Franchise Information Report

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What is DreamMaker Bath & Kitchen?

A full-service interior remodeling franchise that builds a better business

Dale Ressler loved remodeling work — heart, mind and soul. His body, however, was starting to beg for mercy. After 15 years, his shoulders were worn out. When a surgeon repaired them, he also made clear: Dale was going to need to spend the next 15 years doing something different than slinging drywall, plywood and 2x4s. Dale’s solution: DreamMaker Bath & Kitchen.

“DreamMaker had the systems to help me work myself into a completely management role,” he says. It also had the vendor relationships that would lower the cost of materials and allow him to enjoy higher margins. “It was all stuff I couldn’t do on my own.”

Nearly a decade later, Dale’s DreamMaker Bath & Kitchen franchise in Bainbridge, Pennsylvania, is going strong.

“There are a lot of remodelers just working out of a truck who can do the work, but the experience we give the customer sets us apart,” he says. “We do really good quality work, but the process and relationship we build with clients is what sets us apart.”

How DreamMaker builds a better remodeling business

DreamMaker Bath & Kitchen is a full-service interior remodeling franchise that helps remodelers have the ability to earn higher profits while also improving their quality of life. We do it by providing business systems, vendor relationships, financial and pricing systems, group buying power, marketing tools, training, coaching and fellowship. The result: Our franchise owners enjoy much stronger margins than most remodelers — and much, much higher customer satisfaction. The margin is key, because a well-known fact for professionals in the remodeling industry is that for a remodeling business to consistently provide organized and high-level service to clients, it needs to maintain a margin of about 40% or higher in specialty remodeling. We have built our financial models and business systems around this general truth of the industry — that to provide a service that customers will love, you need to have enough margins to support a great team and excellent operations.
Of course, the way you achieve strong margins is important, because customers want to know they're getting a fair value. DreamMaker Bath & Kitchen owners are able to achieve strong profit margins thanks to a combination of preferred vendor relationships and group buying power, which drives down material costs, and sophisticated business systems that vastly improve the efficiency of the business. The same business systems that make the business more efficient also enable a DreamMaker owner to have more time outside of the business for their faith, their family, their community and their hobbies.

How DreamMaker remodeling franchise improves businesses and lives

Many remodeling businesses rely on the owner being able to answer every question and be involved in every step of each remodeling project that the business tackles. That's why it's not unusual for a remodeler to work 60-, 70-, even 80-hour weeks handling sales, ordering, construction, marketing and customer service as well as accounting for the business. DreamMaker has systemized the various tasks that go into running a top-rated remodeling firm, which allows owners to hire strong employees who can follow the systems to succeed. DreamMaker provides a roadmap for both a remodeling franchise owner and his or her employees.

DreamMaker's systems form a template that new remodeling business owners can use to build a strong operation from the ground-up, and it's also a template that has helped existing remodelers improve.

Tracy Moore and Erik Anderson are good examples. Along with quality work, the pair built the revenue at their business, Anderson-Moore Buildings, high enough to earn recognition on Remodeling magazine's Big 50 remodelers list and earned the right to be featured on the cover of the magazine. They were initially drawn to DreamMaker by the possibility of adding kitchen and bath remodeling to their services. As they
learned more, the systems became just as appealing.

“We weren’t doing bad by any means, but we wanted to do a lot better,” Tracy says. “And what we were doing was taking every waking hour we had. Without help in this industry, you will be working 60 hours a week — at best. We wanted a way to be profitable and not have to work 80 hours a week. And we also wanted to get cabinets into what we were doing. It blossomed from there. For myself, I think the Lord told me personally, this is what you need to do.”

When the recession hit and the revenue stream dried up for Anderson-Moore, Tracy says their new DreamMaker franchise allowed them to keep doing business. As the economy has improved and remodeling has begun what is expected to be a long rebound, he says that the difference in the two businesses is dramatic.

“The way we do business, the whole process, it’s all different. It’s not anything close to how most remodelers operate,” he says. Though his DreamMaker’s revenue at the end of 2013 was about half of what his previous business was doing before the recession, he says he and Erik are earning as much profit, maybe more, than they did before the recession.

“There are a lot of little things you can do to improve your bottom line,” he says, and DreamMaker has helped find them.

**Why now is a great time for a remodeling franchise**

The home improvement and repair industry fared much better than overall housing market during the Great Recession, and is enjoying a faster rebound. The Joint Center for Housing Studies and Harvard University reports that remodeling spending was back near $300 billion...
by 2013 and could easily set a new record in 2015. Much of the growth is fueled by Baby Boomers, who are remodeling their homes to make them comfortable, stylish and more enjoyable for retirement. The Baby Boom generation is 76 million strong, and will continue to drive demand — especially for skilled remodeling businesses that offer great design, craftsmanship and customer service.

Long-term housing trends also point to a bright future for remodelers. You'll find more on our “How Big is the Remodeling Industry?” page on our website. Please take some time to examine the research, to understand our culture and to read about our franchise partners as you consider whether DreamMaker would be a good fit for you. We hope to talk to you soon!

DreamMaker’s History

DreamMaker retains close family ties to the Dwyer Group leadership and draws strength from a shared history

DreamMaker Bath & Kitchen has evolved a great deal since it began. The company's roots can be traced back to the 1970s when GNU Corporation developed a system to put a beautiful new hard-surface topcoat on porcelain bathtubs and sinks. In 1988, the company became part of The Dwyer Group and was renamed.

DreamMaker Bath & Kitchen President Doug Dwyer's father, Don Dwyer Sr., began a legendary career in franchising in the mid 1970s and developed Rainbow International, a carpet cleaning company. Later, Don founded The Dwyer Group, a holding company for multiple franchise brands which he led until his passing in 1994. He was succeeded by his six children and his wife. In 2007, Don was posthumously inducted into the International Franchise Association's Hall of Fame, joining such other notables as Fred DeLuca of Subway and Ray Kroc of McDonald's. With more than 40 years of experience in the franchising industry, the Dwyer family carries Don's passion for franchising with their continued involvement and leadership in The Dwyer Group, and its international franchise brands including Rainbow International, Mr. Rooter, AireServ, Mr. Electric, Mr. Appliance, Glass Doctor and The Grounds Guys.

This background, history and experience have helped DreamMaker develop business systems that are far more advanced than those enjoyed by most franchise systems.

When investors purchased The Dwyer Group in 2003, Doug Dwyer, who had served in managerial
and leadership roles for several Dwyer Group companies, bought DreamMaker. The two maintain close family ties — Doug’s sister Dina is CEO and Chairwoman of The Dwyer Group.

Under Doug’s leadership, DreamMaker has vastly expanded its services, moving beyond resurfacing and refinishing to become a full-service interior remodeling company focused on improving lives through excellent design of bathrooms and kitchens. In 2014 the company is celebrating 15 years since the historical name change to DreamMaker Bath & Kitchen and offering full service interior remodeling specializing in kitchens and baths.

Awards and recognition

DreamMaker Bath & Kitchen has won a steady stream of industry awards. Success, Inc., Entrepreneur, Income Opportunities, Franchise Times and Successful Franchising have all consistently ranked our company as a top franchise opportunity, nationally and internationally.

In 2002, Doug was named by Kitchen and Bath Business magazine as one of five professionals under the age of 35 making an impact on the industry. As he says, “DreamMaker Bath & Kitchen is revolutionizing the bath and kitchen remodeling industry by providing quality and value that exceed the investment and professionalism in an industry where it’s hard to find.”

Each year, Remodeling magazine names the Big 50 remodelers of the year. Since the list’s inception in 1998, 13 DreamMaker franchises have been named to the list, and Doug was the first to be named in 2000 to the Big50’s list of Movers & Shakers.


How Big is the Remodeling Industry?

The remodeling industry is growing quickly — here’s why that growth is expected to last for decades

DreamMaker experienced double-digit same unit sales growth in 2014, which came on the heels of 23 percent same store sales growth in 2013. The Joint Center for Housing Studies at Harvard University says that remodeling spending hit nearly $300 billion in 2013 — the highest total since 2007 — and the research institute says the industry is likely to hit new record highs for consumer spending in 2015. DreamMaker is capturing an outsized share of the market growth.

That growth is being driven by pent-up demand. The Great Recession has a disproportionate affect on young adults who had trouble finding jobs and buying their first homes, and as a result, the ownership rate for people under age 35 fell from 43% in 2006 to just 36% today. Many of those young people were forced to either move into apartments with roommates or move back in with parents. As the economy continues to improve — home sales experienced double-digit growth in 2013 — more of those young adults will be able to finally grasp independence by buying a home, and
when they do, a lot of them will remodel (and a lot of their parents will finally get to remodel, too!).

If the effects of the recession were the only driver, we’d be a lot less bullish about the industry. After all, once the overall economy fully recovers, past trends will level themselves out. But there’s a much longer-term trend that is starting to boost remodeling.

Research by the Joint Center of Housing Studies of Harvard University, drawn from the Census Bureau’s American Housing Survey, shows that remodeling activity peaks for homes that are about between 25 and 30 years old, trails off slightly, then stays at a relatively high level as homes continue to age. An unprecedented number of American homes are either in, or entering, their peak remodeling years. The total number households has doubled since 1970. With the bulk of those homes having been built in the 1970s, ‘80s and ‘90s, there are tens of millions of homes that have remodeling needs.

At the same time, as Baby Boomers enter retirement, many are taking the opportunity to prepare their homes so that they will be enjoyable and functional spaces as they age. According to Hanley Wood research, 41% of remodeling spending has come from Baby Boomers in recent years — and they are a core demographic for DreamMaker Bath & Kitchen franchises, since they value excellent design and are more attracted to quality and professionalism.

Why is our Code of Values™ Important?

Culture and sense of purpose guide the way we do business

DreamMaker puts people first. We believe that if you treat people with respect and integrity, profits follow. The company’s Code of Values™ is central to who we are and the way we try to conduct ourselves in business and in life. The Code of Values is not just something that hangs on the wall. We have a system for keeping the Code of Values in place. It’s a living, breathing philosophy based on Biblical principles. We know that it is impossible to live them perfectly, but you can live them with excellence — meaning when you miss one, you are willing to be held accountable in a respectful way.

Tracy Moore, who owns the DreamMaker in Winston-Salem, North Carolina, with longtime friend Erik Anderson, says of their franchise investigation process with DreamMaker: “When they emailed us the Code of Values, it was a huge ‘wow.’ Erik and I have always said you need to do the right thing even when people aren’t looking,
and DreamMaker expressed that in such an eloquent way. And they live those values.”

The Code of Values informs the way DreamMaker franchisees treat customers, and they inform the way that we treat franchisees.

For example, at our 2013 DreamMaker Reunion (we don't call it a convention, because our bonds and friendships make us a family), Chief Stewarding Officer and President Doug Dwyer shared the internal theme to guide corporate staff and franchisees for the following year: Focus on Family.

“It’s about doing the best for your immediate family, your extended family, your business family, your customer family, and your community family,” Doug explains. In 2012, after praying about the issue, Doug says God led him toward focusing on family. To him, that meant one thing: “You serve your franchisees and their families, your employees and their families, your customers and their families.”

The prayer led him to a verse, 1 Corinthians 13:4-7: Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. (NIV)

“And I thought, wow, that is like our Code of Values. If you can live that out, day in and day out, we will be a company people want to work with,” he says.

And that's what has happened in the marketplace. In a 2012 survey, we asked our franchisees the factors that led customers to choose DreamMaker over other remodelers. The top answers, by far: relationships, design ideas tailored to the customer, the respectful sales process, friendly and knowledgeable staff, and the Code of Values. Customers know they are being cared for — they sense it in our approach, and they like that we hold ourselves accountable to these values, which we share with our clients:

**Code of Values**

**We believe...**

- in superior service to our customers, our community and to each other as members of the DreamMaker team.

- in counting our blessings every day in every way.

- success is the result of clear, cooperative, positive thinking.

- that loyalty adds meaning to our lives.

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management should seek out and recognize what people are doing right, and treat every associate with respect.

challenges should be used as learning experiences.

our Creator put us on this earth to succeed. We will accept our daily successes humbly, knowing that a higher power is guiding us.

in the untapped potential of every human being. Every person we help achieve their potential fulfills our mission.

we must re-earn our positions every day in every way.

in building our country through the free enterprise system. We demonstrate this belief by continually attracting strong people to the DreamMaker team.

We live our Code of Values by...

Respect

• treating others as we would like to be treated.
• listening with the intent to understand what is being said and acknowledging that what is said is important to the speaker.
• responding in a timely fashion.
• speaking calmly and respectfully, without profanity or sarcasm.
• acknowledging everyone as right from their own perspective.

Integrity

• making only agreements we are willing, able and intend to keep.
• communicating any potentially broken agreements at the first appropriate opportunity to all parties concerned.
• looking to the system for correction and proposing all possible solutions if something is not working.
• operating in a responsible manner: “above the line…”
• communicating honestly and with purpose.
• asking clarifying questions if we disagree or do not understand.

• never saying anything about anyone that we would not say to him or her.

Customer Focus

• continuously striving to maximize internal and external customer loyalty.

• making our best effort to understand and appreciate the customer’s needs in every situation.

Having Fun in the Process!

What are the Startup Costs?

A comprehensive look at the DreamMaker investment

The startup costs for a DreamMaker Bath & Kitchen franchise are based on several factors:

• The size of your exclusive territory. DreamMaker franchises have a minimum of 200,000 people in their territory, and franchisees can expand their territories for an additional fee to cover more population.

• Whether you are a new startup or an existing remodeler. A startup business will incur additional costs as they get their business up to speed. Established remodeling businesses can benefit significantly from joining DreamMaker and using its systems, and they may have already incurred many of the expenses that a startup would face.

• Discounts for veterans, existing remodelers, and large territories. DreamMaker offers discounts to veterans, existing remodelers who want to join the DreamMaker family, and to franchisees who want to purchase a larger territory.

How much money do I need?

The chart below, from Item 7 of our Franchise Disclosure Document, outlines the startup costs for a DreamMaker franchise. Financing is available, so you won't need to have all of this money up front. What you will need is a net worth
of $100,000 to $150,000 and liquid cash available (savings and checking accounts, retirement accounts, stocks and bonds, etc.) of $35,000 to $50,000.

We understand that you will have questions, and we are happy to answer them — and to get to know you and give you a chance to get to know us!

Buying a franchise is a big decision, which is why we want to give you as much information as you need to make the best decision for you and your family.
What Makes a DreamMaker Remodeling Business Better?

Systems help remodelers maintain higher margins, delegate tasks

DreamMaker Bath & Kitchen has its roots in kitchen and bathroom remodeling, two of the biggest and most profitable areas in the remodeling industry. Many of our franchisees build their businesses on the strength of DreamMaker’s expertise and systems for kitchen and bathroom design. The wonderful thing about DreamMaker, however, is that you don’t have to stop there.

DreamMaker has spent two decades mapping out business systems and workflows designed to make remodeling businesses more efficient and more profitable in all parts of the home. In the remodeling industry, as with other high-dollar ticket items, one of the biggest challenges owners face is finding customers. Once a customer has hired you, if you do a great job, they are likely to hire you again. Unfortunately, many remodeling franchises restrict themselves to just kitchens, or only baths, or nothing but countertops. DreamMaker has taken a different approach. You get all the systems and training you need to master bathroom and kitchen remodeling, and you also receive systems and vendor partnerships that allow you to profitably provide other interior remodeling services. After all, most homes only have one kitchen and two or three bathrooms, and a customer who is remodeling often wants to spruce up their entire home. Rather than sending a grateful customer to another remodeler, DreamMaker franchise owners are able to continue the relationship by offering all the interior remodeling services the customer may need. That allows the marketing dollars you put toward customer acquisition to have a bigger impact, delivering a bigger return on investment and a steadier stream of projects.

That’s not the only advantage.

DreamMaker’s detailed systems help improve the sales process, the ordering process, and communications both internally and with customers. The systems empower your employees so they can manage critical tasks with less oversight, which allows owners to have more time for family, faith, community and hobbies. DreamMaker’s systems also foster communication and friendships within the franchise system so that DreamMaker owners can learn from one another. DreamMaker’s systems are designed to help you have a strong margin, good quality of life and a strong business that you will be able to eventually pass down to family or sell for a price that reflects all the hard work you have put into it.

“A big draw for me joining DreamMaker was to have a business that did not entirely rely on me personally. I want to work, but I don’t want to have...
to work constantly — I want to be able to put in 40 to 50 hours a week. The last 10 years have been a lot more 70-hour weeks, and I was on the verge of burnout before I joined DreamMaker and started using its systems,” says Steve Miller, who owns a DreamMaker in Mansfield, OH.

Training

DreamMaker franchise owners receive extensive training on how to use DreamMaker’s systems to run a successful remodeling business, and they also receive ongoing coaching and other learning opportunities. Our help begins as soon as a franchise agreement is signed. New DreamMaker owners receive a pre-training manual as well as coaching to help them with the basics of starting a new business — setting up a dedicated phone line, getting started with a CPA, ordering marketing materials, setting up accounts with preferred vendors, developing relationships with consumer finance providers, ordering a vehicle wrap for a van, getting business cards printed. DreamMaker provides a comprehensive checklist of everything you need to do before your business launches.

DreamMaker owners also receive seven days of initial training at DreamMaker headquarters in Waco, Texas, where President Doug Dwyer and other members of the DreamMaker team work with the franchisee to set targets and goals for their business and their life, and help them understand how to build a healthy culture within their company — which is essential to long-term success and fulfillment. Franchisees are trained how to spot and hire great employees — yes, we have a system for that, too — how the DreamMaker sales process works to build trust and rapport with homeowners, and go through role-playing exercises to help identify different types of customers so that you will be able to serve their needs better and explain the DreamMaker difference to them. Initial training also includes a program in which you will learn about the marketing resources available to you, and will have help developing a 12-month marketing plan for your business. You will also be trained on our estimating system and our financial management system, which tracks overall profitability as well as line item costs, allowing you to quickly spot and correct any slippage in your bottom line.

You will receive an individual franchise coach who is like a personal trainer for your business — holding you accountable to your goals and helping you stay motivated to keep your business growing. Your franchise coach will visit your location shortly after launch to help you execute various aspects of the business. As your business grows, you will eventually open a Design Center that will serve as a home base for your operations, giving customers a place to come and get a feel for the materials that will go into their home, as well as a feel for the professionalism and caring that epitomize and DreamMaker business.

DreamMaker franchise owners work together closely to help each other. Franchise owners take part in Next Level peer groups of about a half-dozen franchise owners who get to know each other and each other’s businesses. Next Level peers analyze each other’s businesses, share best practices and help keep each other strong.

DreamMaker’s carefully designed systems, procedures, coaching and training help new remodeling businesses grow and existing remodelers reach a new level of personal and professional success.
How Does DreamMaker Help Remodelers?

New and existing remodelers grow thanks to strong margins, quality of life

As you learn about DreamMaker Bath & Kitchen, you’ll learn that some of our most successful franchise owners started their remodeling businesses by buying a DreamMaker franchise, while many others started their own remodeling business before partnering with DreamMaker.

The one thing that is consistent, no matter where our franchisees got their start, is a love of creative problem-solving and a passion for helping people live better lives through excellent design.

That creativity and passion for helping is what draws many people to remodeling in the first place. Men and women who love the craft and have great skills and an eye for detail can grow a business based on their great work and customer referrals. The trouble is, as the business grows, it can be hard for many remodelers to step back from the day-to-day work and concentrate on managing and growing the business. If you have a hands-on approach and touch every part of every single project your business handles, you will run out of hours in the day. That’s why it is so common for remodeling company owners to work 70-80 hours a week.

DreamMaker’s system is designed to prevent our franchisees from falling into that trap. Starting and running a business requires hard work and determination, but it shouldn’t be all-consuming. DreamMaker owners are the CEOs of their business — they’re not intended to be the full-time carpenter, salesman, marketing department and everything else, all by themselves. Instead, we have developed systems that help you hire the best people, delegate aspects of the business, and track performance.

Building a successful remodeling business

Steve Betts is a good example. The former banker owns the DreamMaker Bath & Kitchen franchises in Amarillo and Lubbock, Texas, and started as a salesman for the Amarillo location. He had been wanting to start his own business, and met the former owner of the Amarillo franchise through the bank. “He told me how much he loved DreamMaker and how it has transformed the way he did business,” Steve says. “And he was making good money doing it.”
Steve was in charge of property management at the bank, so he had some experience subcontracting, and he is handy, but wouldn’t call himself a master craftsman. He doesn’t have to be.

“With this business, it is better to hire good contractors, teach them good business principles, turn them loose, and then focus on sales,” he says. “If you can sell and sell at high enough margins, you can pay for the best carpenter in town. I hire the A-team players and let them go wow customers.”

Giving existing remodelers a boost

One of the things we do during training with an existing remodeler is to create an organizational chart of what their existing business looks like, then develop a plan for what that chart should look like in a year. Essentially, we help owners identify all the myriad roles they play within the company and help them identify ways to replace themselves in some of those positions, whether that means hiring an office manager or a lead carpenter. As sales increase and margins rise, you can hire the next person in your organizational chart, gradually building a business that doesn’t require you to wear every hat.

Steve Everett, who owns the DreamMaker Bath & Kitchen in Fredericksberg, Virginia, says the systems have transformed his life and allowed him to go from long days full of hard physical labor to a much easier schedule that leaves time for him to spend time with family and pursue neglected hobbies.

“I went from 80 hours a week to probably 50-55 hours a week — and it's not the hard physical work that I was doing before, it’s more thinking and sitting at my desk. I actually have the energy to do the things I enjoy doing when I get home.”

DreamMaker franchise owners help each other

DreamMaker’s systems give you the power to expand your operations so that the weight of running your business is shared, your business becomes more efficient, and you have people to turn to when you need help. That help comes from many more places than just our corporate team in Waco, Texas.

When you join DreamMaker, you become part of a large family of franchise owners, and you also become part of a smaller, tight-knit family — our Next Level Groups.

Next Level Groups consist of six to eight franchise owners who make a commitment to helping each other succeed by examining one another’s businesses and offering suggestions and strategies for success. Every six months, Next Level Groups gather to take a detailed look at a single franchise operation, analyzing financials, marketing strategies and ROI, morale, margins and other aspects of the business. By bringing
together five to seven other franchise owners who are running the same systems, the Next Level visits allow for a forensic analysis of your business that allows you to better understand your strengths as well as opportunities for improvements. The visiting franchise owners make suggestions and help their peer put together a list of ways to improve their business.

Between the visits, which rotate among Next Level participants, there are monthly conference calls where owners follow up, share ideas and hold one another accountable to meeting their benchmarks.

“It’s a way to dig down deep in your company, figure out what you are doing right and what you are doing wrong,” says Tracy Moore, who co-owns the DreamMaker Bath & Kitchen in Winston-Salem, North Carolina. “DreamMaker gives you a lot of tools, and we make sure everyone is using those tools to their fullest potential.”

Who Makes a Good DreamMaker Franchise Owner?

These are the qualities we look for in a remodeling franchise partner

Bob Ender came to DreamMaker after having spent years as an automobile industry executive. When he joined DreamMaker, he had younger children and wanted to travel less and stay closer to home. As someone who ran a remodeling business in college, he made for an excellent DreamMaker candidate. He has now co-owned a franchise in Ann Arbor, Michigan, with his friend Lee Willwerth, a former software engineer, for more than seven years.

“Since partnering with DreamMaker, I’ve definitely been blessed with the growth of a very successful business,” Ender says. “As far as work-life balance goes, that’s been re-established from something I didn’t have in the corporate world. We’ve definitely taken more family vacations than I did when I was in the corporate world.”

“My wife and I are just generally happy with our decision,” he adds.

DreamMaker is happy, too. We work hard through our conversations with franchise candidates to make sure that we will be able to help deliver the goals you have for your life and business, and that you will be a good fit for our culture and systems. Great partnerships are a blessing, and these are the things we look for when we evaluate a potential DreamMaker owner:

• Drive. You must be motivated to succeed. DreamMaker can provide you with well-crafted systems, but it will be up to you to build your business. We’re here to help, but the fire to succeed still needs to come from you.

• Heart. We want people who value others enough not to trample them in their rush
to success. We look for people who want to build a better community, and who want to succeed by helping others — employees, customers and their community.

• **Focus.** Businesses have many moving parts, and it's important to set goals and use benchmarks to help you achieve.

• **Coachability.** Entrepreneurs often seek new and novel ways of tackling business challenges. We respect that, and the problem-solving skills of franchisees have helped DreamMaker flourish — but at the same time, it's important to be able to step back and implement the lessons that DreamMaker has already learned and is eager to pass on.

• **Willingness to follow systems.** DreamMaker’s systems have been honed for decades to help you achieve. There is no need to reinvent the wheel — it only delays success.

• **Values.** We look for people who have integrity, respect others and are focused on improving lives for others. Our Code of Values is foundational to DreamMaker’s culture.

• **Support at home.** We want to make sure your spouse or loved ones are behind you so that you will have the support you need as you start and begin to grow your business.

• **A willingness to lead and to guide.** A DreamMaker owner should be comfortable setting examples and guiding employees, and be eager to meet and advise customers and help them have a great experience.

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**Why are the Profit Margins So Important?**

*Vendor relationships, estimating system, detailed financial tracking help franchisees maintain strong margins*

Professional industry standards suggest that remodelers should maintain a margin of about 40% — and up to 50% for specialized remodeling — in order to maintain a strong operation. The fact that most remodelers have smaller profit margins is one reason that independent remodelers sometimes struggle to properly serve customers — without the money to hire the best help, independent remodelers generally work extremely long hours and are stretched beyond their limits. They may do good work, and they may have great intentions, but the customer service experience can suffer, which is why building contractors overall have a reputation that is barely a notch above lawyers.

DreamMaker’s reputation is sterling. GuildQuality, a third-party customer survey firm that interviews customers in a variety of fields, reports that 96% of the customers who hire a DreamMaker franchise would recommend the business.

As you can see from the Item 19 section of our Franchise Disclosure Document, in 2013, the average profit margin was 41.7%.

We have designed our systems with margins that can help our franchisees have the ability to provide great customer service while also allowing our franchisees the ability to pay themselves...
the salary deserved for the work they do — with a respectable return on their investment, a net profit, and equity growth.

Here is how we do it:

• DreamMaker leverages its group buying and preferred vendor relationships to buy materials for much less than most independent contractors would pay. Independent remodelers often pay near retail cost for materials; DreamMaker is able to buy at wholesale prices.

• DreamMaker provides a sophisticated estimating system that helps franchise owners price jobs accurately, so they don’t incur unexpected costs while serving customers.

• DreamMaker’s sales system emphasizes quality and custom design. While price is a factor, it’s not the only factor. We are not the cheapest remodeling company in the marketplace. We’re also not the most expensive. We aim for customers who are willing to pay for great advice, as well as a remodeling company that will handle all aspects of the job with minimal disruption to the customer’s life.

• DreamMaker’s pricing system accounts for all the costs of doing business — equipment, production labor, workers compensation insurance, vehicle and fuel, materials and freight, permits, subcontractors, small tools and equipment, debris removal, etc. All aspects of the business should be built into the price you charge for your work. Too many remodelers only pay themselves for the actual act of removing the old kitchen or bath and installing the new one. They don’t pay themselves for the planning, management and general business costs — and that cuts into their margin, hurts their ability to hire quality help and leaves them doing nearly everything themselves. They’re working for the worst boss in the world — someone who demands a ton of extra work that is completely uncompensated!

Our philosophy enables higher profit margins; our systems help ensure them. For each job, we look at the profit margins earned on the materials, the labor and the project management. By monitoring each facet of the business, franchisees can quickly spot issues that may be eating into profit margins. Perhaps the estimates have been off because the system isn’t being
followed perfectly; perhaps labor costs are coming in above estimates. Whatever issues may emerge, you’ll have the data you need to guide your business properly, and coaching and support to help you find solutions.

How Do I Get Customers?

*Tools from advertising templates to customer referrals help DreamMaker franchises win new customers*

Effective marketing is key for a new business, and we help franchise owners design a plan to follow to get their business off to a great start, as well as help refining their marketing plan. Our marketing team has decades of combined experience and industry knowledge — providing you the expert guidance you need to make the best decisions and make the best use of your time and money.

Glen Borkowski owned an independent remodeling business near Chicago before joining DreamMaker in 2008. Help with marketing was one of the major factors in his decision to join the franchise.

“I’m not a marketing specialist and I knew what it took for me, in time and energy, to constantly put together marketing ideas for my business, whether that was making print ads, hiring a photographer, finding a homeowner who would let me photograph their project, or putting together a direct mail piece. It was agonizing, and it’s not what I’m trained to do. It drained a lot of energy out of us,” he says.

“You know, we preach to prospective clients that you want to hire a professional because you’ll get a much better result. The same thing is true for marketing. DreamMaker has a marketing department with trained people who obviously will do a better job than me. They have created a wealth of different marketing pieces that we can access online, and with a couple of strokes of the keyboard, you can order custom pieces and have direct mail sent out.”

*Tools for attracting customers*

DreamMaker franchisees enjoy a variety of marketing resources, including:

- **A local website that works well on mobile devices.** More and more customers are researching big-ticket items online, and few items are more “big ticket” than a major remodel. DreamMaker provides franchisees with a search-optimized local website featuring updated content. Importantly, the site is designed to work well on a variety of mobile devices, which is important since people are using smartphones and tablets for a growing amount of research.

- **Help with social media.** Our market department can help provide you tips and content to power your social media efforts, which can be another inexpensive way to
reach new customers who are looking for remodeling help.

• **GuildQuality ratings.** The remodeling industry doesn't have the best reputation overall. Building contractors rank between bankers and lawyers in terms of professions that people trust, which is one reason why referrals are so important for a remodeling business — homeowners look to their friends and families for recommendations, and they also look online to see what other people are saying. DreamMaker enjoys a top-tier recommendation rate, according to GuildQuality, which produces customer satisfaction surveys to help people find reputable remodelers, and customers can find a steady stream of DreamMaker testimonials online thanks to the service.

• **Consumer financing.** DreamMaker franchisees are able to offer consumer financing through credit partnerships, enabling customers with good credit to afford the remodel they truly desire.

• **12-month marketing plans.** DreamMaker’s marketing department and business coaches will help you develop a 12-month marketing plan to make your business visible in your community, utilizing everything from home shows to advertisements, postcards, yard signs, door hangers and emails. We also help franchise owners analyze the ROI on their marketing spends and adjust their plan to get the highest return.

• **Ad templates.** As Glen mentioned above, we have graphics and templates that are ready, proven, and that can be quickly customized and delivered to target audiences.

• **A wealth of ideas.** Our marketing department can help you generate great ideas for inexpensive ways to market your business — and so can fellow franchise owners. Franchise owners share ideas regularly — it’s one of the major advantages of being part of a tight-knit business family.

### Are There Discounts for Veterans?

**VetFran program was born from efforts of Don Dwyer**

DreamMaker Bath & Kitchen is a proud participant in the International Franchise Association’s VetFran program, through which more than 580 franchise systems offer discounts to make it easier for service members and their spouses to start a franchise business.

VetFran, and veterans, hold a special place in our hearts. Don Dwyer Sr., who founded The Dwyer Group and is the late father of DreamMaker
President Doug Dwyer, started the VetFran program in 1991 as a way to thank veterans returning from the first Gulf War. Financial incentives, mentoring and education about franchise ownership are all part of the VetFran program, which has helped more than 5,000 veterans become franchise business owners since 2010, according to the International Franchise Association. Another 146,000 veterans have been hired by franchises as part of VetFran’s Operation Enduring Opportunity Initiative.

Through VetFran and his companies, Don Dwyer Sr., an Air Force veteran, left behind an enormous legacy, and DreamMaker Bath & Kitchen is continuing that legacy by providing a $5,000 discount to veterans who are starting a DreamMaker Bath & Kitchen franchise.

If you are a veteran, first of all, thank you. We owe you a tremendous debt. Without the efforts of you and your fellow service members, we wouldn’t enjoy the freedoms that have allowed us to build a growing business based on Biblical principles. The VetFran discount is a small token of our thanks. And, if we are allowed to be completely honest, the discount is also a small acknowledgement that pays great dividends, because veterans make excellent franchise owners. The very traits that service members learn and express through their service — dedication, honor, commitment to excellence, leadership, attention to detail, perseverance, camaraderie — are the same traits that help a business owner succeed, especially when they are able to work with proven systems and enjoy training and ongoing support.

If you are a veteran considering a franchise, we hope you will give us a call so we can thank you in person and answer any questions you may have.

What Do Customers Say About DreamMaker?

DreamMaker’s customer satisfaction rates are top tier

The Joint Center for Housing Studies of Harvard University estimates that while 650,000 contractors served the remodeling industry as of 2007, only about 200,000 remodelers were part of firms with a payroll, and only about 60,000 reported revenues greater than $250,000 — indicating that they did significant business. Those 60,000, spread across the United States, are the main competitors for DreamMaker. Here’s what sets us apart: Of those 60,000, only about 6,000 are members of the National Association of the Remodeling Industry, which is devoted to improving ethics and professionalism within the industry. Even then, only about 600 remodeling businesses are members of GuildQuality, which produces and publishes customer satisfaction surveys that help homeowners find the best remodelers. All DreamMaker Bath & Kitchen franchises are part of GuildQuality, and even within that top group of remodelers, our customer satisfaction scores and

Don Dwyer Sr., the father of DreamMaker Bath & Kitchen President Doug Dwyer, founded the IFA’s VetFran program. It is one of his many enduring legacies.
their voices set us apart. While 92% of customers would recommend GuildQuality remodelers to friends and family, that number rises to 96% for 

**DreamMaker franchises** based on completed customer surveys of participating franchisees.

“The importance of reputation is universally recognized today,” Geoff Graham, founder of Atlanta-based GuildQuality, told Qualified Remodeler magazine in 2012. “During the last five years we've seen a lot of wheat cut from the chaff in the remodeling industry. Our data shows the failure rate for businesses with very low customer satisfaction rates is 10 times higher than that of companies with very high recommendation rates [from satisfied customers].”

GuildQuality reports that businesses with a recommendation rate above 95% have only a 1-in-50 chance of failing, while those with a recommendation rate below 80% failed at a rate of 1-in-5. DreamMaker's systems, combined with GuildQuality data tracking of local franchisees, help ensure that satisfaction scores remain high, and if problems arise, they are quickly identified and fixed.

By comparison, a survey of Qualified Remodeler magazine readers published in 2009 found that the contractors who read the magazine have an average recommendation rate of 65%. Great systems make a huge difference in earning customer recommendations and building a successful business!

**Quotes from DreamMaker customers**

“I am very happy with everything I had done with DreamMaker Bath & Kitchen.”

— Bakersfield, California

“I think each and every subcontractor that came into our home did an excellent job. We have been very pleased with the quality of our beautiful new kitchen.”

— Winston-Salem, North Carolina

“Our master bath makeover is AMAZING! Eclectic mix of materials — just plain fun! Concrete sinks, rusted barn tin, reclaimed barn wood, heated floors, and steam shower! Love it!”

— Springfield, Illinois

“I am thrilled with my kitchen! For starters, the cabinet refacing that I chose and symmetrical design that DreamMaker provided look great — even better than I had envisioned when Laurie and I planned the layout. The combination of light blue/gray walls and black/blue-flecked countertops looks beautiful in daylight and when using the kitchen lighting at night, and DreamMaker and their electrician did a nice job with the under-cabinet lighting and dimmers. The DreamMaker construction crew was really nice; the guys did the work in just over a week and let me know each day what the plan/timing would be for the following day. I chose DreamMaker to design and renovate my kitchen based on the recommendation of a friend whose bathroom was renovated by DreamMaker about 6 months earlier. I loved the way that project came out, and now that I have my kitchen done, I am a very happy customer.”

— West Hartford, Connecticut
How Do You Finance a DreamMaker?

DreamMaker offers financing for franchise fee, assistance with other loans

DreamMaker Bath & Kitchen franchise owners have tapped a variety of financing sources over the years — conventional loans, SBA loans, retirement loans and home equity loans, as well as unconventional funding sources. If you have some assets and a good credit rating, or maybe a decent remodeling business, we can help you get the loans you need to start a DreamMaker or convert an existing business; and we can help you understand the pros and cons of each type of financing that may be available for you.

DreamMaker allows franchise owners to finance up to 70% of their franchise fee, if needed. Details of that financing package can be found in Item 10 of our Franchise Disclosure Document.

Here are some of the most popular options for financing right now:

Small Business Administration Loans: DreamMaker is part of the SBA Registry, a list of franchises that have had their Financial Disclosure Documents and operations vetted by the Small Business Administration. DreamMaker's presence on the SBA Registry saves several steps in the SBA lending process for franchisees.

Tapping a 401(k) or IRA: A franchisee or a family member can tap into a 401(k) or IRA retirement savings to fund a business without facing financial penalties for early withdrawal — as long as they do it the right way. Tapping retirement funds requires a series of legal steps, including the creation of a C corporation and corporate retirement account and movement of corporate stocks. It has become a popular financing option since it allows you to, in effect, lend to yourself, allowing you to sidestep banks.

Home equity loans: You may be able to tap into the value of your home or other real estate investment property in order to finance your business. Thanks to the real estate recovery, this option is once again regaining popularity, since it is one of the least expensive ways to finance your business.

What Do DreamMaker Franchise Owners Say?

Meet our DreamMaker family

“We spend a lot of time with other franchisees at the annual Reunion, building relationships..."
and talking about what we are doing, how our sales numbers compare, and sharing ideas and strategies. We feel comfortable with anybody, and that’s a very positive thing.”

— Steve Coombs, Ogden, Utah

“DreamMaker offers unlimited upside, the ability to be your own boss, the ability to build a company. You could say that of some other franchises, too, but this concept, versus others, offers much more satisfaction — you’re not just making pizzas or sending packages. This is about more than just making money. There is a lot of gratification in seeing the results of your work.”

— Steve Betts, Amarillo and Lubbock, Texas

“When I was considering DreamMaker, I talked to a lot of their franchisees. Most of them had very similar backgrounds: They had a family business, or their parents had started it, and suddenly they decided to join a franchise. And my question was simple: Why do that? Why give some of your money away? One of the franchises I spoke to, he and his wife had won a number of design awards over the years and I asked them, ‘Why are you doing this?’ They were very forthcoming with information, and what the benefits were. And that was true of everyone I called.”

— Glen Borkowski, Orland Park, Illinois

“The systems give anyone an opportunity to take hold and have success. You need to be interested in the business — it’s home improvement stuff, and I have an interest. You should have a passion for creating. There are so many ways you can design a kitchen. It baffles people sometimes when they come into a Design Center and they don’t realize there are that many types of countertop materials, cabinet door styles, wood species, finishes. It’s great to see the level of enthusiasm your customers express when they see all the opportunities that are there. It is an exciting place to be part of that process.”

— Steve Everett, Fredericksburg, Virginia

“The support from DreamMaker starts with (DreamMaker President) Doug Dwyer and his commitment to treating people right, and it just telegraphs down to everyone. I’ve never heard them say ‘no, I can’t help you with that.’ They are always willing to help and willing to spend time to help me. They are methodical, and they are very supportive. You become part of a family with them. They are interested in your life, not just your royalty fee.”

— Ed Gribben, Stuart, Florida

“DreamMaker has the feel of a family. Every year DreamMaker has a convention, which they call the Reunion, and the fact that they call it that gives a real insight into the mentality of the corporate team, which welcomes you warmly. There’s always a lot to talk about, and everybody has a chance to bond and discuss common issues. DreamMaker owners get to know each other on a personal level at Reunions and training sessions, and when you continue to meet with six of those people twice a year, you develop very good friendships.”

— Steve Coombs, Ogden, Utah, who was an architect before starting his DreamMaker with Brad Stevens
“Before DreamMaker, I ran my business more like an old-school carpenter, with everything done by hand. I was like a guy with a toolbox full of hand tools. With DreamMaker, I’m the same carpenter, but now I have a whole garage full of power tools. That’s how I feel about my business. There are so many tools within the DreamMaker system — so many things that have helped the way I do business. It has transformed me from a company that was barely operating paycheck to paycheck, to now being a company with profitability.”

— Steve Miller, Mansfield, Ohio

“For myself, I think the Lord told me personally, this is what you need to do. And the timing was very fortuitous. I felt something coming — we all felt something coming, and when the recession hit, our revenue faucet basically turned off in September 2008. We started our DreamMaker in January 2009. We went from having 19 employees to having five, and if not for DreamMaker, I don’t believe we would have made it. We had people to bounce ideas off of and to provide mentoring, and that’s why we’re still in business.”

— Tracy Moore, Winston-Salem, North Carolina

“There are a lot of remodelers just working out of a truck who can do the work, but the experience we give the customer sets us apart. We do really good, quality work, but the process and relationship we build with clients is what sets us apart.”

— Dale Ressler, Elizabethtown, Pennsylvania

**FAQs**

**How many DreamMaker Bath & Kitchen franchises are there?**

We have 34 franchisees operating nationwide.

**How much can I make?**

Several DreamMaker franchise owners have made Remodeling magazine’s annual Big50 list of top remodelers nationwide, but performance varies based on the marketplace, skills and work of individual franchisees. We don’t make financial representations about actual earnings, although individual franchisees you interview during your investigation process are typically willing to share their data. What we choose to focus on is margins — the profit per job that our franchisees earn from their work. Low margins, which are common in the remodeling industry, can hinder your ability to hire, grow and prosper — and we focus a lot of energy on helping franchisees maintain strong margins and quality of life.
Why is owning a DreamMaker better than having my own remodeling firm?

DreamMaker’s buying power and vendor relationships allow you to earn higher margins on materials while remaining price competitive, and our pricing, financial and management systems help you run your business at peak efficiency, holding down costs while speeding your workflow — and that allows you to make more money per job. There are other benefits. Leveraging our GPS Marketing System™ to generate leads and comprehension of our sales system are keys to growth. DreamMaker franchisees enjoy strong training, support and ongoing coaching, as well as a family of remodeling professionals who are willing to share strategies and solutions to help your business thrive. Our systems are ultimately designed to help you grow the business, hire the right people to make your business easier to manage, and achieve success while still having time for your faith, your family, your friends, your community and your hobbies.

Do I need construction experience?

Construction experience helps, but it is not required. You do need to have some basic knowledge of home repair, and be interested in home design, but you can hire skilled carpenters to handle production work. The ability to learn and apply new information is needed. The most important thing is to have a passion for listening to people and helping make their dreams a reality, while offering guidance to help them get the most enjoyment out of their home.

Can I be an absentee owner of a DreamMaker Bath & Kitchen?

Eventually, yes. It is important to be an active owner for the first few years as you grow your business and establish DreamMaker’s systems, but part of our franchise philosophy is having well-defined roles for new employees so that you are able to assign different responsibilities and step into a managerial role. That’s how remodelers who join DreamMaker are able to transition from working 80-hour weeks (where they are contractor, marketer, salesman and accountant) to working normal workweeks, reducing the number of hats they wear and focus in more while overseeing the business more effectively. Eventually, as your staff matures, you can grow the business to have a general manager to oversee day-to-day operations.

How much are royalties?

Royalties for new DreamMaker franchises range from 3% to 6%, depending on gross sales, with higher sales resulting in lower royalties. Royalties for existing remodeling businesses that join the DreamMaker system range from 2% to 3% based on the total revenue being rolled into the system.

Do I have to have a Design Center?

Yes, but not immediately. The Design Center is one of the things that sets DreamMaker apart in the marketplace because it allows potential customers to experience a variety of cabinets, sinks, faucets, tubs, showers and surfaces in actual displays of kitchens, baths and more — and it also demonstrates your permanence in the
community. Most franchisees do not start out with a Design Center. It is required to open your Design Center by the end of your third year with us, and the timing is based on when your business has hit a tipping point on its way to accelerating revenue.

**Do I have to offer full-service interior remodeling, or can I focus on kitchens and baths?**

You can absolutely focus on kitchens and baths! Our name and our marketing materials reflect how important kitchen and bath remodeling is for a successful remodeler, and many of our most successful franchisees have built their businesses by focusing on kitchens and baths. The nice thing about DreamMaker is that, once you are comfortable in your new business and have a great team of carpenters, if a customer asks you to tackle a different remodeling project, you will have the systems in place to do a great job and make a solid margin.

**DreamMaker help with financing?**

DreamMaker may finance up to 70% of the franchise fee for your business, and can also help you secure other financing to start your business.

**How can I get a copy of DreamMaker’s Franchise Disclosure Document?**

DreamMaker’s Franchise Disclosure Document is provided to franchise candidates as part of our mutual investigation process. To get started, fill out our request information form.
Amy Mosley  
Vice President

Amy Mosley has been with DreamMaker since 2001 and oversees franchise support and internal operations, including franchise training. During her tenure with DreamMaker, she has served as a board member and chair of the Awards Committee for the National Association of the Remodeling Industry.

She currently is on NARI’s Bylaws and Ethics Committee as well as the Finance Committee. She served as a judge for four years in NARI’s National Contractor of the Year competition, and has received a NARI President’s Award for her contribution to the association. She also has been a speaker at the national Remodeling Show.

Amy has served as a board member and marketing and communications committee chair for the National Kitchen and Bath Association, holds a Certified Aging-in-Place Specialist designation from the National Association of Home Builders and is a Certified Franchise Executive.

A graduate of Baylor University, Amy has more than 20 years of experience in marketing, and has held positions with multi-unit retailers such as Pier 1 Imports and Chief Auto Parts (now part of AutoZone). She makes her home in Waco with her family.

Teresa Ridlehuber  
Paralegal/Corporate Administrator

Teresa Ridlehuber started at DreamMaker in 1997. She manages corporate documents, contracts and records at the corporate office in Waco, Texas. In addition to her associate degree in paralegal studies, Teresa is a Certified Franchise Executive with the International Franchise Association. She is also a member of the Texas State Bar Paralegal Division, NALA (National Association of Legal Assistants, Inc.), and NFPA (National Federation of Paralegal Associations, Inc.).

When Teresa is not working at DreamMaker, she travels to San Antonio to visit her son, Joshua, his wife, Katie, and Teresa’s 9-year-old granddaughter, Lauren. She also enjoys spending time with her mother.

Pam Rodriguez  
Contract Compliance Administrator

Pam Rodriguez, who joined DreamMaker in August 2009, cheerfully interacts with franchisees on a daily basis. She helps them with weekly sales reports, insurance and other compliance-related matters. Additionally, she has established strong relationships with DreamMaker’s preferred vendors, monitoring monthly sales activity. She also does accounts receivable. Helping the corporate team to track weekly reports is another of her tasks.

Pam and Corky moved to Waco, Texas, to help her mother. Outside the office, Pam is an active member in her church, Cornerstone Baptist. Pam serves as the president of a women's group, WinGS, Women in God's Service. She is also an avid baker.

Kelly Merritt  
Part-time Bookkeeper

Kelly Merritt joined DreamMaker in September 2014. She graduated with a bachelor’s degree in Business Administration from Baylor University.
She also is a certified public accountant (CPA), and has been working part-time as Finance Director for Harris Creek Baptist Church. Prior to her role with Harris Creek, she was a Senior Plan Administrator with July Business Services.

At DreamMaker, she will do all bookkeeping, including monthly financial statements, data entry for accounts receivable, accounts payable and payroll. Her role also includes Human Resource responsibilities.

Outside of the office, Kelly and her husband, Brent, are the parents of 7-year-old twins, Haylee and Hayden. Keeping up with their schedules takes a lot of time. They also are involved in church activities.

**Franchise Support**

**Russ Ferry**
Director of Franchise System Innovations

Russ Ferry is responsible for research, innovation and implementation of systems and tools for franchise business success. He joined DreamMaker in 2007 and was promoted to Franchise Coaching director the following year. In 2012, he was named Director of Franchise Systems Innovations.

Before DreamMaker, Russ ran a multi-million-dollar remodeling division, owned a remodeling franchise and was an experienced carpenter and architectural designer (both interior and exterior), specializing in remodeling. He also has a solid background in Information Technology. He managed multiple organizations in large companies with multi-million dollar budgets. At one point in his career, he managed a group of consultants with gross revenues of more than $50,000 per day. He works out of his home in sunny Florida.

**Greg Friebel**
Franchise Business Coach

Greg Friebel joined the coaching team in 2010 and then in 2011, he sold his DreamMaker franchise business in Ohio that he had owned and operated for 11 years. His DreamMaker role includes working with franchisees in support and training, and on special projects.

Before becoming a DreamMaker franchisee, he owned and operated a family building and remodeling business. He is a third-generation builder in his family.

His background includes being a plumbing, heating and electric manager at a local lumber company, where he won a Customer Service of the Year regional award and increased sales by 60 percent.

As a DreamMaker, he won Top Gun awards. He holds a Certified Aging-in-Place Specialist designation from the National Association of Home Builders Remodelers, is a member of the local Building Industry Association and holds certifications in EPA Lead Paint and NKBA Advanced Kitchen & Bath design course. He is a licensed plumber in Ohio and is a Guild Master award winner.

He currently serves as a member of Jackson Township, Ohio, variance zoning board. He also was elected and served for two terms on the local public school board.

He and his wife, Sharon, are active in their local church.
Dale Ressler
Franchise Coach

The owner of DreamMaker Bath & Kitchen of Elizabethtown (Pa.), Dale Ressler, recently joined the DreamMaker Management Team as a part-time franchise coach. In his new role, Dale helps and assists franchisees to engage DreamMaker business systems successfully and profitably. He holds an EPA Lead Certification as well as an Aging in Place certification and is a Pennsylvania-licensed Home Improvement Contractor.

When he’s not running his DreamMaker business or being a franchise coach, Dale enjoys drag racing with his dragster. He also is a volunteer chaplain with Racers for Christ serving NHRA Drag Racing. A licensed paramedic, Dale is president of the board of directors for EMS Organization with 69 employees.

Dale earned a Moody Bible Institute diploma. He and his wife, Bobbi, have been married for 33 years. Their son and daughter are both married but live in the local area. “I love hanging out with my kids and their spouses,” he said.

Marketing

Sheila Boggess
e-Content Marketing Specialist

Sheila Boggess joined DreamMaker’s marketing team in May 2013, specializing in digital marketing. She oversees the content on the DreamMaker website as well as individual websites for DreamMaker franchisees. Her job responsibilities include monitoring and posting to social media, as well as writing DreamMaker blog posts. She also is involved in analytics tracking and reporting. As a former longtime newspaper editor, Sheila enjoys writing and editing and using her communication skills. She also has a background in hospital public relations as a media relations specialist.

She holds a bachelor’s degree from the University of Missouri School of Journalism. She is a native of Missouri, but has now spent more time living in Texas.

When she’s not at DreamMaker, she enjoys volunteering at a state correctional unit for boys, where her husband, Bob, is chaplain. She and her husband also enjoy spending time with children and grandchildren and being involved in a local church.

Jordan Haney
Communications Specialist

Jordan Haney joined DreamMaker in 2010. As Communications Specialist, Jordan is responsible for supporting the public relations and communications efforts of the corporate team and the franchisees to strengthen the DreamMaker brand. She excels in graphic design and does most of DreamMaker’s in-house design work. She also helps implement internal and external communication strategies including message development, public relations, media cultivation, website maintenance and online marketing strategy and implementation.

Jordan holds a bachelor of arts degree in journalism/public relations from Baylor University. She recently married Shane Haney, and they live in Dallas. “We have a sweet dog named Dixie, and I feel blessed to be near my family members, including grandparents, parents, siblings, extended family and new in-laws.”
When not working at DreamMaker, Jordan said she and Shane love spending time together enjoying the simple things in life. “We also are very close to our families and enjoy spending time with them as well as our friends,” she said. Her passion for graphic design extends outside the office, creating art for others.

Courtney Clark
Student Intern

Courtney Clark joined DreamMaker in 2014 as a marketing intern. She is currently working on the DreamMaker blog and social media accounts. She also helps write copy for franchisee websites. As a junior from Las Vegas, Nevada, Courtney is studying public relations and marketing at Baylor University.

When she isn’t at DreamMaker, she loves reading and playing lacrosse.

John McCue
Franchise Recruiter

John McCue started at DreamMaker Bath & Kitchen in February 2011. As a franchise recruiter, John guides prospective franchise candidates through the mutual evaluation process toward becoming a DreamMaker franchise.

John retired as a lieutenant colonel from the U.S. Army where he served as a helicopter pilot during the Vietnam War. He earned a bachelor’s degree in aviation science and a master's degree in management.

He and his wife, Gloria, have been married 47 years. They have three children and 10 grandchildren.

When he’s not working at DreamMaker, John plays with the grandchildren, relaxes in the pool, golfs and shops with his wife.

Next Steps
What you can expect as we get to know each other

Buying a franchise business is a big decision — and so is welcoming someone into a franchise family! Our mutual evaluation process takes about six weeks. A recruiter will reach out for an initial call to discuss basics about the company. We will invite you to research the company and answer questions you might have about the business, and we will teach you about the DreamMaker Transformational Process™ for achieving stronger business results that enable you to meet your personal goals for your business and your family.

You will then be invited to talk to DreamMaker franchise owners so they can tell you their stories and answer any questions you have. You will also be asked to turn in qualification forms.

If everything looks like a good fit, you will have a conversation with DreamMaker President and Chief Stewarding Officer Doug Dwyer, and you will then set up an in-person meeting at DreamMaker headquarters in Waco, Texas. If you are offered and choose to accept a DreamMaker franchise, pre-training will begin.