



REDEFINING AMERICA'S TRUE FRONT DOOR: THE GARAGE

Garage renovation is a \$2 billion segment that's continuing to grow year-over-year, yet no major brand franchise is leading the way. Enter Hello Garage. Dave Thrasher, founder of this emerging home service franchise, is not easily intimidated which is why he didn't hesitate in launching a new company in the midst of a pandemic.

With a year under their belt, the garage renovation franchise has grown to 59 territory units across the nation. Having doubled their sales performance during the first half of 2021, Hello Garage has also recently expanded into five new states: Arizona, Connecticut, Georgia, Idaho and Missouri.

Backed by parent company, Supportworks, Inc., Hello Garage continues to raise home contractor standards and elevate garages across the country. To date in 2021, Thrasher and team has secured 10 new openings and brought on nine new franchise partners. So how does an emerging brand obtain such great success within one year, especially in the middle of a global pandemic? A strong franchise

support system, innovative technology and the right business model.

"As a brand, we are all about redefining the industry and continuously look for ways to evolve and be more innovative in doing so," said Dave Thrasher. "Having decades of experience in the home service industry, our team has kept that proven model in mind which has led to the great success we've had in our first year."

While earning a profit is crucial for any business, Hello Garage isn't all about signing a sale – it values and has the resources to ensure future success for all of their franchisees. To name one example, the brand utilizes a proprietary sales software called GarageView that each franchisee is provided with to ensure a seamless sales experience. Every franchisee is also supported with a team of more than 115 employees each step of their journey.

Kim Marmolejo, owner of Hello Garage – Naperville, IL, was Hello Garage’s first female franchise owner. “I have decades of work experience, but when it came to starting my own business, I had no idea what I was doing,” shared Marmolejo.

“I was immediately drawn to Hello Garage’s high level of support – I knew I would never be left to figure anything out on my own and their team instilled so much confidence in me.”

She operates the business with her four sons and initially started this new endeavor so she would have something to leave her family one day. Each son has a different responsibility or role, and the eldest even hopes to purchase a franchise location one day.

During the first few months since inception, Thrasher and the leadership team hand-selected qualified prospects who could set the brand up for immediate success. Today, the system has grown immensely and is made up of franchisees like Kim who are primed for success.

Heading into the second half of the year, Hello Garage has plans to sign on 15 more franchise partners and open 30 additional units in the 2nd half of this year. “I am really looking forward to hitting new goals as a system but also growing our robust team of franchisees,” stated Thrasher.



Working with the sales trainers & production trainers & going through the training systems helped us go from nothing to a fully operational and functioning business in no time.”



ERIC MAIER, owner of Hello Garage of Memorial

To learn more about **Hello Garage** and how to join their growing team of franchise partners, visit their website or email hellogarageleads@franchisefastlane.com