



FDM FRANCHISE
DICTIONARY
MAGAZINE



Ace Handyman Services®, a franchise which links homeowners with multi-skilled technicians trained to complete more than 1,000 different projects, is a lifesaver for those with a list of nagging repairs.

Although the fix-it-up industry is historically male-dominated, this franchise proudly boasts a strong roster of female owners, including Erin Woods, who started an Ace Handyman Services franchise in Harrisburg, Pennsylvania, with her father more than two decades ago.

"I said I would work in the business for a year and then move on to some other plans," Woods said. "Well, that was 21 years ago, and I'm still here!"

Though Woods has faced some challenges, she loves being a part of such a trusted brand.

"It wasn't long before our craftsmen realized that working for/with a woman had some great benefits," she said.

Carie Manzer, owner of Ace Handyman Services Grand Strand, South Carolina, agrees with that sentiment.

"I have the advantage of running this business with my husband, and we have fallen into our roles," Manzer said. "When interviewing candidates, we make sure we do them together, and if a candidate seemingly dismisses me, then the interview is over. With the majority of our customers being female, I play a critical role in the vetting process. I make sure we only hire guys who I would feel comfortable sending into my mother's home."

Karin Gierman, owner of Ace Handyman Services Upstate South Carolina, is proud to be a part of a brand that aligns with her values.

"I think one of the best parts for me is the combination of being part of a well-established, reputable brand while still having the autonomy to manage and grow your own business," said Gierman.

Charlotte Salek, owner of Ace Handyman Services Greater New Braunfels, Texas, has a similar connection with the brand.

"I read about the owners of Ace Handyman Services, their core values and exemplary custom services and decided I wanted to be a part of it," said Salek.

Together, these female owners represent a significant faction of Ace Handyman Services' passionate franchisees.

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