TruBlue Home Service Ally

2026 Franchise 2-Minute Drill

Franchise Snapshot

Year Business Started	2011	**Year Started Franchising**	2011
Company Units Open	0	**Franchise Owners**	160+
Franchise Units Open	160+	**Additional Units in Development**	10+
Franchise Fee	$49,900	**Investment Range**	$70,050 – $96,400
Required Liquid Capital	$50,000	**Required Net Worth**	$50,000
SBA Registry	Yes	**Royalty**	6%

Operating Locations

AL, AZ, CA, CO, CT, FL, GA, ID, IL, IN, KS, KY, MD, MA, MI, MS, NE, NV, NH, NJ, NY, NC, OH, PA, SC, SD, TN, TX, UT, VT, WA, WI, WV.

Our Story

TruBlue Home Service Ally was founded to address a gap no one else was filling: helping seniors and busy families maintain their homes safely and reliably. Built around the concept of a long-term "Home Service Ally," TruBlue combines handyman repairs, recurring maintenance programs, and senior home safety modifications into a single, relationship-driven model. As aging in place has become a national priority, TruBlue has positioned itself at the exact intersection of home services and senior care — giving franchisees a purpose-driven business with built-in recurring revenue.

Brand Description

TruBlue is a senior-focused home services franchise offering handyman repairs, recurring maintenance plans, fall prevention solutions, and aging-in-place modifications for seniors and busy families. What sets TruBlue apart is its relationship-driven model — franchisees become trusted, long-term home care partners, not one-off service providers. With its Senior Home Safety Specialist® certification and recurring membership programs, TruBlue gives owners a differentiated position in a fast-growing market and multiple streams of predictable revenue.

Elevator Pitch

TruBlue was built for the 90% of seniors who want to age in place — and need a trusted partner to make that possible. Through handyman repairs, recurring maintenance plans, fall prevention solutions, and Senior Home Safety Specialist®-certified modifications, TruBlue becomes the one call seniors, and their families make for everything the home needs. Layered on top is a second booming market: busy families who want their weekends back. Recurring subscription plans and multiple service lines means steady revenue and real community impact.

Current Industry Conditions, Advantages & Projections

The home services industry is a $650–$750 billion market and growing fast, with projections showing it nearly doubling by 2035. Layered on top of that is an explosive senior care opportunity — the oldest Baby Boomers turn 80 this year, and nearly 90% of seniors want to stay in their own homes as they age. That "aging in place" remodeling market alone is estimated at $20–$25 billion. With falls remaining the leading cause of injury among older adults, families and referral partners are actively seeking trusted providers who can identify risks and implement preventative home modifications that help seniors remain safe and independent.

TruBlue sits at the exact intersection of these trends, as the only franchise focused specifically on home care for seniors and busy families — not medical care, not assisted living, just everything the home needs to stay safe, functional, and maintained. With a low startup cost, a home-based model, built-in recurring revenue through subscription maintenance plans, and certification programs that plug franchisees directly into senior care referral networks, TruBlue combines recession-resistant industries into one purpose-driven business — right as demand is hitting record highs and competition for this specific niche remains wide open.

Ideal Franchisee Profile

- People-first operators who are motivated by community impact and long-term relationships, not transactional sales.
- Managers and organizers comfortable running a mobile, service-based team — backgrounds in operations, project management, or service industries translate well.
- Senior care advocates — candidates with personal experience caring for aging parents often connect deeply with TruBlue's mission and customer base.
- Semi-absentee is possible for multi-unit or experienced operators, but the strongest early-stage owners are owner-operators engaged in their local market.

Not the right fit: Candidates looking for a passive investment out of the gate, or those uncomfortable with in-home service delivery and the relationship management it requires.

Franchisee Support & Training

TruBlue sets franchisees up for success from day one with a structured onboarding process and ongoing operational support. Initial training covers business operations, marketing, customer acquisition, and the Senior Home Safety Specialist® certification — giving new owners both the business fundamentals and the credentialed expertise to tap into senior care referral networks immediately. Beyond launch, franchisees have access to a dedicated support team, proven marketing systems, and a network of fellow owners. TruBlue's model is designed so franchisees focus on building relationships and managing their business — not figuring it out alone.

First Quartile of Store Franchises • Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$845,486	**$744,420**	**$1,848,303**	**$501,720**	**30%**	**10**

Second Quartile of Store Franchises • Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$422,903	**$432,115**	**$483,473**	**$357,783**	**50%**	**10**

Third Quartile of Store Franchises • Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$305,902	**$309,187**	**$357,029**	**$267,797**	**55%**	**11**

Fourth Quartile of Store Franchises • Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$213,744	$232,997	$267,666	$75,157	55%	11

Cumulative Quartile of Store Franchises • Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$438,095	$347,879	$1,848,303	$204,769	36%	42

Owners of 1st Location Operating Their First Full Calendar Year in 2025

Year Ending 2025

Average Gross Revenue	Median	High	Low	≥ Average	# Franchises
$213,744	**$232,997**	**$768,256**	**$75,157**	**55%**	**11**

Training Details

Subject	Classroom Hours	On-the-Job Hours	Location
Introduction	1	0	Cincinnati, Ohio
Pro-forma/Financial Workshop	2	0	Cincinnati, Ohio
Franchise Start-Up/Pre-Opening	3	0	Cincinnati, Ohio
Customer Services	3	0	Cincinnati, Ohio
Sales Techniques & Strategy	3	0	Cincinnati, Ohio
Work Flow/Scheduling/Planning	2	0	Cincinnati, Ohio
Financial Management	3	0	Cincinnati, Ohio
Equipment Set-up, Electronic Resources	1	0	Cincinnati, Ohio
Database Management	4	0	Cincinnati, Ohio
Reports	2	0	Cincinnati, Ohio
Human Resource Management	1	0	Cincinnati, Ohio
Hiring and Retention	4	0	Cincinnati, Ohio
Workplace Safety/Insurance	2	0	Cincinnati, Ohio
Marketing/Promotion	4	0	Cincinnati, Ohio
Self Development	3	0	Cincinnati, Ohio
Review, Question Session	2	0	Cincinnati, Ohio
Total	**40**		**Cincinnati, Ohio**

Source: Supplied 2026 TruBlue 2 Minute Drill document. Figures and descriptions have been retained from the source; formatting has been standardized for readability.