



JENNIFER
FAZ

**MEN IN
KILTS.**

MICHAEL
MOORHOUSE



**mosquito
shield**



SCOTT
SUTTON

archadeck
outdoor living

ROGER
EWART



ASP
AMERICA'S
SWIMMING POOL CO.

 **netsertive®**


**HOME SERVICES
FRANCHISE SUMMIT**

SESSION #1

EXTERIOR CLEANING | PEST CONTROL
DECK RENOVATION | POOL SERVICE

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



**MEN IN
KILTS**

CLOZ TIVITY



**HOME BASED
FRANCHISE GROUP**



**MEN IN
KILTS.**

JENNIFER FAZ

MEN IN KILTS

DIRECTOR OF MARKETING
FORMER FRANCHISEE

EXTERIOR CLEANING

- TOP BENEFITS
- TOP CHALLENGES





MICHAEL MOORHOUSE

MOSQUITO SHIELD
PRESIDENT

- PEST CONTROL
- TOP BENEFITS
 - TOP CHALLENGES



ROGER EWART

AMERICA'S SWIMMING POOL COMPANY
MANAGER, FRANCHISE DEVELOPMENT

- POOL SERVICE
- TOP BENEFITS
 - TOP CHALLENGES





Empower
BRANDS™

archadeck
outdoor living

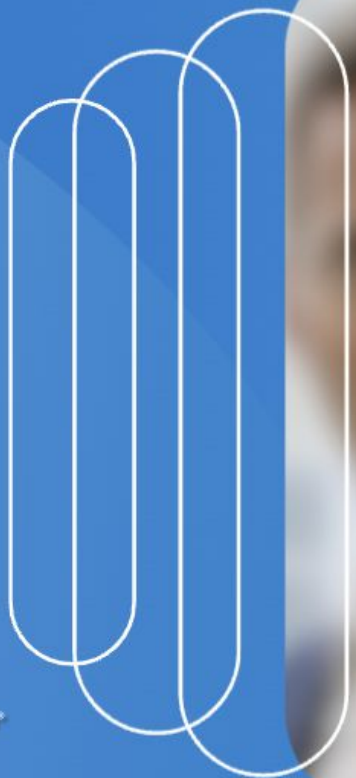
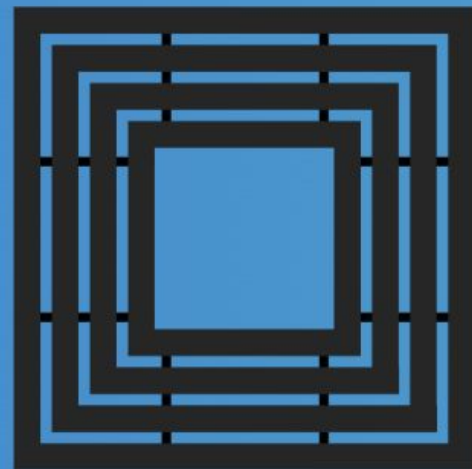
SCOTT SUTTON

ARCHADECK

CHIEF DEVELOPMENT OFFICER
EMPOWER BRANDS

DECK RENOVATION

- 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?**

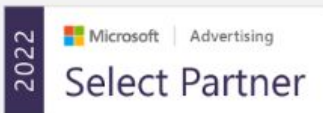


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About Netsertive

- 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



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SESSION #2: MAY 23 @ 1PM EST

APPLIANCE | ELECTRIC | GROUT | BLINDS | CLOSETS

SESSION #3: MAY 30 @ 1PM EST

PAINTING | POOL SERVICE | JUNK REMOVAL | ROOFING