



GIVING BACK

NAILED IT

Turning a Franchise Into a Force for Good



Mike Geisler is using his business to strengthen the community around him – not with grand gestures but with consistent, heartfelt actions. Owner of Ace Handyman Services® in Asheville and Cashiers, North Carolina, Geisler has transformed his franchise into a beacon of hope and support for those around him.

After transitioning from a career in commercial lending, Geisler sought more than just business success; he aimed to create a meaningful impact.

“I’ve always wanted to be a business owner,” he explained. “But more importantly, I wanted to give back to the community I live in.”

Ace Handyman Services gave him the opportunity to do just that. The franchise, backed by the trusted Ace Hardware® brand, pairs the strength of a nationally recognized name with a locally focused, service-first model. With systems designed for operational efficiency, a reputation for integrity and an emphasis on customer care, it was exactly the platform Geisler needed.

“I loved that they were part of Ace Hardware,” he said. “They’re all about five-star service and taking care of customers.”

Since launching his franchise in August 2021, Geisler has woven community service into the fabric of his operations. He has sponsored local events – including the Cashiers Christmas Parade and the

popular Restaurant Burger Week – supported schools, such as the Blue Ridge School, with significant donations, and even organized volunteers to hang Christmas lights for local businesses. Geisler’s commitment is unwavering.

“It’s not about the notoriety,” he explained. “It’s about making the biggest impact on the people in the community.”

When Hurricane Helene devastated parts of Asheville in 2024, Geisler didn’t hesitate to help out. He organized a GoFundMe campaign, raising over \$19,000 to provide essential supplies, such as generators, heaters and tools to those in need. His team even offered free repair services to affected residents, embodying the true spirit of community support.

Balancing profitability with philanthropy isn’t always easy, but Geisler believes the two can coexist.

“There are months we might lose a little money and months we make a little,” said Geisler. “But the more you do for the community, the more it makes you realize why you’re doing it.”

Geisler’s story is a testament to the power of aligning business with purpose. Through Ace Handyman Services, he’s strengthening the very foundation of his community.

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