

# What do you want to **BE**?

Brian wanted to

**BE** *in control*

## Local businessman opens Mr. Handyman franchise

*Brian French brings commercial and residential repair and improvement services to community*



Brian French spent more than 17 years as an IT professional in Round Rock, Texas. Today, he serves as the owner of Mr. Handyman of NW Austin. Located at 1700 Bryant Drive, French's business specializes in all types of residential and commercial repairs and improvements.

"At my previous company, I worked my way up to the IT director level. I was in their information technology division," said French. "After 17 years there, the company started going through a number of internal changes."

It was at that time that the company began downsizing. French and his wife, who also worked there for more than 20 years, began discussing their options.

"With all of the changes, we thought it might be good for one of us to work someplace else," said French. "Not have all of our eggs in one basket, so to speak."

When their company offered a buyout package for those that wanted to volunteer to leave, French decided to take the offer. He began interviewing for other corporate roles when he ran into an old colleague.

"I ran into a friend of mine who, rather than return to the corporate world, decided to open his own business," said French. "That's when he told me about FranNet and his franchise consultant Merri Cronk."

Merri Cronk of FranNet of Central Texas and Rio Grande Valley works with individuals considering business ownership to match them with a franchise business. French contacted Cronk who helped him navigate the different franchise ownership opportunities available in his market. The consultation process started with French taking a Personal Franchise Assessment (PFA), a sort of personality test of his business acumen. The assessment looks at a person from many facets, including their behavior profile, risk tolerance and financial background. French's PFA was then used to help identify franchises that would align best with his attributes.

While working with Cronk, French continued to interview with Fortune 50 companies. He knew with his level of experience, he could easily go back to the corporate America he was familiar with. But, as they began to narrow down concepts, French says he became very excited by the possibility of owning his own business.

"Merri suggested about five different concepts that would be a good fit for me," said French. "One of those was Mr. Handyman. I've always been kind of a home improvement guy, and I felt that Mr. Handyman really fit my personality."

French was also drawn to the level of professionalism and expertise of the Mr. Handyman corporate team, plus the franchisor-provided support. He also liked the scalability of the business and says he has been able to grow his business by expanding commercial services.

Purchasing an existing territory from a previous owner, French opened in May and has since grown his staff



from three to seven employees in just six months. From dealing with vendors and people, to time management and stress management, French says he's been able to apply a lot of what he's gathered over his career at a huge, fast-paced company to his own business.

"It can be stressful, but in a different way," said French. "As a business owner, I wear many hats ... you name it, I'm playing all the roles. It's been very rewarding."

French's Mr. Handyman serves the following areas: Northwest Austin, West Lake Hills, Rollingwood, Barton Creek, Lost Creek, Bee Cave, Steiner Ranch, Cedar Park, Leander and Round Rock. For more information on Mr. Handyman of NW Austin services, call 512-944-4504 or visit [www.mrhandyman.com/local-handyman-service/tx/nw-austin.aspx](http://www.mrhandyman.com/local-handyman-service/tx/nw-austin.aspx).

For those in Central Texas or Rio Grande Valley interested in the services of Merri Cronk at FranNet, call 512-329-2613 or visit [www.frannet.com/mcronk](http://www.frannet.com/mcronk). For anyone else interested in exploring business ownership with FranNet, visit [www.frannet.com](http://www.frannet.com) to find your local FranNet consultant.

### **About Mr. Handyman**

Mr. Handyman is a one-stop-shop for a wide range of home and business maintenance and repair solutions. For more than 15 years, they've consistently hired experienced, reliable employees whose skills are further refined through technical and customer service training. For more information, visit [www.mrhandyman.com](http://www.mrhandyman.com).

### **About FranNet**

FranNet is North America's most respected leader in matching individuals with franchise ownership opportunities. Founded in 1987, FranNet has more than 100 experienced consultants across the United States, Canada, Germany and the United Kingdom. FranNet uses a proprietary profiling and consultative process to determine a business model unique to each client's goals, skill sets and interests, and has matched thousands of prospective business owners to rewarding small business franchise opportunities. Based in Louisville, Kentucky, FranNet has been recognized by *Inc.* magazine as one of the fastest growing private companies in America for the last five years.