

ServiceMaster Franchisees Form AAFD Chapter

Steven Dubin April 22, 2014



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(Newswire.net -- April 22, 2014) Palm Desert, CA --

In an effort to provide franchisees with a proactive voice, ServiceMaster® franchisees have formed a franchisee owners association as a chapter of the American Association of Franchisees and Dealers (AAFD). The association, known as the ServiceMaster Franchisee Owners' Association (SMFOA), will work to develop stronger relationships with customers, foster a collaborative and productive relationship with ServiceMaster management, and protect each franchisee's business equity.

Longtime ServiceMaster franchisee, Jerry Winkley is the Chairman of the association's steering committee until elections to adopt bylaws and elect an inaugural board of directors are completed in the next few weeks. SMFOA is a rapidly growing association that has gained over 100 members in just a few weeks. Its membership includes franchisees in all service lines of the ServiceMaster brand and in every region of the United States.

"A key to a successful launch of a new association is the strength, passion, and credibility of its leadership," said Robert Purvin, Chairman of the AAFD. "The men and women behind SMFOA have these qualities in abundance. The AAFD is proud to support such a motivated and high quality group of franchisees."

"I believe we have a rich ServiceMaster heritage and financial future to protect," said SMFOA's Jerry Winkley. "Through SMFOA, we can speak with one voice and help the Home Office make better, long-term positive decisions that will benefit us all."

The AAFD, one of the oldest direct member franchisee trade associations in the United States, will help guide the SMFOA as it continues to grow, develop, and seek to implement its objectives. The AAFD has formed exclusive chapters for over 60 franchise systems and seeks to foster *Total Quality Franchising*.

The SMFOA has currently received a very diverse and broad base of support from ServiceMaster franchisees of all sizes and geographic regions, including many of the top 200 franchises in the ServiceMaster network. The organization's membership already represents well over a third of their division's total customer level revenue (CLR), and the SMFOA expects to soon represent over half of all their division's CLR in all of their combined divisions. The SMFOA's objectives include:

- Increasing communication among ServiceMaster franchisees to improve profitability and brand value
- Compiling and sharing best practices within its membership
- Providing a collective and coherent voice on behalf of its membership
- Collaborating with ServiceMaster management to guide growth in a positive way and protect the rights of all franchisees

- Developing a legal fund trust to engage group counsel at an affordable shared cost

ServiceMaster Company is a franchisor that includes several well-known brands, such as Merry Maids®, ServiceMaster Clean®, Terminix®, American Home Shield®, Furniture Medic® and AmeriSpec®. The global company includes 6,900 company-owned, franchise, and licensed locations and is one of the world's largest residential and commercial service networks. Its franchise network independently employs approximately 31,000 people and has served an estimated five million customers in the last 12 months. The AAFD currently supports chapters for the Merry Maids® and the ServiceMaster® brands.

About SMFOA

The ServiceMaster® Franchisee Owners Association (SMOFA) was founded by franchisees of the ServiceMaster brand. The association is an active chapter of the American Association of Franchisees & Dealers and seeks to use its leverage to support *Total Quality Franchising*. The mission of SMOFA is to provide a positive and proactive voice to its membership and to work with the ServiceMaster management team to promote financial growth and stability for all Service Master franchisees.

About the AAFD

The AAFD is a national non-profit trade association representing the rights and interests of franchisees and independent dealers throughout the United States. The AAFD is focused on market driven reform to achieve its mission to define and promote collaborative franchise cultures that the AAFD describes as Total Quality Franchising. Since its formation, the AAFD has grown to represent more than 50,000 franchised locations throughout the United States. The AAFD has members in all 50 states and represents more than 100 different franchise systems.

The AAFD's Fair Franchising Standards, Fair Franchising Seal, Trademark Chapters, and emphasis on Marketplace Solutions led to the Association's recognition as a growing force in franchising. The AAFD's Branded Partner programs add a new dimension to the value of AAFD membership. The AAFD provides a broad range of member services designed to help franchisees build market power, create legislative support of interest to franchisees, provide legal and financial support, and provide a wide range of general member benefits.

For more information about the AAFD, please call toll free - 800-733-9858 or visit www.AAFD.org.

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Source: <http://www.newswire.net/newsroom/pr/00081423-http-aafd-org.html>