

# WHOLE-HOUSE HOME GENERATORS

## Beyond the Luxury vs. Necessity Debate

Over the past decade, power outages have become more frequent and unpredictable. Climate change has increased the likelihood of severe weather events, such as hurricanes, tornadoes, and ice storms, which can cause widespread power failure. Aging infrastructure is also a contributing factor, with many power grids needing help to handle the strain of increasing demand.

As these challenges become more prevalent, whole-house home generators have shifted from luxury items to necessities for many homeowners.

This opens up a unique opportunity to invest with the #1 Generac Dealer, Generator Supercenter.



### The Changing Landscape

As we navigate the 21st century, our society is witnessing a significant shift in the energy landscape. This changing landscape is characterized by the following:



An increase in the frequency and unpredictability of power outages over the past decade.

Aging infrastructure that's increasingly struggling to meet the growing power demand.

The impact of climate change leading to severe weather events, causing widespread power disruptions.

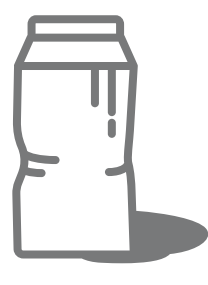


According to the US Energy Information Administration, power outages cost the economy a staggering \$150B annually.

### The Cost of Power Outages

The cost of power outages extends beyond these direct impacts. They can lead to the following:

Spoiled food due to lack of refrigeration, which can be costly for families.



Potential damage to electronics due to sudden power cuts which can result in expensive repairs or replacements.

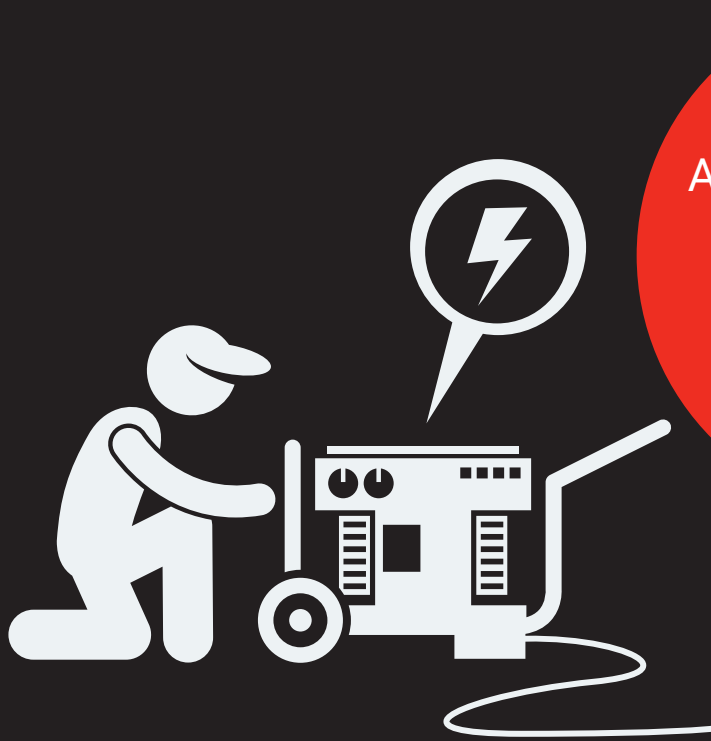


The inconvenience of living without power which affects both comfort and productivity.



### The Benefits of Whole-House Home Generators

In the face of the growing incidence of power outages and associated costs, the benefits of installing whole-house generators are becoming increasingly apparent and essential for homeowners seeking uninterrupted power supply and peace of mind. These include:



Automatic activation during power outages, providing continuous power.

Capability to run on various fuels, including natural gas and propane.

Ability to power everything from lights and refrigerators to air conditioning and heating systems.

### The Market Potential

The whole-house home generator market is growing fast and has excellent potential. Here are some key signs of this growth:

Rapid progress in the whole-house home generator market indicates increased consumer interest and demand.

The US generator sales market was valued at \$5.71B in 2022 and is projected to grow to \$8.96B by 2030.

The market is projected to grow at a compound annual growth rate of 5.7% during the forecast period, suggesting a steady and consistent growth trajectory over the next few years.



### Why Invest in a Generator Supercenter Franchise?

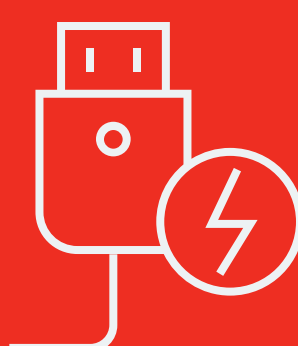
Investing in a Generator Supercenter Franchise offers the following benefits:

We're the #1 seller of Generac generators in North America, indicating a strong brand presence and reputation in the market.



Our franchise opportunity comes with multiple revenue streams, including equipment sales, installation, service, warranty sales, and GenMonitor Maintenance - our online management and global monitoring system that allows us to track the health of your generator.

Our company provides comprehensive training and support to franchisees, ensuring they have all the necessary knowledge and skills to run their businesses successfully.



There's an option for single-site or multiple-location ownership, providing flexibility based on individual investment capacity and business goals.

### The Cost of a Generator Supercenter Franchise

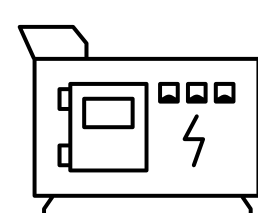
Investing in a Generator Supercenter, like any other business venture, comes with its own set of financial requirements and expected costs. If you're considering a partnership with us, here's what you'll need to account for:

Franchisee Net Worth:  
**\$1,500,000**

Liquid Capital On-Hand:  
**\$250,000**

Franchise Fee:  
**\$50,000**

Royalty Fee:  
**4%** of gross revenues for sales of equipment and installation



The debate on whether whole-house home generators are a luxury or a necessity is gradually becoming irrelevant. For numerous homeowners, these generators have already become a staple in their everyday lives.

Join the leaders of the pack. [Contact](#) the Generator Supercenter team today, and we will be happy to help you on your way to becoming a part of our franchise family!



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