



TRENT
HUEY

DANIELLE
WRIGHT



JONATHAN
THIESSEN

TOMMY
EWING



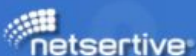
SESSION #2

APPLIANCE | ELECTRIC | GROUT |
BLINDS | PLUMBING

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

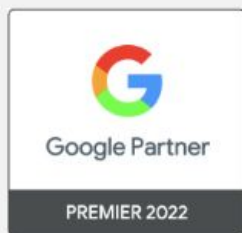
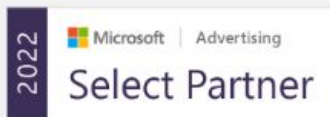












About Netsertive

- 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



TRENT HUEY

MR. APPLIANCE & MR. ELECTRIC
VICE PRESIDENT OF DEVELOPMENT

APPLIANCE & ELECTRIC

- TOP BENEFITS
- TOP CHALLENGES





PREMIUM
SERVICE BRANDS



DANIELLE WRIGHT

THE GROUT MEDIC

CHIEF FRANCHISE DEVELOPMENT OFFICER

GROUT

- TOP BENEFITS
- TOP CHALLENGES





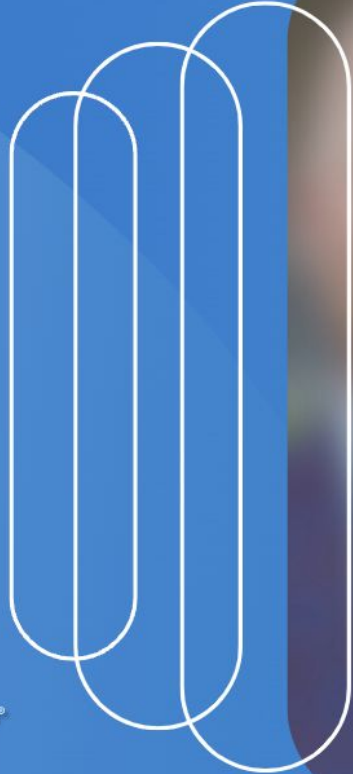
HOME
FRANCHISE
CONCEPTS®

 **BUDGET®
BLINDS**
Style and service for every budget.™

JONATHAN THIESSEN

BUDGET BLINDS
CHIEF DEVELOPMENT OFFICER

- BLINDS
- TOP BENEFITS
 - TOP CHALLENGES



 **netsertive®**

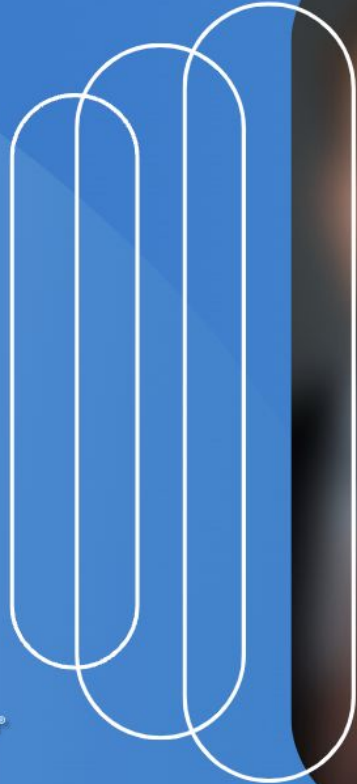

HOME SERVICES
FRANCHISE SUMMIT



TOMMY EWING

BENJAMIN FRANKLIN PLUMBING
MANAGER, FRANCHISE DEVELOPMENT

- PLUMBING
- 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?**





TRENT
HUEY

DANIELLE
WRIGHT



JONATHAN
THIESSEN

TOMMY
EWING



netsertive®

SESSION #3: MAY 30 @ 1PM EST

PAINTING | POOL SERVICE | JUNK REMOVAL | ROOFING