



# Unlocking Growth

A Neighborly® Webinar Series

January 2025

If you are having audio issues, click **Join Audio** or configure settings by clicking the carrot

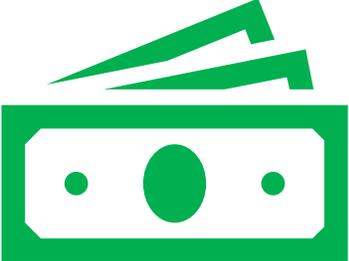


This information is being presented for informational purposes only. Nothing contained in this document should be construed as legal, financial or other advice. All content is of general nature and does not address the circumstances of any particular individual or entity. Each Franchise Business Owner shall at all times remain the sole employer of their own employees and shall make any and all decisions regarding the essential terms and conditions of their employees' employment with the locally owned and operated Franchise Business. Each Franchise Business Owner acknowledges and agrees that neither Neighborly nor any of its franchisor brands shall be deemed a joint employer with any franchise business owner for any reason.

# Join us for our upcoming webinars!

Feb 4 & 6

**Consumer Financing**



Mar 11 & 13  
**Leveraging a Call Center for Growth**

Feb 25 & 27

**Broadly: Booking More Jobs to Generate More Revenue**



Mar 25 & 27  
**Marketing/Gen AI Customer Engagement**

*Topics and dates are tentative and subject to change*

# Employing a Growth Mindset in Achieving Personal and Professional Success



**“Whether you think  
you can or think  
you can’t, you’re  
right”**

**– *Henry Ford***

# The Bannister Effect



- Sir Roger Gilbert Bannister was an English neurologist and middle-distance athlete who **ran the first sub-4-minute mile in 1954.**
- As of June 2022, the “four-minute” barrier has been broken by 1,755 athletes.<sup>1</sup>
- The “Bannister Effect” refers to the mental shift that occurs when a **significant barrier is broken**, demonstrating to others that **what was once thought to be unachievable is, in fact, possible.**

# Applying the Bannister Effect in Business

## Set Ambitious Goals

Aim for seemingly impossible goals to challenge conventional thinking and inspire your team to new heights

## Be a First Mover

Be the first to introduce a groundbreaking product or service in your market to set the benchmark for others to follow

## Communicate Your Success

Publicly share your achievements with fellow franchise owners to demonstrate the potential for others to achieve similar results

## Foster a Culture of Innovation

Encourage a mindset where taking risks and pushing boundaries is valued and supported

# ENTREPRENEUR MAGAZINE'S FRANCHISE 500® RANKING

All 19 North American brands recognized  
among the top 500



# Neighborly Franchise Owner 2024 Milestones



**Sean Vaupel**  
**Venice and Sarasota, FL**  
 Established owner with  
 89% growth in 2024



**Arnie Mayster**  
**Gold Coast/Near North**  
**Chicago**  
 Largest revenue growth in  
 system \$737K and Franchise  
 of the Year



**Steve Freitas**  
**7 locations**  
**(OH, TX, MI, IN, DE)**  
 Grew 34% to \$17.1M  
 91 NPS



**Ed Rauch**  
**4 locations in OH**  
 System record revenue of  
 \$2.48M



**Josh Kattenburg**  
**Mason City/**  
**Sioux Falls, SD**  
 100% growth over 2023  
 > \$13M revenue



**Ted Fitzpatrick**  
**Naples, FL**  
 Up 13% YoY  
 \$1.2 M Revenue  
 91 NPS



**Steve Sarafin**  
**Northwest New Jersey**  
 Set new record of over  
 \$1.9M in a calendar year



**Rick Yurko**  
**Denver and Front Range**  
 85% YoY growth  
 Second year in business  
 100+ Google reviews

# Neighborly Franchise Owner Experiences

# Jim Cook – Grounds Guys of Pflugerville, TX



## Key Learnings

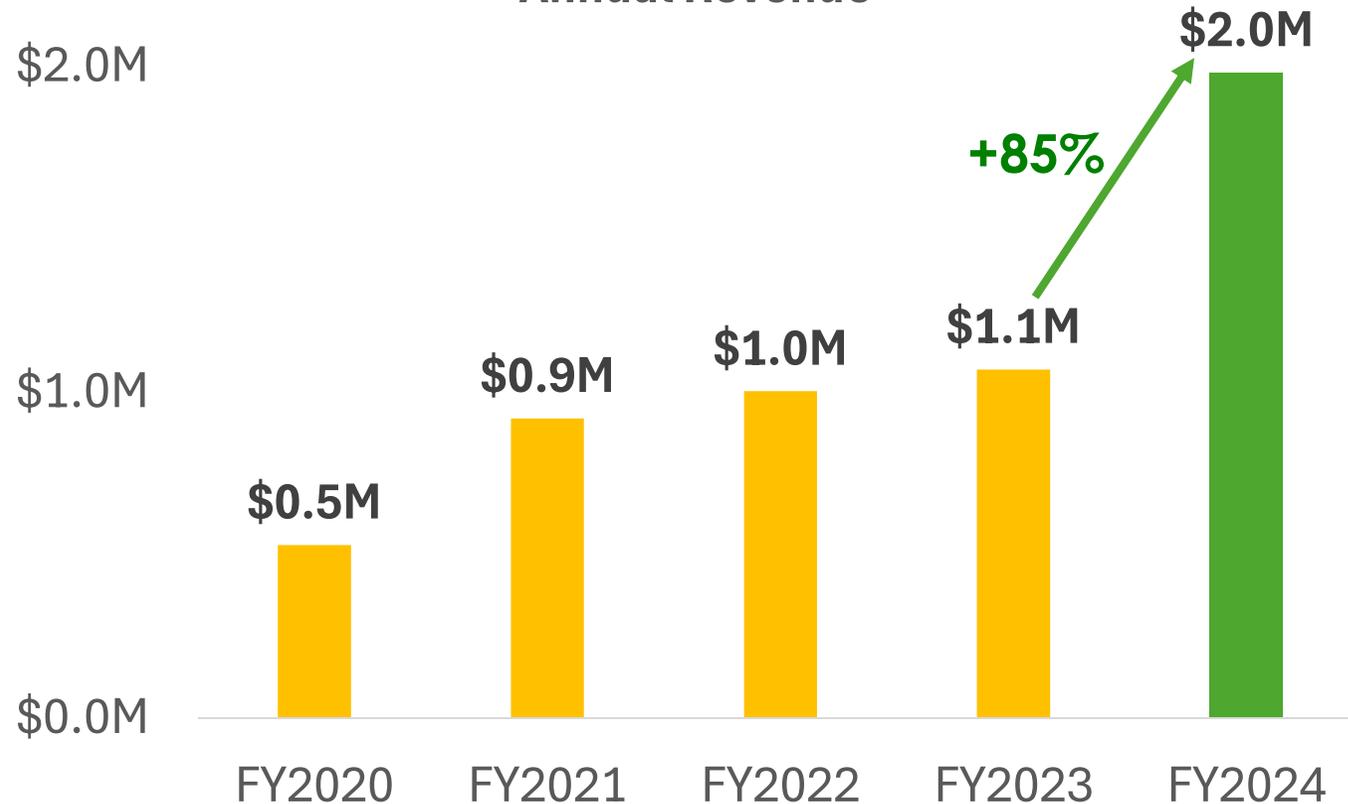
- **Get out of your own way**
- Leverage **key** personnel
- Work **on** the Business
- Work on opportunities **outside of the box**

Deliver great **product**, customer **service** and customer **experiences**



**Money is the side effect of these 3 things**

Annual Revenue



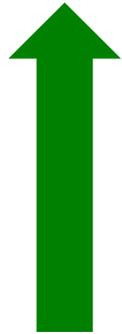
# Mark Nott- Mosquito Joe of Santa Clarita



Year  
Two  
2023  
639%



Year  
Three  
2024  
144%



Year  
Four  
2025  
**Goal**  
90%



Perimeter Pest Control Revenue

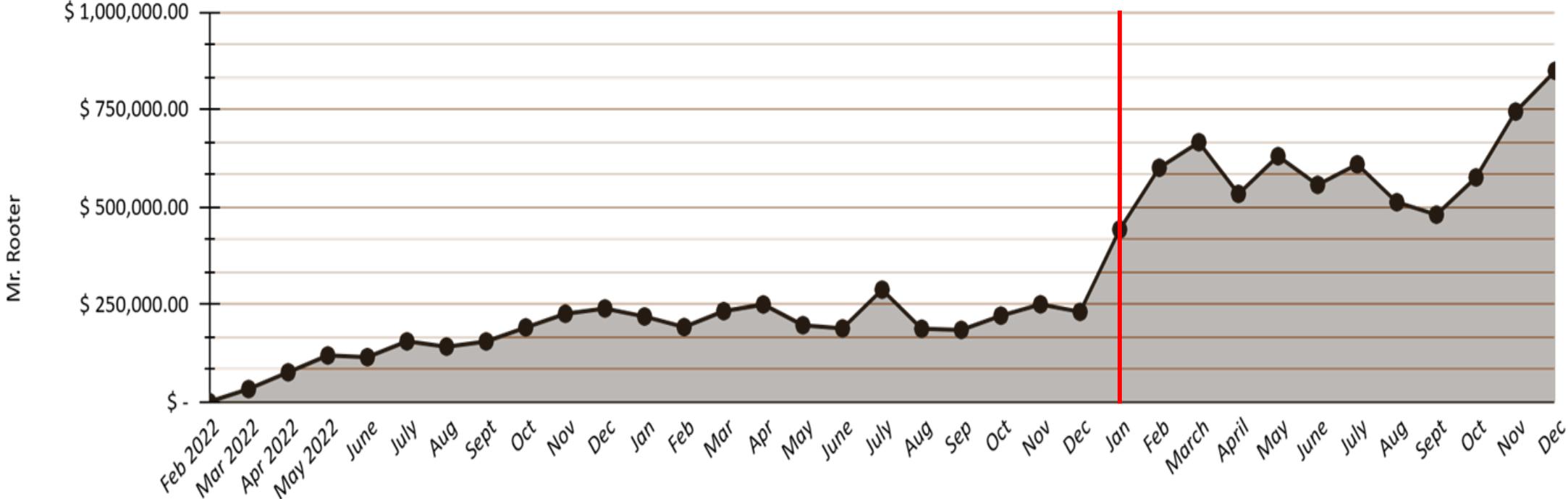
Business inflection point  
was Home Pest Defense

- Profit Margins
- Sustainable Revenue/12 Months
- Networking is Key
- Customer service is TOP priority
  - Communication
  - Full Transparency
- Training techs and CSRs to convert clients to Home Pest Defense Program

# Joe Walters – Mr. Rooter of Peoria/Champaign (1 of 2)



Mainline Revenue



# Joe Walters – Mr. Rooter of Peoria/Champaign (2 of 2)



## Key Takeaways

### KPI 1

#### >15% Marketing

- **90%** of drains booked
- Before mainline less than **60%** were booked
- Allows us to implement the process **without substantially increasing marketing.**
- **Previously struggled** due to competitiveness of bidding on service calls through google.
- Put sales in hands of experts. Sales team only focused on sales

### KPI 2

#### 80% of jobs over 65% margins

- Moving to **80%** of jobs being at/above **65%** margin
- Pricing **Flexibility**
- Higher **wages**, higher **quality**
- More “**no bid**” calls
- Less reliance on **plumbers/licensing**
- Ease of **management**

### KPI 3

#### +39% annual growth

- Creates a **management training process**
- Gain experience working with **insurance providers.**
- Take advantage of **large base of poor performing sewers.**
- Unable to **grow** service work at this rate
- Created **Replica-table process** as we obtain territories

# Unlocking Growth Webinar Recordings and Resources



# Survey



# Thank You