owners and their ability to make the most out of a smart investment for a smart world.

✓ Industry Experience Not Required

Some owners can't screw in a light bulb; that's why they hire experts

✓ Recession Resilient

The need for electricity is on the rise, regardless of economy

✓ Prime Territories

White space, room to grow with designated territories

✓ ProTradeNet® Buying Power

Price breaks from 250+ suppliers, \$8.3M+ system-wide rebates in 2025¹

✓ Small Footprint

Low overhead, no initial office space required, predictable revenue for franchise owners

✓ Limited Receivables

Cash in hand after most jobs; not waiting to get paid



If you have a business sense, you can do it. Every month is getting better than the last year's month.

SEAN DION

Franchise Owner, Upstate New York



A Surge of Support Starts on Day One

One of the best things about franchise ownership is the ability to be in business for yourself with the backing of an experienced franchisor and a network of seasoned, helpful fellow franchise owners.

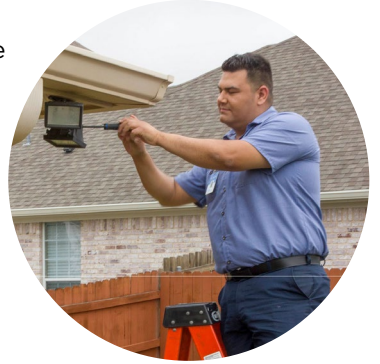
- **A Sure Start Out of the Gate:** Our Sure Start training is a 4-6 week program combining classroom-style business operations, sales, and marketing training. You won't be conducting electricity — at least, not literally — you'll be running a business, and we'll ensure you know how.
- **Powerful Proprietary Technology:** Our custom business management software simplifies your day-to-day administrative duties. It's an all-in-one system for job estimates, tracking leads, assistance with leadership, workplace culture, and more.
- **Building a Strong Team:** Your people will make all the difference in your business. A third-party, industry-leading hiring and onboarding platform helps you find the right people to deliver quality services in your community.
- **Making the Phone Ring:** In addition to your local marketing efforts, we keep the national marketing engine running on your behalf, with a hyperfocus on digital ads that continuously raise awareness and drive leads to your business.

WE SHINE BRIGHT WITH HOMEOWNERS

On average, well **over half of our business comes from residential customers** who place a high value on our professionalism and the customer-centric experience we provide.

Mr. Electric® techs arrive in modern, branded vans wearing polo shirts and ID badges, instantly putting customers at ease. Once inside the home, we not only complete the task at hand, we conduct a **full electrical assessment** and provide complete recommendations pertaining to **optimal safety, convenience, and efficiency**. In short, if we can make any improvements, we feel it's our obligation to present the option to the homeowner.

The result? Our customers are among the most satisfied. The fact is, our customers are willing to pay a premium price not only for the experience but for the confidence that comes with the Neighborly Done Right Promise™.



Where Others See Outlets, We See Opportunity

Mr. Electric is about way more than hanging ceiling fans. We have the power to interconnect entire homes, making them safer, more convenient, and more efficient for the whole family — and we've been doing so since 1994. Today, we are the largest full-service electrical franchise in the country.

Our services fall into three general categories:



Safety

Whole-home surge protector installation, GFCI outlets, outlet childproofing, etc.



Installation

Service/Electrical panels, electric vehicle chargers, household electrical components, etc.



Indoor and Outdoor Lighting

Under-cabinet kitchen lighting, outdoor motion sensors, office space lighting, etc.



RESOURCES AND SUPPORT

Marketing Tools

Mr. Electric® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones. **Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.

Rebates and Discounts

Through **ProTradeNet®**, Mr. Electric owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

Collaborative Network

Through Neighborly's powerful network, Mr. Electric franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together — and franchise owners can count on a **network of support** throughout their business ownership journey.

Stay Connected

Get ongoing training and **guidance from a seasoned Franchise Business Coach**, and strategize with other accomplished Mr. Electric franchise owners at regional and national gatherings and workshops.

The Neighborly® Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



5,500+
franchise locations

\$4.6B
systemwide revenue

Neighborly Code of Values: We Live R.I.C.H.



Respect

Showing respect for all people



Integrity

Acting with integrity in all dealings



Customers

Serving customers with enthusiasm



Having Fun

And having fun in the process

OUR FRANCHISE RELATIONSHIP

A majority of Mr. Electric® owners have cited culture as something that was important to them when assessing franchise opportunities. For them, Mr. Electric's culture of trust, respect, and cooperation checked that box — one of the many benefits that come from our association with Neighborly. We are one of Neighborly®'s 28 franchised home services brands worldwide, and our owners see a massive benefit to promoting just one, unified name — known for quality and integrity — in customers' homes.



Mr. Electric franchise owners don't need prior industry experience. We're shining the light on our ideal owners who share some key traits:



A Desire for Control

Of your lifestyle, schedule and income potential



Excitement for the Industry

The electrical industry changes almost daily, so you must enjoy keeping up!



A Team Player

Willing to trust our expertise while building on your sales and management experience

High-Potential Margins

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$159,500–
\$357,425**

estimated initial investment range¹

- Territories available nationwide
- \$65,000 in available liquid capital required



20%

off minimum initial franchise fee for qualified veterans¹

As a Founding Member of VetFran, we proudly offer active or retired U.S. or Canadian military members who were honorably discharged and who meet our qualifications for purchasing a franchise.

Ask us about financing options that might be available.

Some Shocking Numbers³ For Reporting Businesses with Territory Sizes of:

74,000-300,000 Population

Average Gross Sales \$514,894

300,001-500,000 Population

Average Gross Sales \$1,412,806

500,001-1,000,000 Population

Average Gross Sales \$1,534,978

1,000,001-5,000,000 Population

Average Gross Sales \$2,599,071

1. Does not include real estate costs. +any additional franchise fee + any real estate costs. The Mr. Electric franchise cost range includes the initial franchise fee. Refer to Item 7 of the 2026 Mr. Electric SPV LLC Franchise Disclosure Document for complete details. 2. Refer to Item 5 in the 2026 Mr. Electric SPV LLC Franchise Disclosure Document for complete details. 3. The financial figures are calculated based on data from 169 businesses, which were all in operation and reporting sales for the full 52 weeks of the Reporting Period (the "Reporting Businesses"). Refer to Item 19 of the 2026 Mr. Electric SPV LLC Franchise Disclosure Document (FDD) for full details.



GET STARTED TODAY

To learn more about **joining the Mr. Electric® community** and starting your successful business, contact us now at:

833-439-0315 or
franchise.mrelectric@nbly.com

You can also get **more information**
about Mr. Electric at:

franchise.mrelectric.com

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This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.