

what's new!

THE MCLEAN GROUP PLAYS KEY ROLE IN HOME SERVICES CONSOLIDATIONS

Harvest Partners' acquisition of the Dwyer Group seemingly acted as a catalyst for accelerated consolidation among home service franchisors.

The McLean Group recently represented Outdoor Living Brands on its divestiture of Mosquito Squad to Authority Brands, a portfolio company of Apex Partners. The Mosquito Squad acquisition represented the third home services add-on acquisition for Authority Brands (Homewatch Caregivers and America's Swimming Pool being the prior two).

Given the fragmentation among home services franchisors, the market is ripe for consolidation. This trend provides smaller franchisors an attractive exit or partnership opportunity as well as the professional "backbone" of a larger franchisor to accelerate future growth. Notably, home services franchisors are fielding inbound interest from private equity firms seeking

investment opportunities; however, many lack the size and scale that would identify them as standalone investment opportunities for the typical private equity firm.

In advising Outdoor Living Brands, The McLean Group evaluated potential offers from buyers considering acquiring its entire business as well as just Mosquito Squad, its largest brand. The McLean Group's analysis ultimately found that in selling just Mosquito Squad, Outdoor Living Brands could unlock substantial value for its shareholders while enabling the company's existing senior management team to continue to develop its four other brands: Archadeck, Outdoor Lighting Perspectives, Conserva Irrigation and Renew Crew.

The McLean Group franchising practice team anticipates that consolidation will continue to accelerate among home



services franchisors as well as in other franchise sectors, based on five other franchise M&A deals the firm closed in 2018.

For more information, visit mcleanllc.com.

MOTIVATIONAL SPEAKER, LES BROWN, PARTNERS WITH HOSSEIN KASMAI'S FRANCHISE CREATOR AS A BRAND AMBASSADOR



Franchise Creator has partnered with legendary motivational speaker, Les Brown, as their new Brand Ambassador. Together they hope to share their mutual vision of empowering business leaders to take action, and make their professional dreams come true.

Les Brown once said, "It's necessary

that you align yourself with people and attract people into your business that are hungry. People that are unstoppable and unreasonable." That is why Les Brown has teamed with Franchise Creator, a leader in the franchising industry, to promote the business model of franchising and help others expand their business to a reality they once thought unimaginable.

Franchise Creator is led by CEO Hossein Kasmai, a leader in the franchising world. "After selling my company, I wasn't content with being retired. I wanted to help people realize their dreams, essentially the American dream, just as I had done," said Hossein Kasmai. "I sincerely believe in the franchising model and through Franchise Creator we make sure people

get the proper help they need in order to grow their business exponentially. . . . Franchising is the extraordinary step for a business owner that opens the door to many possibilities. Les Brown has a history of motivating people to utilize the entrepreneurship inside them to take extraordinary steps in order to make a change in their lives and we're honored that he has partnered with us to do just that.", said Hossein Kasmai.

For more information, please visit the company website at www.lesbrownfranchise.com.

For more information about Franchise Creator, please visit the company website at www.franchisecreator.com.