



**BILL  
PALLISER**

**CRISSY  
RUSSO**



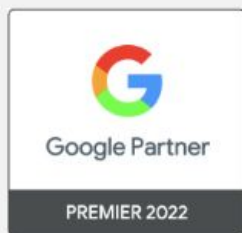
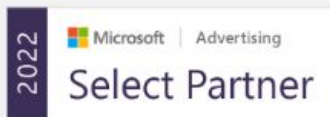
**MICHAEL  
WAGNER**

**ZACH  
BEUTLER**



SESSION #3

PAINTING | JUNK REMOVAL |  
POOL SERVICE | ROOFING



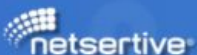
## About Netsertive

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions
- Facilitated nearly \$2 billion in media spend through our platform
- Award-winning brand and location support with named account managers
- Experience driving success for over 100 multi-location brands

# MADELEINE ZOOK

## HOST

MULTI-UNIT & MULTI-BRAND FRANCHISEE, HOME SERVICES  
FORMER DIRECTOR OF BRANDS, THRESHOLD BRANDS  
DIRECTOR OF MARKETING, NETSERTIVE  
HOST, THE ART OF FRANCHISE MARKETING PODCAST



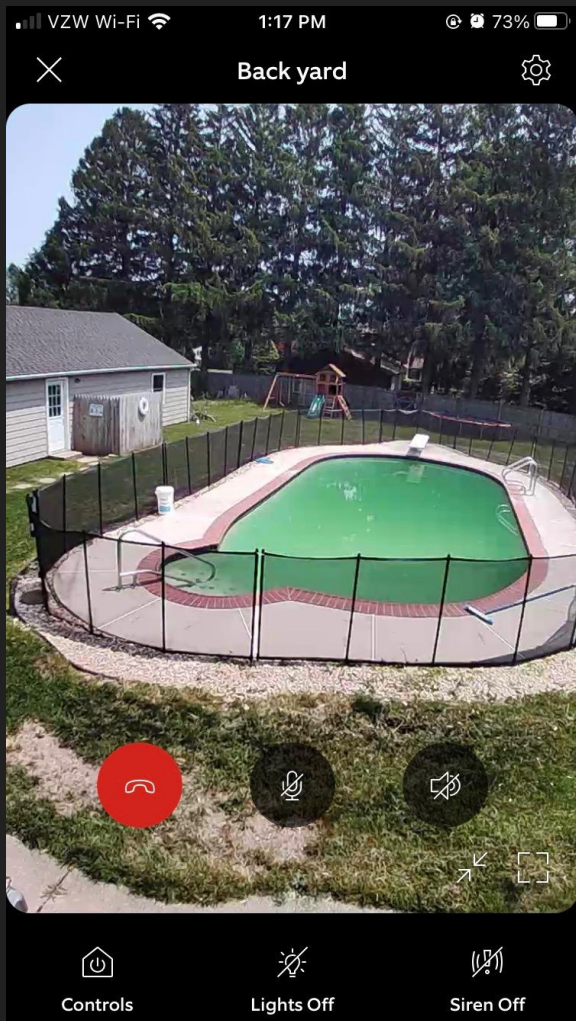












Today 12:14 PM

I can't get my pool clean. It's so green. I don't have time - do you know anyone? Franchise preferred.

Sure do! Let me get you the contact.

Read 12:15 PM



iMessage





# ***BILL PALLISER***

**CERTAPRO**  
VICE PRESIDENT OF OPERATIONS

- PAINTING
- TOP BENEFITS
  - TOP CHALLENGES





neighborly

**JUNK KING**

a neighborly company

# CRISSY RUSSO

## JUNK KING

SR. VICE PRESIDENT OF MARKETING

## JUNK REMOVAL

- TOP BENEFITS
- TOP CHALLENGES



netserive®





# MICHAEL WAGNER

**POOL SCOUTS**  
PRESIDENT

- POOL SERVICE
- TOP BENEFITS
  - TOP CHALLENGES







# ZACH BEUTLER

**MIGHTY DOG ROOFING**  
FOUNDER

- ROOFING
- TOP BENEFITS
  - TOP CHALLENGES



# DOMINATING THE HOME SERVICES MARKET:

LOCAL LEVEL -> SERVICE TO THE CONSUMER

NATIONAL LEVEL -> FRANCHISE TO THE CANDIDATE

## WHAT NEEDS TO EVOLVE TO STAY DOMINANT IN THE FUTURE?







**BILL  
PALLISER**



**CRISSY  
RUSSO**



**MICHAEL  
WAGNER**



**ZACH  
BEUTLER**

