



Session #2 Cliff Notes: Dominating Your Home Service Market

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TRENT HUEY, VP OF DEVELOPMENT, MR. ELECTRIC & MR. APPLIANCE

DANIELLE WRIGHT, CHIEF FRANCHISE DEVELOPMENT OFFICER, THE GROUT MEDIC

JONATHAN THIESSEN, CHIEF DEVELOPMENT OFFICER, BUDGET BLINDS

TOMMY EWING, FRANCHISE DEVELOPMENT MANAGER, BENJAMIN FRANKLIN PLUMBING

MADELEINE ZOOK, DIRECTOR OF MARKETING, NETSERTIVE





Build Everything Around the Customer



Aim to be a customer service company who also provides home services.

Adopting a customer-centric approach will enhance customer satisfaction and loyalty.



Be Timely



Time is the #1 pain point customers have when seeking out a home service. To address this issue, it is essential to offer timely scheduling and prompt service. Meeting the agreed-upon schedule is a basic requirement that customers expect from service providers.



Tackle the Labor Issue With Unique Benefits



Boost your hiring and retention rates by getting creative with your benefits.

Example: HFC is rolling out a program that provides equity and franchise ownership potential.



Boost Revenue by Offering Memberships



Boost the value of your customers by offering them a membership or club that they can buy into. This approach is an effective way to maintain communication with your clients, generate additional revenue, and requires minimal operational effort.

Example: BFP offers a customer membership that current customers can purchase and receive annual service check-up.



Utilize Before & After Creatives in Your Marketing



A highly effective marketing strategy is showcasing before and after photos. These images offer a live, local example of the benefits of your services.



Build Revenue Through Shared Services



If you own multiple brands, consider using point systems to encourage customers to use your other services within the same franchise.

Example: PSB has created an app called “Nesto” where customers can scan receipts and receive points and discounts to use toward other services in their family of brands.



Revamp Your Warranty

To address any concerns customers may have when making a purchase, consider offering a brand promise or guarantee that assures them of the quality of your service and provides them with a sense of security.





Fight The Pushback with One Simple Question



If you're undergoing a brand refresh or any other outward-facing operational change, you can ease franchisees' fears of losing business by asking them, "How much business do you think we're missing out on by not having this already?"



Join Those Neighborhood Groups

It's essential to join your neighborhood groups on social media. By doing so, you'll be able to offer your services when people seek recommendations and referrals.

And the best part? It's free marketing.





Market to Cross-Sell

Use clusters to cross-sell concepts
and keep candidates in-house.





Establish Guidelines For Outside Vendors



When necessary, seek help from professionals while also implementing guidelines to safeguard your brand and operations.



Don't Just Seek The Trade Professionals

When looking for potential franchise owners, it's important to keep in mind (and inform them) that you don't have to be a skilled tradesperson in order to own a home service franchise.





Fill In The Gaps

If you find yourself with limited available territory in a certain area, you may want to offer the remaining territories to existing owners at a reduced cost. Doing so will allow them to expand their businesses, while also helping you fill in the territory map.

Additionally, this approach ensures that a new owner will not be left with an unprofitable territory.





Engage with the Broker Community



It is not enough to just be apart of the broker networks. It's crucial that you engage with the brokers to create relationships, educate on why your brand is great, and be top of mind when they have a candidate to place.

Work your network.



Establish a Referral Program

To attract more franchisees to your brand, consider creating a strong referral program that encourages your current franchisees to recommend like-minded candidates from their networks.





Pick Your First Few Franchisees Carefully



As an emerging brand, selecting your first franchisees is a crucial step. It is important to choose individuals who have a positive outlook and see opportunities rather than obstacles.

Remember, franchisee #5 is going to be different than franchisee #105.



Put Together a Marketing Committee

To improve strategy, identify both successful and unsuccessful actions within your network across a range of regions and budgets. Take note of these findings and use them to continue building your marketing plans.





Support is a Two-Way Street



To improve your brand, it's important to communicate regularly with your franchisees. Ask for their feedback on marketing and operations and utilize your franchisee advisory boards for assistance. Including franchisees in the process will make them feel valued.



Build in Patience

It's important to be patient when implementing marketing strategies. Sales won't always come immediately after starting your marketing campaign. By giving your marketing efforts time to work and gathering data, you'll get a better understanding of the overall impact.



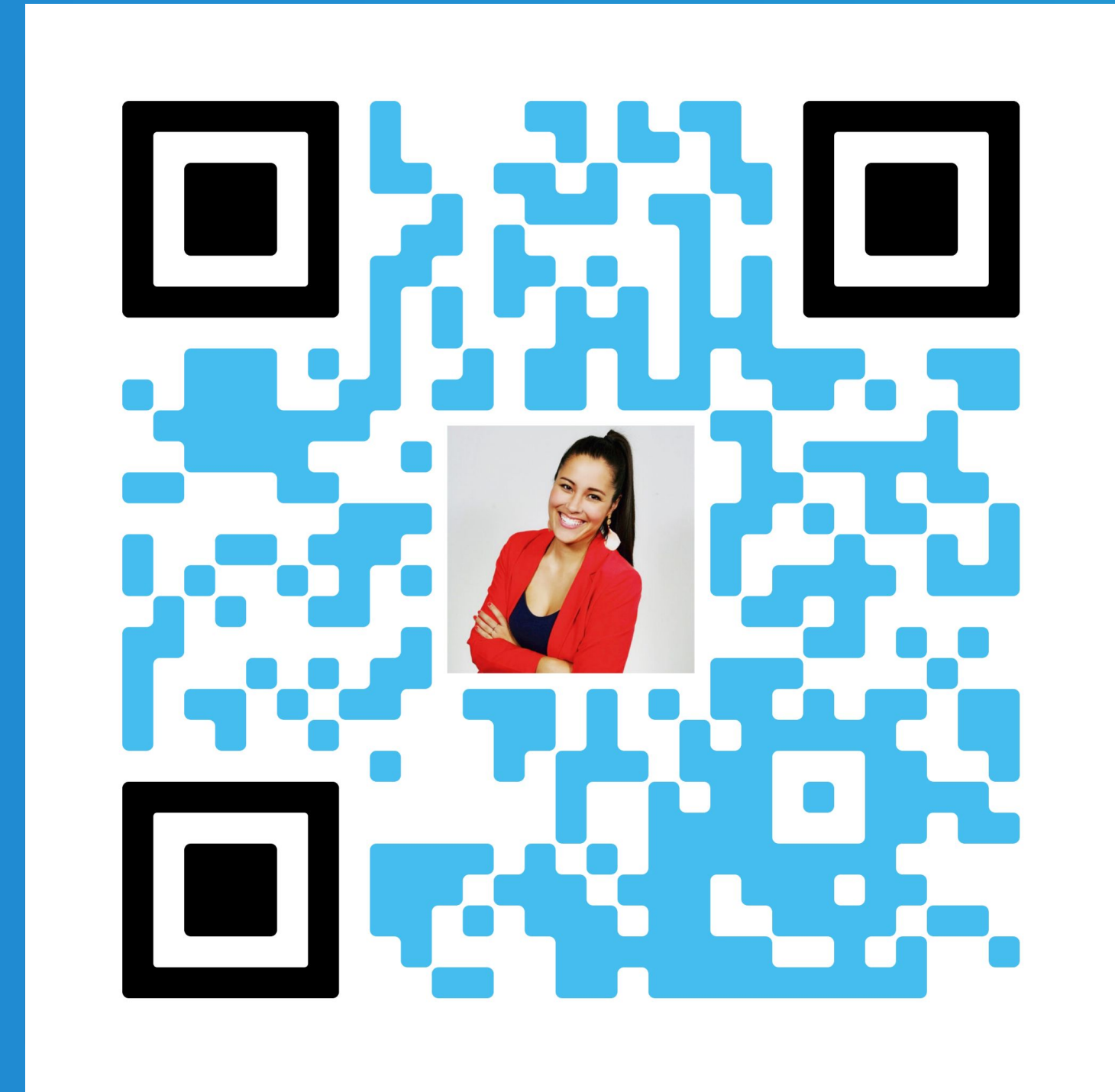


“For all things franchising, give me a shout. With experience as a franchisor, franchisee, and supplier - I’m sure I can help!”

Madeleine Zook

mzook@netsertive.com

[linkedin.com/in/mpark141/](https://www.linkedin.com/in/mpark141/)



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