

# Case Study

Refresh

## SITUATION

Adam Ferracane, the owner of Refresh in Ohio, has designed four distinct franchise companies helping large property management firms who have issues sourcing reliable and consistent vendors for their “make ready” (turns) on their multi-family housing properties and managing the complexity that goes along with scheduling and coordinating multiple different vendors for these necessary services. As a small business owner executing turn services in the multi-family industry, he recognized the benefit of having franchise experts assist with the necessary strategic planning, legal, operations, marketing and financial analysis to perfect his solution and meet the growing demand in each service category Refresh offers.

## SOLUTION

Franchise Science worked with the CEO of Refresh to create Refresh Franchising LLC. and established 4 distinct franchises: Refresh Refinishing, Refresh Painting, Refresh Carpet Cleaning, and Refresh Janitorial to focus on the specific execution of the make-ready process. Refresh Franchising is now accepting applications for franchisees in Ohio, Kentucky, West Virginia, and Pennsylvania.

## ADDED VALUE

- Full “Point-to-Point” Franchise Development, including Plan, Legal, Operations, Training Curriculum, Unit-Level Marketing, Franchise Marketing, and Franchise Staff Training.
- Work with Refresh’s 3rd party custom-software integrators to consult on franchise-specific operational changes and methods for unit and franchise-level daily functions.
- Help negotiate volume pricing on white labeled products with current and future vendors.
- Consulted on “rules” for Central-Billing system, freeing up franchisees to focus on technical and sales challenges in their territory while minimizing their office-hours.
- Advised on present and future acquisitions.
- Consulted on franchise-specific portions of Website Development with 3rd party vendor(s).
- Currently launching “franchisor office” in Ohio headquarters, involving hiring assistance, management training, and employee seminars and classes for entire organization.