



TRUBLUE
HOME SERVICE ALLY®



A BUSINESS
WITH A *PURPOSE*,
a franchise that makes a difference.

Your Trusted Partner in a Growing Home Services Market.



TruBlue Home Service Ally is redefining home services by combining handyman services, recurring home maintenance, and aging-in-place solutions into one trusted brand. Our franchise owners don't just improve homes, they improve lives while building scalable businesses in a growing market.



Why The Model Wins

Three Services. One Trusted Brand.



HANDYMAN SERVICES

One-time repairs and home improvement projects that generate immediate revenue.



SENIOR SERVICES

Home safety assessments and aging-in-place modifications in a rapidly growing market.



SUBSCRIPTION SERVICES

Recurring home maintenance memberships that create predictable monthly revenue.



THE TRUBLUE ADVANTAGE

Why Candidates Say “Yes.”

Growing Market Demand

Serving both seniors and busy homeowners creates multiple revenue opportunities year-round.

Recurring Revenue

Subscription maintenance plans generate predictable, long-term customer relationships.

Low Barrier to Entry

Owners lead the business while professional Tru-Pro® Technicians perform the work.

Purpose-Driven Brand

A business built around helping people live safely and comfortably at home while creating a scalable, recession-resistant model.

The Heart Behind the Business

Who's the *Perfect Fit*?



Compassionate

Passionate about serving others and making a positive impact in their community.



Dedicated

Committed to delivering an exceptional customer experience every day.



Reliable

Willingness to follow a proven system



Entrepreneurial

Dream of developing and running their own business.



TRUBLUE
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a look at the numbers

\$49,900

Franchisee Fee

Royalty 6% NBF 2%

\$438,095

Item 19: 2025 Average Gross Revenue for Owners in Business at Least One Year.

**\$70,050–
\$96,400**

Total Investment

\$50,000

Minimum Cash.



\$30,000

**Commission Per
Territory for FranServe.**



Why Brokers Place Us

Easy to *Place*. Easy to *Validate*

A Mission Candidates Connect With

Helping seniors age safely at home and giving busy families peace of mind creates an emotional connection that resonates with candidates from all backgrounds.

A Business Built for Growth

Three complementary service lines and recurring maintenance plans create multiple revenue streams with long-term customer value.

A Proven Franchise System

From discovery through launch, candidates receive dedicated coaching, marketing support, operational training, and a proven business model.





TRUBLUE
HOME SERVICE ALLY.®

A Business Built *to Make a Difference.*

Helping homeowners live safely and comfortably while providing franchise owners with a scalable business built on trust, recurring revenue, and meaningful impact.



Let's Connect

**Your Trusted Partner in the Home
Services Franchise Industry**

Chase Pepper

Senior Director of Franchise
Development, Broker Relations



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