



Why Handyman Connection? Why Now?

The handyman industry is recession resistant, with Handyman Connection franchisees thriving as essential businesses. Here are some insights on challenge and success from two of our franchisees.



Nate Bruen

Handyman Connection of Eden Prairie, MN

- Franchisee of the Year 2019
- Opened November 2015
- Grew his business 48%+ YOY in 2019

What are your biggest challenges during the current pandemic?

Solution-oriented thinking is a must. We cannot control what's going on around us, but we can 100% control how we respond. We have chosen to be proactive by communicating the measures we are taking to keep our craftsmen and customers safe, because it is our top priority. Staying focused and creative is the first challenge.

What are you doing to drive business now?

Staying proactive is key. Now is the time to pick up the phone and connect with the customers who got us where we are today. Saying a genuine thank you. Staying top of mind. People will remember the individuals and organizations that were here for them and provided a sense of certainty during this tough time.

What's your strategy for thriving during this crisis?

Compassion and service. If we can stay connected with our craftsmen and customers on a daily basis, on a real personal level, we will be okay. Great businesses create environments of trust and support. Money, assets, tools will always come and go, but people are resilient and will survive virtually anything.



Jeremiah Shaw

Handyman Connection of Wichita, KS

- Opened June 2019
- Military background - United States Army 2017 Retired
- Achieved best sales months in March and April, leveraged his referral networks

Why Handyman Connection?

I believe in the industry, and in my opinion, it's recession resistant. Handyman Connection provides a level of professional development and support that is invaluable. I'm also excited about the brand's strategy, focus and direction in the context of current technology trends and the economic/business environment.

How has choosing Handyman Connection helped you become successful?

My personal and professional development are two of the most important things to me. Handyman Connection's dedication to helping me along this path are a large part of the trust I have in the organization. The processes and systems are awesome. Our CRM system is in my opinion one of the best out there, and the responsiveness of the tech department is amazing. That's really important in a fast-moving business like ours.

What about Handyman Connection Franchise ownership are you most excited about today?

I'm excited to build and grow something that I believe can be replicated in other markets. If it's done right, it can be a valuable asset for future liquidity or for passive income.

CONTACT

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