

*America's Premier
Property Inspection
Franchise!*

Morrison *plus*[®]
Property Inspections



**Your Franchise
and Your Future...**

Our Story



At 33, I was an Army veteran who had stumbled through eight colleges without graduating, failed in business more than once, quit or been fired from jobs, and watched my marriage collapse. Personally and professionally, I was broken and had hit rock bottom.

In 2002, I was starting over, and fortunately, a staffing agency placed me at a home inspection franchise. Within a couple of weeks, I knew this was a career with real potential and a future worth pursuing. I became a home inspector and was determined not to waste this second chance. I asked questions relentlessly, sought feedback from everyone around me, and poured myself into not just learning the trade but also understanding the business as a whole.

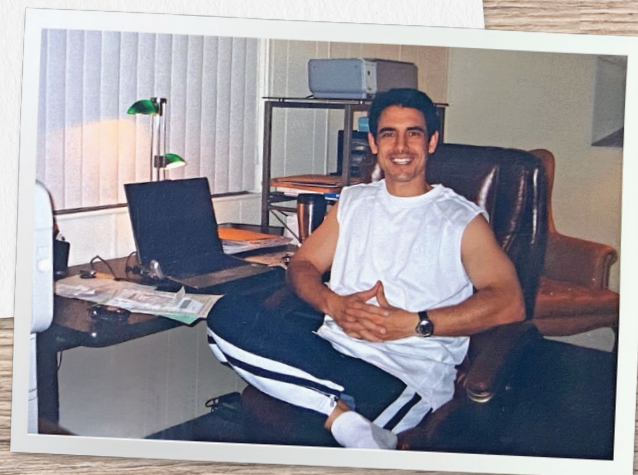
At the beginning of 2007, it was time. With the support of my wife, Rosanna, and a small loan from Bank of America, I launched Morrisson Plus Property Inspections. Though I had never graduated, my college education proved to be a blessing—giving me the foundation to build and manage a company. We stood out by doing the little things others ignored—showing up on time, delivering dependable service, and treating every client like they were the only one. I wasn't the most talented inspector, but I gave it my best effort every day!

The business grew, and soon we were training new inspectors in our philosophy of service and professionalism. In 2019, we opened our first franchise.

What began as a personal comeback has become a mission—helping others build thriving inspection businesses that transform their lives.

A handwritten signature in black ink that reads "Duane Morrison".

Duane Morrison
Founder, Morrisson Plus Property Inspections



Your Opportunity

Morrison Plus Property Inspections® began serving customers in 2007. Since then, we have built one of the strongest inspection companies in the industry with a reputation for quality, reliability, and value. We are the best at what we do. Customers have a lot riding on the inspector's report, and they trust us to deliver.

Whether for safety, building code standards, or negotiation leverage, buyers lean heavily on the inspector's report to give them confidence in their decision to buy.

Start Your Own Successful Business

As you explore this brochure, picture yourself stepping into the role of a Morrison Plus franchise owner—building a business, managing your own schedule, and creating a future on your terms. If you are a self-starter with leadership potential, ready to be your own boss while benefiting from the backing of a brand with years of experience and a proven model, then this may be the opportunity you've been waiting for.



Our Mission

Satisfied Customers

We put the interest of our customers first and treat them with the highest regard. It's all about providing next level customer service to everyone involved in the transaction. Building these relationships ensures the sustainability of the business model.

Professional Image

Image is everything! With one opportunity to create a first impression, our success in this industry hinges on creating an impeccable and lasting one. Customers see us as friendly, professional, competent, and committed. This type of reputation sets us apart.

Positive Attitude

Our attitude has the power to build relationships and business. Buying and selling property can bring stress to customers. Yet even in the most stressful moments, it's our commitment to reflect only confident, decisive, reassuring, and positive energy.

Thorough Inspections

We inspect all readily accessible areas of the home including the roof, attic space, garage, electrical system, plumbing system, heating and air conditioning systems, fireplace and chimneys, kitchen appliances, interior rooms, and foundation areas.

Detailed Reports

All reports are written in a narrative style to include pictures with arrows pointing to defects, videos, and engineered diagrams. Once reports are completed, they are uploaded to secure servers and delivered to our customers the same day.

Immediate Follow-up

Answering phone calls, texts, emails and messages fast and furiously is what next level customer service is all about. The entire team from management, to office staff, to field inspectors understands the importance of a timely response.

Branded Marketing



















We believe growing a business requires consistent, clear communication and messaging. How we market ourselves is a reflection of our brand and is our first impression. Our message is direct and strong while reflecting our brand.



Our Services

As a Morrison Plus Property Inspections® franchise owner, you and your team provide thorough residential and commercial inspection services, focusing on the major systems and components of a home or building. These include but are not limited to the following.

We Have Residential and Commercial Properties Covered

 WHOLE HOME Inspection of major systems and components.	 CHIMNEY Inspection of the chimney and flues using a camera.	 ROOF / DRONE Inspection of the roof and chimney using a camera.	 POOL / SPA Inspection of the pool/spa, decking, and equipment.	 SHED Inspection of pergolas, sheds, and outbuildings.
 APPLIANCES Inspection of built-in appliances for operation.	 ELECTRICAL Inspection of electrical panels, outlets, and switches.	 THERMAL Scan of electrical system and high-water use areas.	 HVAC Inspection of heating, ventilation, and air conditioning systems.	 MOLD Inspection for visible mold and moisture intrusion.
 GROUNDS Inspection of grading, drainage, and hardscape.	 PLUMBING Inspection of plumbing fixtures, supply, and drain lines.	 SPRINKLERS Inspection of sprinkler panels, valves, and zones.	 SEWER Inspection of the main sewer line using a camera.	 RADON Inspection of radon levels in States where needed.
 PRE-LIST Inspections for sellers who want to know before they list.				 COMMERCIAL Inspection of major systems and components.

Our Team

At Morrison Plus Property Inspections, our leadership team is the foundation of our success. Each principal brings decades of hands-on experience and business leadership



DUANE MORRISON, *Founder*

U.S. Army veteran and certified inspector (ASHI, CREIA, F.I.R.E.) with over 20 years in the industry. Duane has led one of the nation's top property inspection companies since 2007 and serves on the Board of Directors for the American Society of Home Inspectors (ASHI).



ROSANNA MORRISON, *Vice President*

Molecular biologist with a master's degrees from the University of Southern California, and a licensed Realtor® with 20 years' experience. Rosanna has driven the growth of the Morrison Plus brand, leading with expertise, vision, and an unwavering focus on customers.



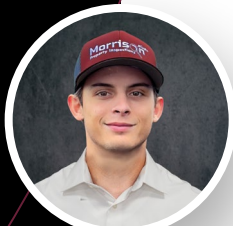
CHASE KERR, *Operations Executive & Brand Ambassador*

Bachelor's degree in Marketing from Oklahoma Baptist University (OBU), Chase is also a current franchise owner. Leveraging his marketing and sales experience, he works closely with franchise owners to develop effective marketing strategies. With an organized and hands-on approach, he helps drive growth and long-term success.



ISAIAS GODOY, *Senior Inspector & Field Trainer*

A CREIA-Certified Senior Inspector with over 20 years of experience and thousands of inspections completed. Isaias serves as a trusted mentor and coaches franchisees in inspection methods, material defect identification, and effective report commentary.



WILLIAM MORRISON, *Inspector & Field Trainer*

A CREIA-Certified Inspector and FAA Part 107 drone pilot with 7 years of experience and thousands of inspections completed, William trains franchisees in modern inspection techniques, technology integration, and effective report writing.

Our Feedback

“ I have been with the company for two years and purchased my franchise in early 2019. It's been a great experience, especially because I've gotten a lot of work and my numbers have been great. I struggled with the marketing aspect of the business, but with their continued support, I've been able to promote myself and my numbers have gone up every year. I'm happy I made the decision to go with Morrison Plus Property Inspections. ”

— **David Nguyen, Franchisee**
Morrison Plus Property Inspections of Bellflower, California

“ I partnered with Morrison Plus in May of 2019. There was a lot of fear with the unknown of being my own business owner. Questions like, 'How am I going to get work? Can I manage my own business? What will my income look like? Is this the right decision? ”

They helped me overcome these obstacles with a methodical step-by-step process. I'm seeing success and growth with the business, and I'm now excited about the future instead of worried.

— **Taylor Poage, Franchisee**
Morrison Plus Property Inspections of Burbank, California

“ As a prior business owner—understanding the challenges of branding and starting a new company—I wanted to franchise this time. ”

Prior to working with Morrison, I researched the industry and other companies with similar opportunities. I chose to go with the Morrison brand for a few reasons: quality of work, standard of work, professionalism, and the ongoing support. I knew if I was provided a quality product, I would be able to sell it no problem. I come from a different background than the other franchise owners. I am a salesman and a business owner—I was not a home inspector first. The training and support from the technical side in the field has been unmatched and has made me a great inspector now.

In our second full year, we are projected to do over 1,000 inspections. I never expected this type of success in such a short period of time.

— **Blake Sterkel, Franchisee**
Morrison Plus Property Inspections of Rancho Cucamonga, California

Our Industry Outlook

According to verified market research, the U.S. home inspection market was valued at approximately **USD 4.5 billion in 2024**. It's expected to grow steadily and reach around **USD 8.2 billion by 2033**, implying a robust **compound annual growth rate of about 7.5% from 2026 onwards**.¹

New Home Sales Are Set to Rise in Housing Market Forecast

The National Association of Realtors (NAR) projects strong growth in new home transactions—an 11% increase in 2025, followed by an 8% boost in 2026, driven by pent up demand as mortgage rates begin to moderate. Expected inventory improvements also support this uptick.²

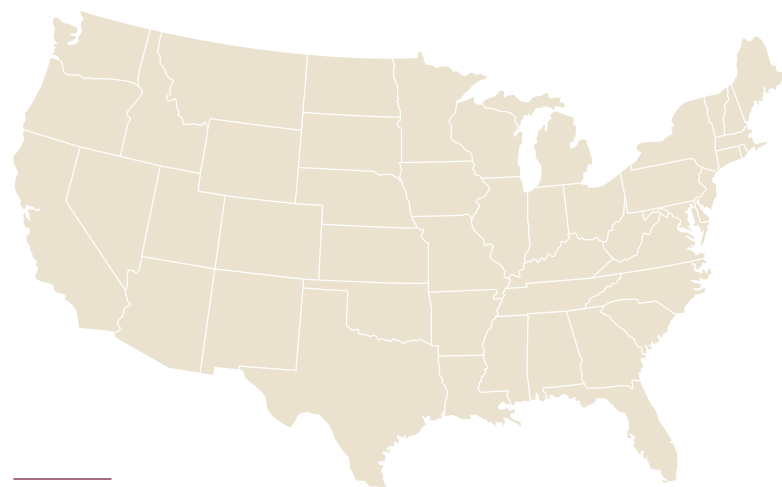
We are Growing Faster than the Average Occupation!

An increase in new home sales—projected at +11% in 2025 and +8% in 2026—means more transactions, more buyers entering the market, and more opportunities for inspection services.

Even though many new homes are fresh builds, buyers are increasingly requesting independent third-party inspections to verify quality, catch construction defects, and ensure building code compliance before closing. Builders, too, are hiring inspectors to avoid warranty claims and maintain reputations.

For Home Inspectors, This Growth Directly Translates into:

- **Increased demand** for pre-closing and warranty inspections on new construction.
- **Stronger relationships** with real estate professionals who want to ensure smooth transactions.
- **Opportunities to showcase expertise** in energy efficiency, safety, and new building technologies.
- **Higher volume potential** for both one-time transactions and repeat business as buyers move again.



1. <https://www.verifiedmarketreports.com/product/residential-home-inspections-market/>

2. <https://theclose.com/housing-market-forecast-2026/>

\$350–500

Average Home Inspection Fee³

\$75k–120k

Average Gross Revenue per Inspector⁴

25–35/Week

Typical Inspections per Month⁵

\$5.5 Million

Estimated US Home Sales Annually⁶

85% Inspected

Percentage of Homes Inspected Before Sale⁷

70% Referrals

Top Referral Source: Real Estate Agents⁸

3. Pulled from U.S. home inspection fee ranges cited by ASHI, InterNACHI, and national franchise disclosures.

4. Based on franchise FDD Item 19 disclosures and independent inspector income surveys (ASHI, InterNACHI, and HomeGauge).

5. Derived from average U.S. transaction volumes, seasonality, and inspector workload surveys.

6. From National Association of Realtors (NAR) 2023–2024 sales data.

7. Reported in ASHI and InterNACHI member surveys, plus NAR research.

8. From ASHI's inspector business surveys and HomeGauge referral statistics.

SCALABLE BUSINESS MODEL

MPPI's franchise system simplifies the operations process, allowing you to start as a home-based operation and expand to an office space as your team and business grows.

ON-GOING ASSISTANCE

MPPI offers on-site training, business development coaching, operations guidance, periodic field visits, marketing/sales training and technical inspection education to support and ensure your business' health and growth.

ESTABLISHED RESPECTED BRAND

MPPI's branded vehicles, uniforms, and marketing materials help you convey a professional image and gain customer's trust.

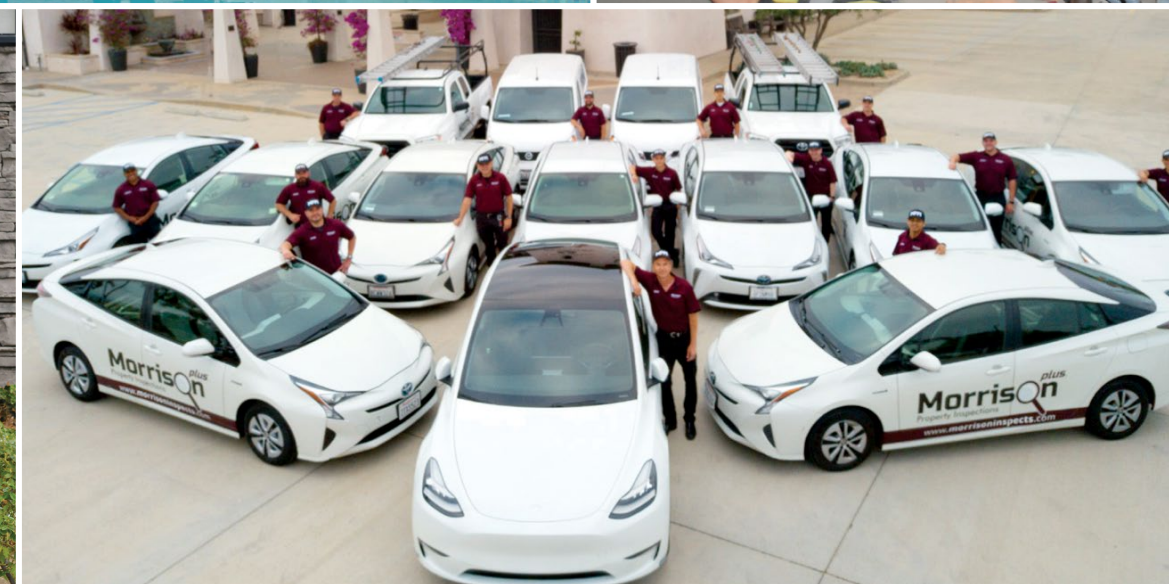
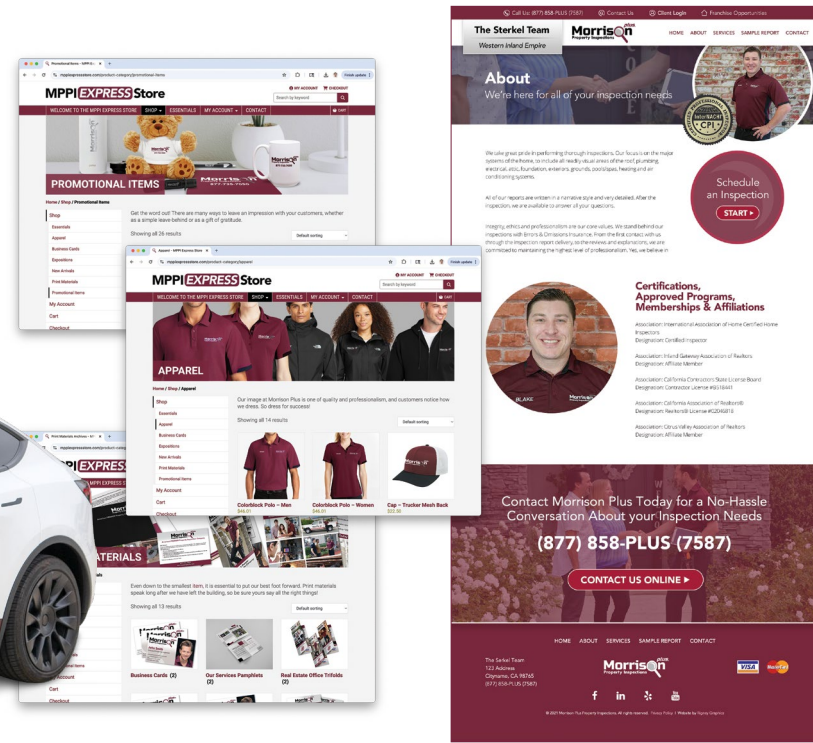
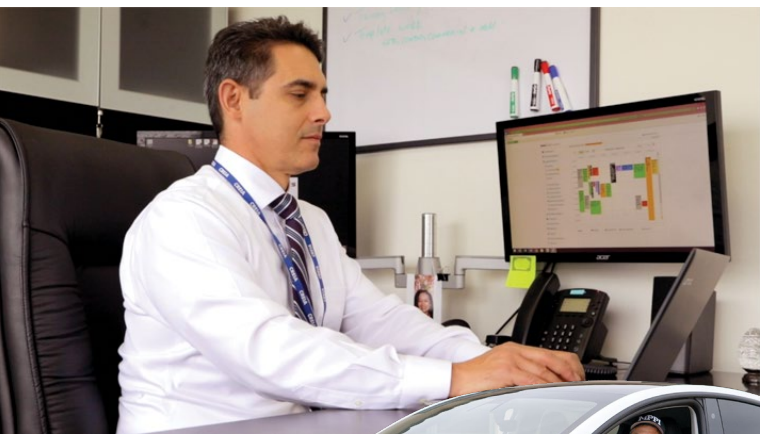
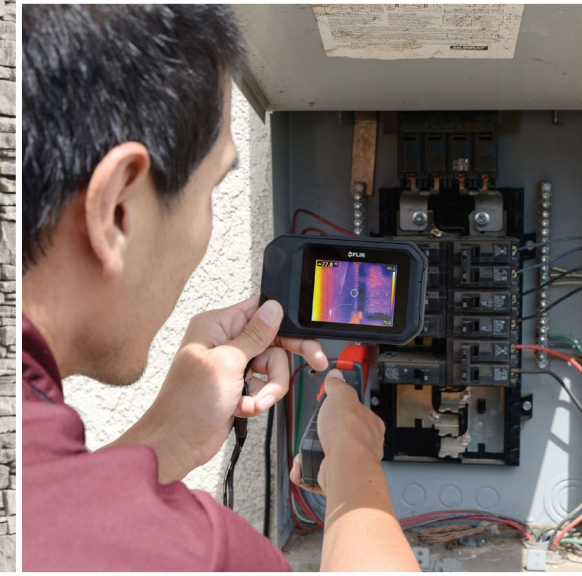


COMPREHENSIVE TRAINING

MPPI's intensive training program covers the established standards and procedures of the operating system, business management tasks, quality control guidelines, reporting and forms, sales and marketing, and the latest specialized home inspection software.

MARKETING ASSETS

MPPI teaches you how to market, build a network, and sell your services utilizing company assets, systems, and established connections.





Grow your own franchise with the
power of our brand behind you!

Let's build your future together!



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