

Provision	Section in Agreement	Summary
Choice of forum	Section 21.I of Franchise Agreement Section 5.1 of Web-Based Software and Services Agreement	The venue for all proceedings relating to or arising out of the Franchise Agreement is Texas State courts, Dallas County, Texas or U. S. District Court for the Northern District of Texas, Dallas division, subject to state law (see State Addendums to FDD and Franchise Agreement).
Choice of law	Section 21.H of Franchise Agreement Section 8 of Web-Based Software and Services Agreement	Texas, subject to state law (see State Addendums to FDD and Franchise Agreement).

Item 18 PUBLIC FIGURES

We do not use any public figure to promote the franchise.

Item 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in this Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This Item 19 presents information about the Gross Price Differential (as defined below) and the annual advertising spend for the period from January 1, 2024 through December 31, 2024 (the “Year 2024”) for all 898 franchised HomeVestors Businesses in the United States that were operating through all 12 months of the Year 2024 (the “Covered Franchises”). It does not include (i) 83 franchised HomeVestors Businesses that opened during the Year 2024, (ii) 184 franchised HomeVestors Businesses that were permanently closed during the Year 2024, (iii) 44 franchised HomeVestors Businesses that were transferred to another franchisee or reacquired by us during the Year 2024, and (iv) 22 company-owned outlets operated by our affiliate.

“Gross Price Differential” means the total sales prices of all properties sold by a HomeVestors Business during the Year 2024, less the total purchase prices of such properties, regardless of when such properties were initially purchased. Gross Price Differential does not take into account any costs incurred by a Covered Franchise in purchasing, rehabbing or selling such properties, including repair costs, advertising costs, including Ad Spend (defined below), real estate commissions, transaction fees payable to us, closing costs, seller's concessions, taxes, holding costs, or utilities , or any other costs incurred by a Covered Franchise in operating their franchises, including labor costs, vehicle costs, insurance costs, royalty and marketing fees, or any of the other fees disclosed in this Disclosure Document.

“Ad Spend” means the total amount spent by a Covered Franchise during the Year 2024 on advertising related to generating property acquisition leads through contributions to their Advertising Council and the

NAF. It does not include Marketing Fund Contributions, money spent on Dig Leads, or advertising related to marketing properties for sale.

Each “**Quartile**” has been determined by dividing the Covered Franchises based on total annual Gross Price Differential into four groups, each containing a quarter of the Covered Franchises. The “Top Quartile” means the top 25% performing Covered Franchises, the “2nd Quartile” means the next highest 25% performing Covered Franchises, the “3rd Quartile” means the next highest 25% performing Covered Franchises, and the “Bottom Quartile” means the lowest 25% performing Covered Franchises.

TABLE 1
GROSS PRICE DIFFERENTIAL AND ADVERTISING SPEND BY QUARTILE
FOR THE COVERED FRANCHISES
FOR YEAR 2024

	Top Quartile	2 nd Quartile	3 rd Quartile	Bottom Quartile	All Covered Franchises
Average Gross Price Differential	\$1,737,830	\$539,984	\$185,009	\$1,894*	\$616,948
Number Exceeding Average Gross Price Differential / Franchises in Quartile	76/225 (34%)	98/224 (44%)	100/225 (44%)	23/224* (10%)	289/898 (32%)
Median Gross Price Differential	\$1,387,500	\$510,809	\$174,500	\$0*	\$344,550
Low Gross Price Differential	\$831,077	\$345,900	\$33,625	-\$14,000	-\$14,000
High Gross Price Differential	\$9,534,100	\$830,159	\$343,200	\$33,000	\$9,534,100
Average Ad Spend	\$161,556	\$73,429	\$43,827	\$11,212**	\$72,573
Number Exceeding Average Ad Spend / Franchises in Quartile	81/225 (36%)	103/224 (46%)	96/225 (43%)	58/224** (26%)	315/898 (35%)
Median Ad Spend	\$120,000	\$67,750	\$36,000	\$0**	\$45,250

* Only 25 of the 224 franchised HomeVestors Business in the bottom quartile sold properties during the Year 2024 for which the Gross Price Differential could be determined, of those that did, the Average Gross Price Differential was \$18,311, of which 13/25 (52%) exceeded the Average Gross Price Differential, and the Median Gross Price Differential was \$20,000

** Only 95 of the 224 franchised HomeVestors Business in the bottom quartile advertised through their Advertising Council during the Year 2024, of those that did, the Average Ad Spend was \$27,395, of which 35/95 (37%) exceeded the Average Ad Spend, and the Median Ad Spend was \$15,000

Table 2 lists by geographic region the percentage of Covered Franchises in that region that are included within each Quartile presented in Table 1 based on such Covered Franchise's Gross Price Differential for the Year 2024.

TABLE 2
PERCENTAGE OF COVERED FRANCHISES IN EACH REGION
WITHIN EACH GROSS PRICE DIFFERENTIAL QUARTILE
FOR YEAR 2023

Region	Top Quartile	2 nd Quartile	3 rd Quartile	Bottom Quartile
Midwest	33.59%	25.00%	24.22%	17.19%
South	22.13%	28.30%	25.53%	24.04%
Northeast	24.14%	22.07%	22.07%	31.72%
West	27.92%	17.53%	27.27%	27.27%

Notes to Table 2:

The Midwest is comprised of the following states: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD and WI. The South is comprised of the following states: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA and WV.

The Northeast is comprised of the following states: CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT and the District of Columbia.

The West is comprised of the following states: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA and WY.

If a Covered Franchise changed its territory to a different region during 2024, it is reflected in the region in which the majority of its Gross Price Differential was generated.

Notes to Item 19:

Some HomeVestors Businesses have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.

As described above, Gross Price Differential does not take into account all categories of expenses that Covered Franchises incur related to buying, rehabbing, and selling properties and operating their businesses. You should conduct an independent investigation of the costs and expenses franchisees will incur in operating their HomeVestors Businesses. Franchisees and former franchisees may be one source of this information.

The amounts in the table are based on information reported to us by franchisees. We have not audited this information.

7 foreclosed properties were excluded from the data. A package of 7 properties in a 1031 exchange were excluded from the data.

Written substantiation for the financial performance representation will be made available to you on reasonable request.

Other than the preceding financial performance representations, HomeVestors of America, Inc. does not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Anthony Lowenberg, General Counsel, 6500 Greenville Avenue, Suite 400,

Dallas, Texas 75206, Tel: (972) 761-0046, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
SYSTEMWIDE OUTLET SUMMARY FOR YEARS 2022 TO 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	1154	1144	-10
	2023	1144	1082	-62
	2024	1082	981	-101
Company-Owned	2022	0	3	+3
	2023	3	10	+7
	2024	10	22	+12
Total Outlets	2022	1154	1147	-7
	2023	1147	1092	-55
	2024	1092	1003	-89

TABLE 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS (OTHER THAN THE FRANCHISOR) FOR YEARS 2022 TO 2024

State	Year	Number of Transfers
Alabama	2022	2
	2023	1
	2024	3
Alaska	2022	0
	2023	0
	2024	0
Arizona	2022	6
	2023	2
	2024	2
Arkansas	2022	0
	2023	0
	2024	0
California	2022	2
	2023	1
	2024	1