



Local Advertising Strategies for Home Services Franchises

Fuel Performance, Earn Trust,
and Drive Systemwide Growth





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INTRODUCTION

Where Trust Begins: Why Local Visibility Wins the Homeowner

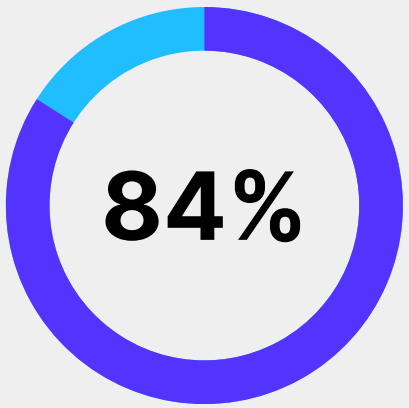
Homeowners are searching. Most have no idea who to hire. That’s the opportunity. More than 80 percent of consumers don’t have a provider in mind when they search for services like HVAC repair, plumbing, or house cleaning. The brands that win their business aren’t necessarily the most recognized; they’re the most visible and relevant at the local level.

Trust Is Built Next Door, Not Nationwide

Franchise marketers understand the power of brand, but success in home services depends on something deeper: trust built close to home. Nearly half of Gen Z and millennial homeowners say they often choose a new provider even for repeat work. They’re not looking for brand names. They’re looking for proof. Good reviews. Fast answers. Local presence.

A New Blueprint for Franchise Growth

This playbook lays out a better path forward for performance, participation, and long-term system health. It outlines how to align national strategy with local execution, and it equips franchisees with the tools they need to reach the right audiences, deliver the right message, and stretch their budgets further. It breaks down platform-specific tactics, benchmarks industry performance, and reveals what happens when home service franchisees stop guessing and start connecting.



percent of consumers don’t have a provider in mind when they search for home services

(Source: Google)

Whether you lead marketing for a roofing franchise, a landscaping brand, or a home improvement network, the message is the same. Empower your franchisees to advertise locally and unlock performance nationally.

Let’s get to work.

National Awareness Doesn’t Guarantee Local Action

Even the strongest brands lose business when their locations don’t show up in local search, don’t respond fast enough, or don’t feel relevant to the neighborhood.





INTRODUCTION

High Intent. Low Familiarity. Huge Opportunity.

Percent of consumers without a provider in mind when searching. These are not cold leads. They're open doors.

80%

Appliance Repair

74%

Carpet Cleaning

83%

Decks & Patios

90%

Electrical

84%

Fencing

68%

Home Remodeling

90%

House Cleaning

84%

HVAC Repair

80%

Lawn Care

88%

Locksmith Services

79%

Moving

86%

Painting

83%

Pest Control

76%

Plumbing

80%

Roofing



(Source: Google)





CHAPTER 1



The Ground Game: Why Local Matters in a Shifting Market

The home services category is shifting. Consumer demand remains strong, but behaviors, budgets, and buying decisions are evolving quickly.

>70%

(Source: Housecall Pro).

More than 70 percent of professionals in the industry expect their business to grow this year, even in the face of inflation, labor shortages, and rising material costs.

That optimism reflects something fundamental: homeowners still need help. They are repairing, maintaining, and improving their properties even when other spending slows.

But the way homeowners choose providers has changed.

Generational shifts drive new expectations

Younger homeowners are spending more and need more. Forty-three percent of Gen Z and millennials plan to increase their home repair spending this year, compared to just 32 percent of older generations. These homeowners are also more likely to make hiring decisions on their own and rely on digital platforms to find service providers.



CHAPTER 1

Confidence in DIY is dropping. Only 20 percent of millennials feel comfortable repairing drywall or installing a ceiling fan. One in three lacks the confidence to change a lightbulb. These gaps translate into a steady demand for trusted professionals, especially those who show up well online.

These same homeowners also have different hiring priorities. For Gen Z and millennials, local reviews rank above national brand recognition. Online visibility, reputation, and convenience carry more weight than legacy branding.

Economic Pressure Reshapes Priorities

High mortgage rates and inflation have slowed large-scale home improvements but fueled an increase in repair and maintenance spending. More than 60 percent of homeowners say they are delaying major upgrades or staying longer in their current homes than planned. As a result, they are investing in services that preserve value and improve livability.

This shift puts essential services, like plumbing and HVAC, at the forefront. These are high-intent, lower-cost projects where speed, proximity, and trust drive selection. Homeowners don't wait. They search, compare, and book quickly.



Generational Divide

43%

of Gen Z & millennials plan to spend more on home repairs in 2025.

(Source: Tinnitus)



Younger Homeowners



Making decisions



Spending



Digital discovery

(Source: Tinnitus)



Gen Z & Millennials

Reward brands that show up fast and feel familiar.

(Source: Tinnitus)



Loyalty Gap

1 in 2

younger homeowners will switch providers, even for repeat work.

(Source: Tinnitus)



Competitive Landscape: Know the Numbers

523

active home services
franchise brands.

50%

focus on
maintenance.

36%

specialize in
remodeling.

14%

focus on
emergency
restoration.

Fragmentation creates opportunity – if your
locations can rise above the noise.

(Source: FRANData)

Consolidation Raises the Bar

The home services franchise space includes more than 500 active brands, most focused on just one or two categories. But the landscape is evolving rapidly. Private equity firms are acquiring complementary brands, bringing services like plumbing, HVAC, cleaning, and restoration under one roof. They move quickly and bring serious marketing muscle into local markets by bundling services and scaling visibility.

As consolidation accelerates, franchisees face growing competition not just from outside brands but also from sister brands within their own networks. The only way to stay visible is to stand out. Franchise systems that equip locations with local advertising will win – on the map and in the mind of the customer.

This consolidation raises the stakes. Investors expect performance. Franchisees expect support. A national strategy without local execution satisfies neither.

Demand remains strong, but loyalty is thin. Brands that empower their franchisees to act fast, stay visible, and earn trust at the local level will capture the next wave of growth.





The Familiar Advantage: Staying Top of Mind Wins the Moment

Homeowners don't plan for emergencies. A busted pipe. A flickering circuit. A broken AC unit in the middle of July. These aren't impulse buys or shopping moments. They're moments of urgency, and homeowners must act fast.

The provider they call first isn't always the cheapest or closest. It's the one they've seen before. The one that feels familiar.

This is where local advertising proves its value.

The Moment of Need Isn't the Time to Introduce Your Brand

Too often, brands treat digital ads as last-minute plays, expecting a single campaign to drive immediate results. But in home services, the buyer journey rarely starts in that moment of need. It builds over time.

When a homeowner scrolls past a Facebook ad for a spring tune-up, sees a TikTok featuring a local gutter-cleaning crew, or spots an Amazon Sponsored Display ad while shopping for filters, something sticks. A name. A logo. A feeling of "I've heard of them."

Later, whether it's days or months, that recognition becomes the edge.





CHAPTER 2

Local Consistency Builds Trust Before It's Needed

This is why localized advertising matters. It turns passive impressions into future decisions. It ensures that when a homeowner finally needs help, your franchisee is a known option.

Local ads anchored in geography, seasonal relevance, and community nuance outperform generic brand campaigns. They speak directly to the homeowner’s experience:

- “Servicing [City Name] for over 10 years.”
- “Rated 4.9 stars by your neighbors.”
- “Fast response times in [Zip Code].”

This kind of specificity doesn’t just inform. It connects.

Social and Shopping Platforms are for Discovery and Recall

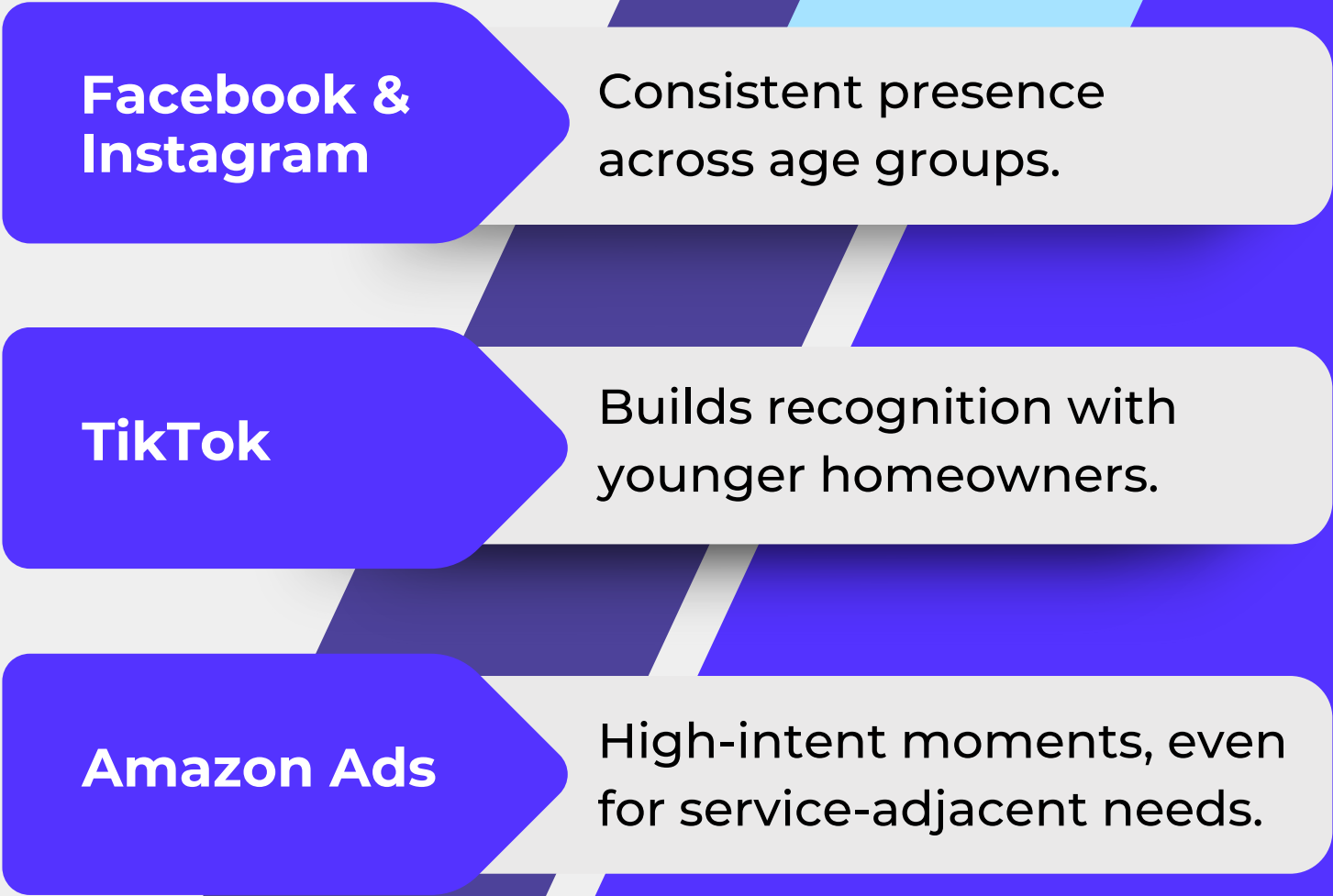
Franchise marketers sometimes underestimate the staying power of platforms like Facebook, Instagram, TikTok, and Amazon. These channels are where homeowners live, scrolling, researching, buying, and remembering.

Consistent, localized exposure on these platforms drives more than awareness. It shapes memory. When urgency strikes, the franchisees who’ve been active on these platforms don’t need to fight for attention because they’ve already earned it.



TOP PLATFORMS FOR STAYING TOP OF MIND

These aren’t just discovery platforms. They’re where trust is built before action is taken.





Empowered to Execute: How AdTech Turns Franchisees Into Powerful Local Marketers

Franchisees know their markets. They know the neighborhoods, the service quirks, the seasonal shifts. What they often lack is the time, tools, or confidence to turn that knowledge into effective advertising.

This is where technology closes the gap.


Modern AdTech platforms give franchisees the ability to launch high-performing, brand-compliant local campaigns in minutes versus hours. No guesswork. No custom builds. Just real results, faster.

Simplicity is the Key

Most franchisees aren't marketers. They're operators. They're in the field, managing jobs and customer expectations. If running local ads feels complicated, it doesn't happen.

The right platform eliminates friction. Brand-approved templates, intuitive interfaces, automated targeting, and built-in location customizations make advertising approachable, even for the time-starved or tech-averse.

A franchisee can select a campaign that highlights a seasonal HVAC check. They can update the offer for their local market, set their budget, pay, and publish across Facebook, Instagram, TikTok, or Amazon – all in minutes.



Empowerment is not about handing over the reins. It's about giving franchisees the tools to execute confidently, quickly, and in a way that aligns with the brand and resonates in their market.



CHAPTER 3



Control without Compromise

Local advertising doesn't mean losing control. In fact, the right system protects brand integrity better than a patchwork of individual efforts.

Templates can lock logos, limit text edits, and pre-define creative, ensuring consistency in voice and look, while still allowing for meaningful local personalization. A plumbing franchise in Minneapolis might run a winter campaign focused on frozen pipe prevention, while a franchisee in Phoenix highlights pre-summer inspections to prepare for peak water usage. Both stay on-brand. Both feel uniquely local.

Franchise systems thrive when a centralized strategy meets local flexibility.

Participation Drives Performance

There's a direct line between platform usability and program success. When franchisees are empowered with tools that make execution easy and effective, participation rises, and with it, overall system performance.

The most successful local programs aren't the ones that rely on constant corporate intervention. They're the ones that make it easy for franchisees to say yes.

AdTech platforms do more than publish ads. They build habits, streamline collaboration, and establish trust between franchisor and franchisee. When franchisees see their specific market reflected in the campaign, they engage. When they see results, they stick with it.

What Franchisees Really Want

They don't want to build campaigns from scratch. They want tools that make it easy to market locally, stay on-brand, and help them spend their marketing dollars wisely.

Top Reasons Franchisees Adopt Local Advertising Programs



It's Fast



It's Simple



It Works

When campaigns are ready-to-run and pre-approved, adoption follows. Empowerment isn't about giving more to do. It's about removing obstacles.





System Strength: Guardrails that Scale

Tiger Pistol enables brands to efficiently launch and manage high quantities of single-location campaigns. Brand integrity doesn't get lost in localization. It gets stronger.



CONNECT

Onboard locations and connect local Facebook Business Pages, TikTok accounts, and Amazon accounts using our fast, simple tools.

CREATE

Create brand-approved templates to launch campaigns quickly. These campaigns are stored in a library for easy access.

PUBLISH

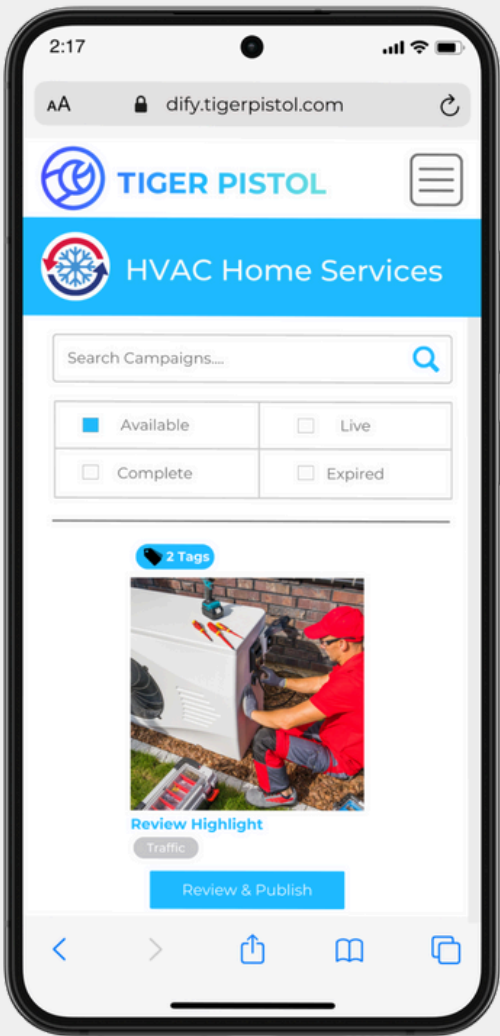
Publish thousands of dynamically localized ads from the individual location's Facebook Page, TikTok account, or Amazon Ad account, or franchisees can choose ads from the brand-approved campaign library, pay, & publish.

REPORT

Centralize, analyze, and surface campaign data across your local partners' social campaigns in a single, interactive dashboard.

Five Minutes & Done. An Intuitive Experience for Non-Marketers

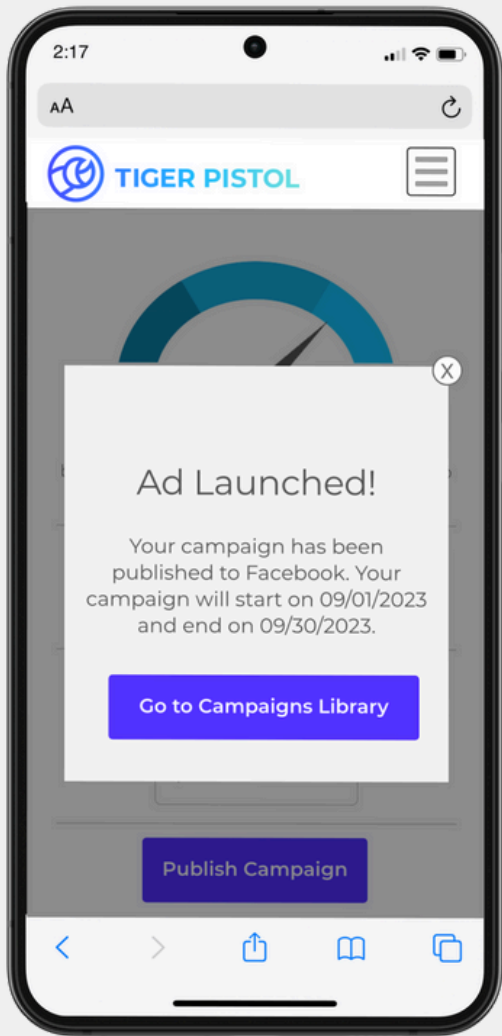
Franchisees are busy people. They have little time for advertising and often lack the digital advertising expertise to execute a successful strategy. Tiger Pistol’s platform makes it easy for non-marketers to launch brand-approved, best-practice local advertising for their units in just a few clicks.



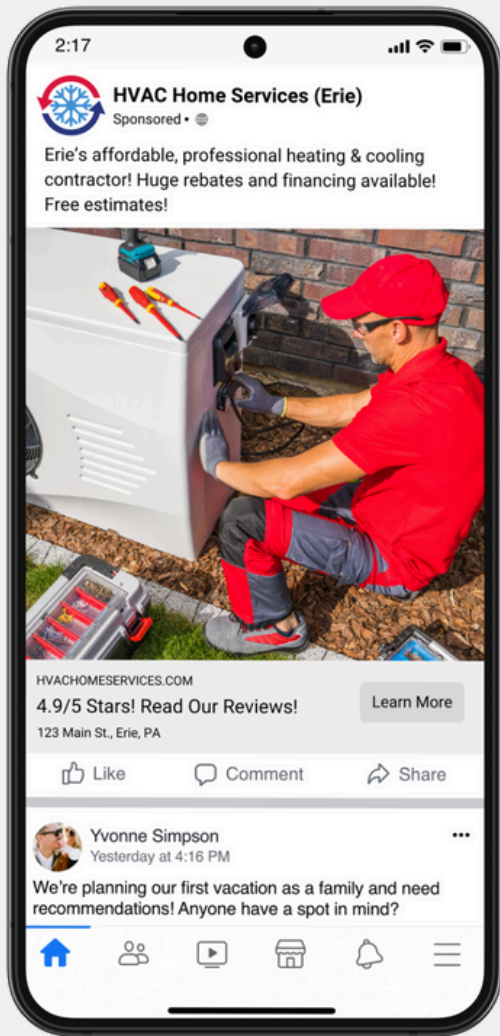
Franchisee selects from available brand-created ads.



Franchisee selects media to resonate with location.



Franchisee pays for & launches ad.



Platform automatically localizes ad & publishes.

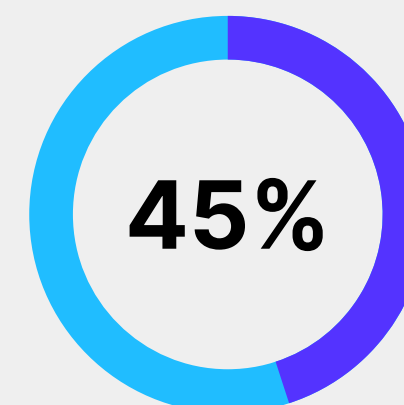


Right Message, Right Platform: Channel Strategies That Drive Local Action

Homeowners aren't browsing digital platforms passively. They're planning projects, checking reviews, and pricing out upgrades, and they're doing it on the same channels where they scroll for news, recipes, and entertainment.

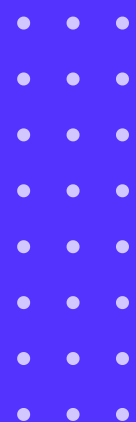
Seventy percent of homeowners now prefer to book services online (Source: Valve + Meter). Forty-five percent discover providers through social media (Source: LocalIQ). The buying journey isn't linear, and it doesn't always start with a search bar. It starts on the platforms people already use, and where they already trust what they see.

Platform selection shapes outcomes. Facebook, Instagram, TikTok, and Amazon Sponsored Display each play a distinct role in the home services marketing mix. When franchisees understand what each channel does best and are equipped with campaigns built for those strengths, they stay top of mind, no matter where the homeowner is in the decision cycle.



of customers discover home service providers through social media.

(Source: Valve + Meter)





CHAPTER 4

Facebook

Facebook's wide reach and advanced targeting capabilities make it a foundational platform for local visibility. Its tools allow franchisees to target by zip code, city, or radius, making it ideal for promoting time-sensitive services and recurring maintenance.

Homeowners across generations still rely on Facebook to find local recommendations, read reviews, and vet businesses. It's where trust is built and reinforced.

Use Facebook for:



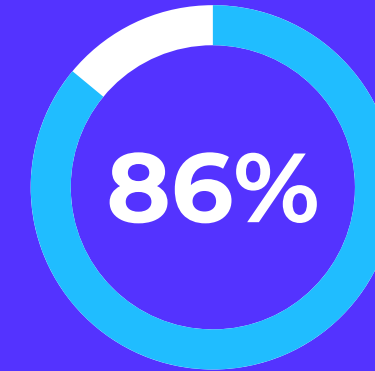
Promoting seasonal services and limited-time offers.



Highlighting customer reviews and high ratings.



Staying visible across demographics with affordable daily budgets.



of consumers read reviews for local businesses. This includes

95%

of 18 to 34 year old consumers.

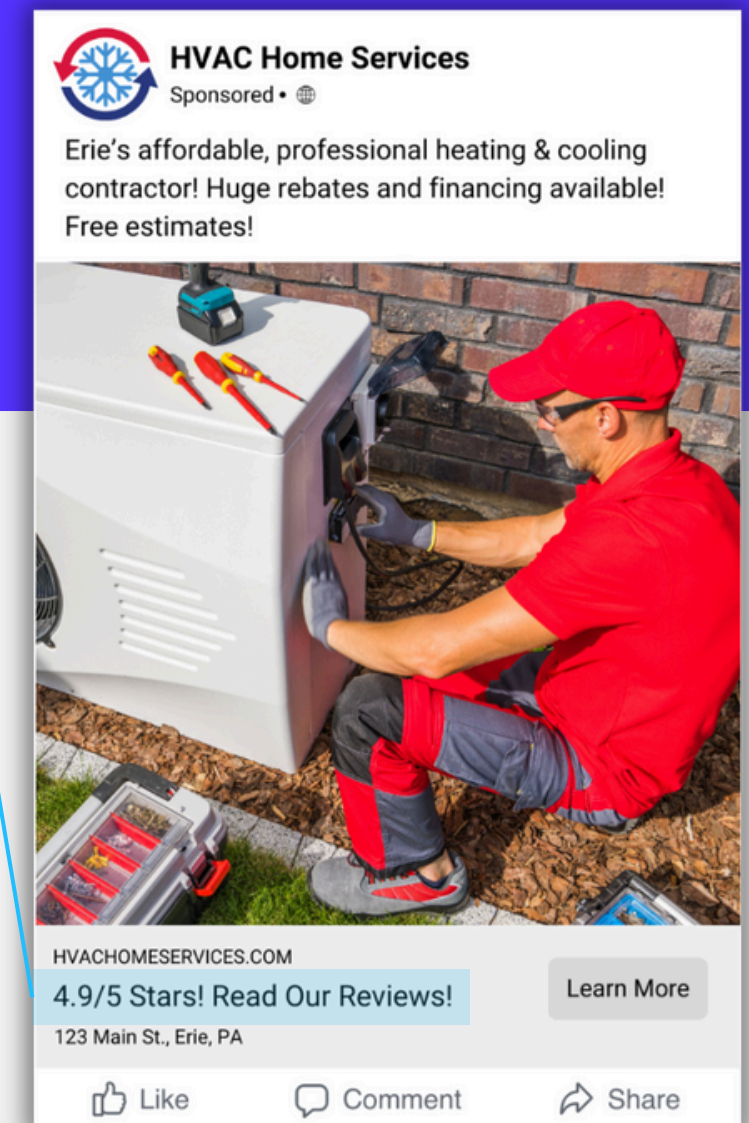
(Source: BrightLocal).

HVACHOMESERVICES.COM

4.9/5 Stars! Read Our Reviews!

123 Main St., Erie, PA

Great reviews? Make them part of discovery. Use automation to dynamically insert location ratings.





VERTICAL

Why?

150% Higher Click-Through-Rate

90% Higher Completion Rate

80% Increase in Completion Rate

58% Higher Reach

Instagram & TikTok

Short-form video performs exceptionally well on Instagram and TikTok, particularly for engaging younger homeowners. These platforms reward creativity, personality, and authenticity over polish.

On Instagram, Reels offers strong geographical and demographic targeting with a lower barrier to entry. TikTok reaches a broader area at a higher entry cost, but offers unmatched discovery potential for brands that lean into storytelling.

Use Instagram and TikTok for:



Service demos and before-and-after transformations.



Relatable content that meets the needs of your audience.



Engaging younger, digital-first audiences.





CHAPTER 4

Amazon Sponsored Display

Amazon Sponsored Display offers service-based franchisees the opportunity to appear alongside relevant home product searches, even if they don't sell products directly on Amazon.

With only a one dollar minimum daily spend, Sponsored Display connects services to moments of consumer intent. A homeowner shopping for pest traps or water filters is already thinking about the job – they just need to see the right provider at the right time.

Use Amazon Sponsored Display for:

- ✓ Targeting high-intent buyers based on product behavior.
- ✓ Supporting seasonal promotions and complementary needs.
- ✓ Keeping franchisees visible during early consideration.



Platform Matters. Strategy Wins.

Every platform plays a different role. Facebook builds credibility. Instagram and TikTok create emotional connections. Amazon drives awareness when it counts the most. The strongest local advertising programs lean into those strengths with platform-specific campaigns that are easy to launch, brand-safe, and locally relevant.





The Results Speak for Themselves

Performance makes the case. Localized advertising isn't just the right strategic move. It's the more effective one. When franchisees launch campaigns from their own pages with brand-approved creative and localized targeting, they beat Facebook's own benchmarks, often by wide margins.

Across reach and traffic campaigns, Tiger Pistol's local execution model consistently delivers lower costs, steadier performance, and greater efficiency than the industry standard. This chapter presents the numbers, quarter-by-quarter, category-by-category. The advantage is measurable and scalable.

Performance Follows Participation

Participation isn't just a metric. It's a multiplier. Franchisees using Tiger Pistol's local advertising platform consistently see:

- ✓ Lower costs than Facebook benchmarks.
- ✓ Higher engagement rates with localized creative.
- ✓ Greater adoption when campaigns are turnkey and brand-approved.

Lower costs.
Steadier returns.
Every quarter.
Every category.



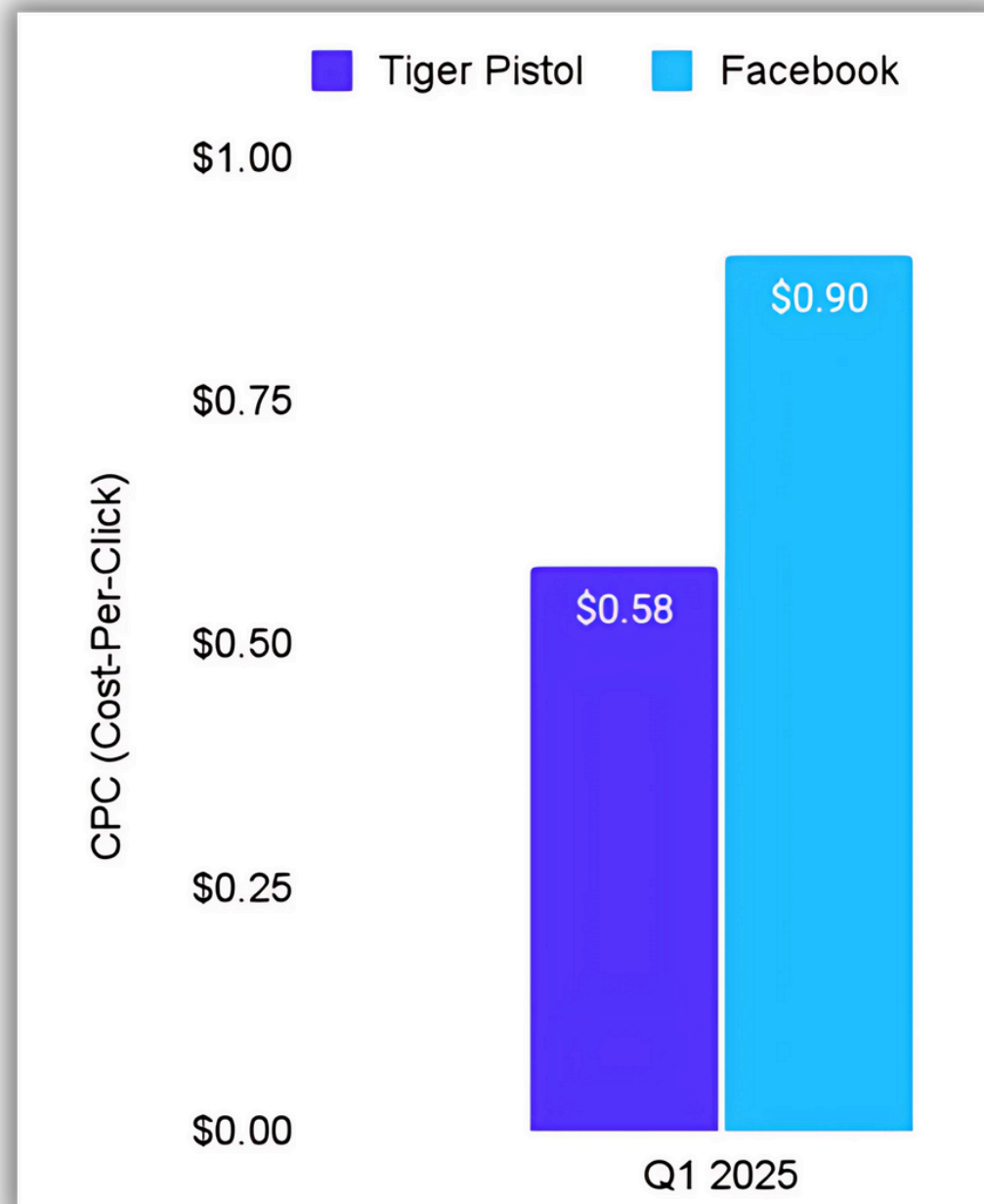
CHAPTER 4

Reach Campaigns: Lower CPM, Greater Efficiency

In Q1 2025, Tiger Pistol's localized campaigns in the home services sector delivered an average CPM of \$4.72. For comparison, Facebook's benchmark for the same industry came in at \$9.84. That's a 52% reduction in cost to reach the same audience.

Tiger Pistol Home Services Campaigns vs. Facebook Home Services Campaigns CPM, Q1 2025

(Sources: Varos, Tiger Pistol Internal Data)

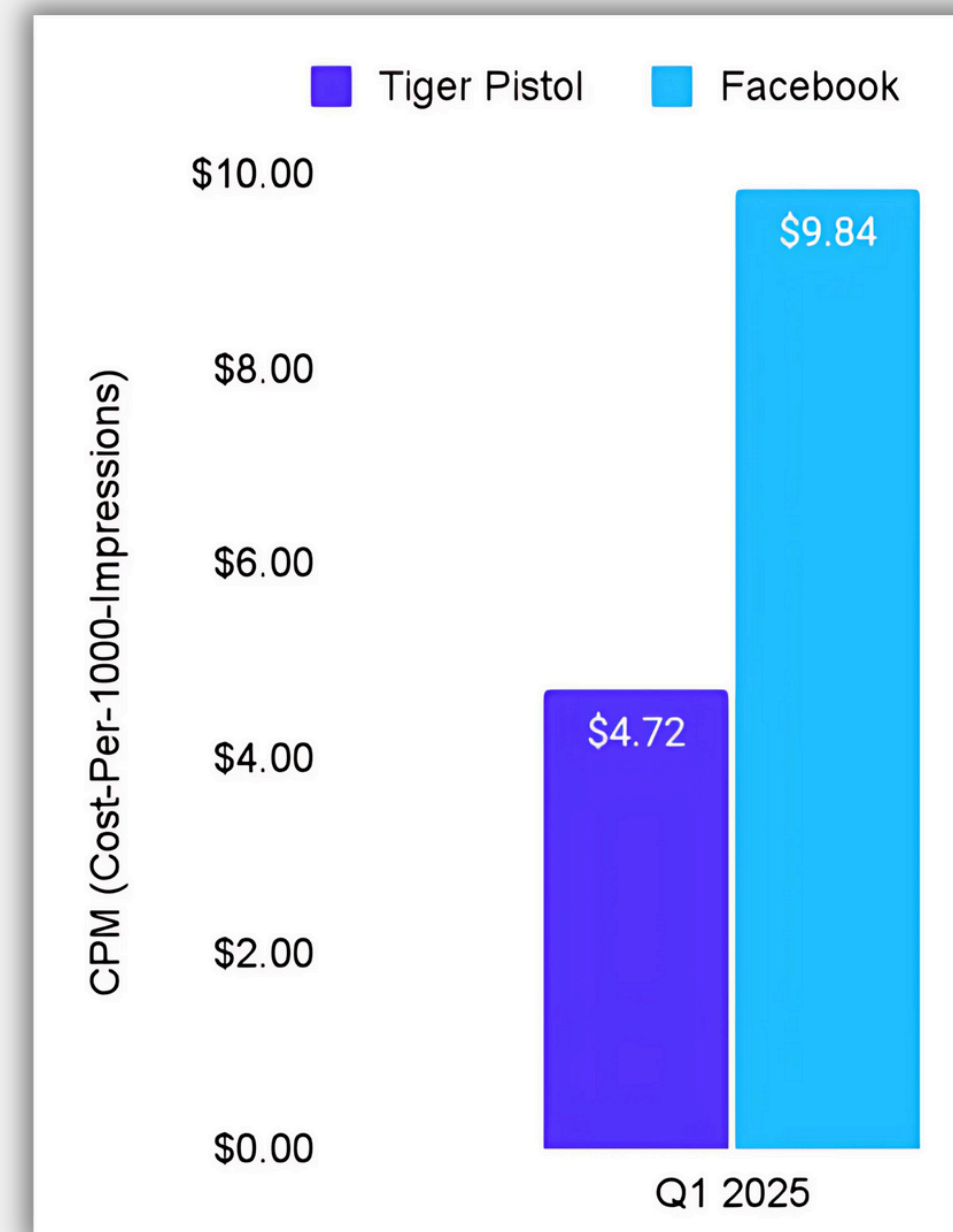


Traffic Campaigns: Better Click Efficiency

Traffic campaigns on Tiger Pistol's platform also performed with greater cost control. In Q1 2025, the average CPC was \$0.58, compared to Facebook's home services benchmark of \$0.90. That's 36% lower cost per click.

Tiger Pistol Home Services Campaigns vs. Facebook Home Services Campaigns CPC, Q1 2025

(Sources: Varos, Tiger Pistol Internal Data)





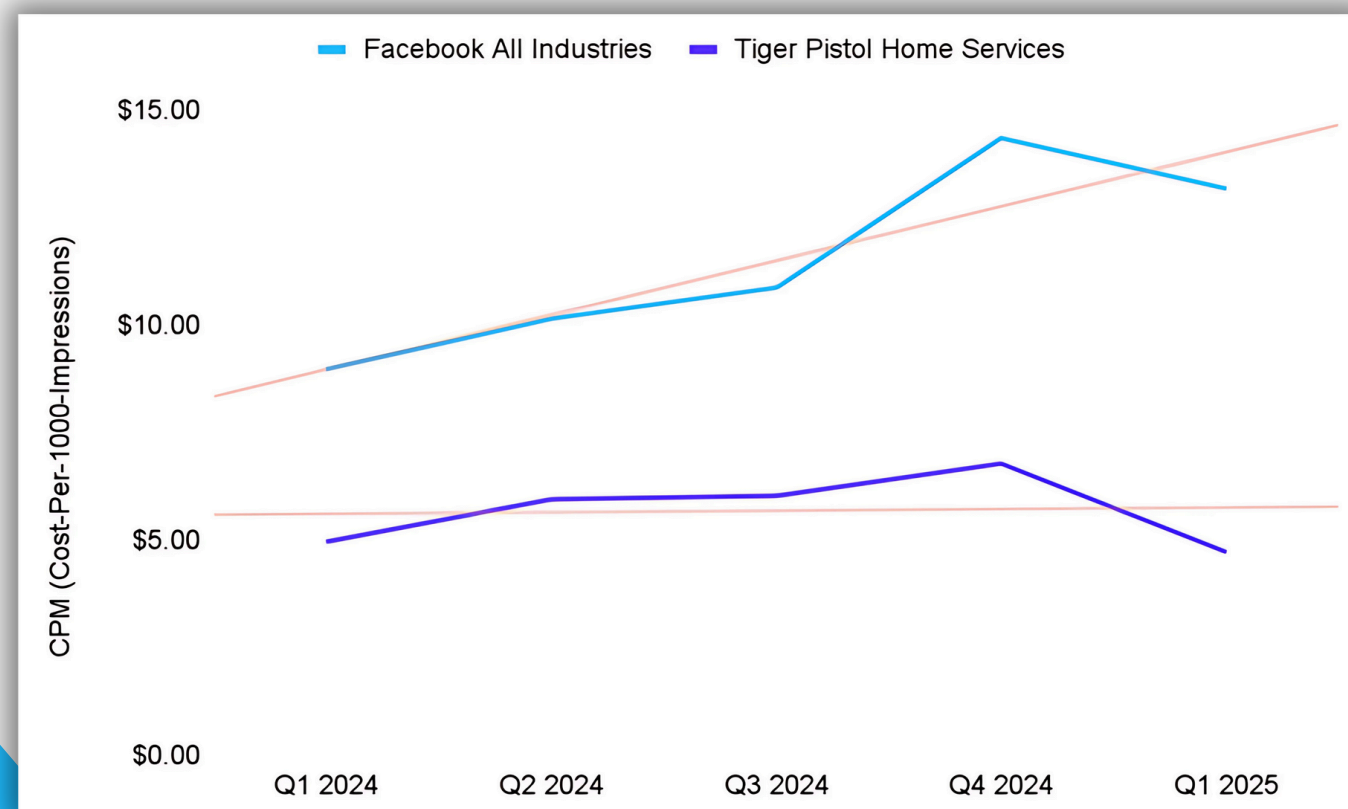
CHAPTER 4

Quarterly Trendline: Cost Stability Built In

Where Facebook's CPMs fluctuate sharply throughout the year, Tiger Pistol's costs remain controlled, even in the most competitive seasons. In Q4 2024, Facebook's average CPM spiked to \$14.35. Tiger Pistol's home services CPM for the same quarter: \$6.77. By Q1 2025, Facebook's CPM held at \$13.16. Tiger Pistol's dropped to \$4.72.

Quarterly CPM Comparison – Facebook All Industries vs. Tiger Pistol Home Services

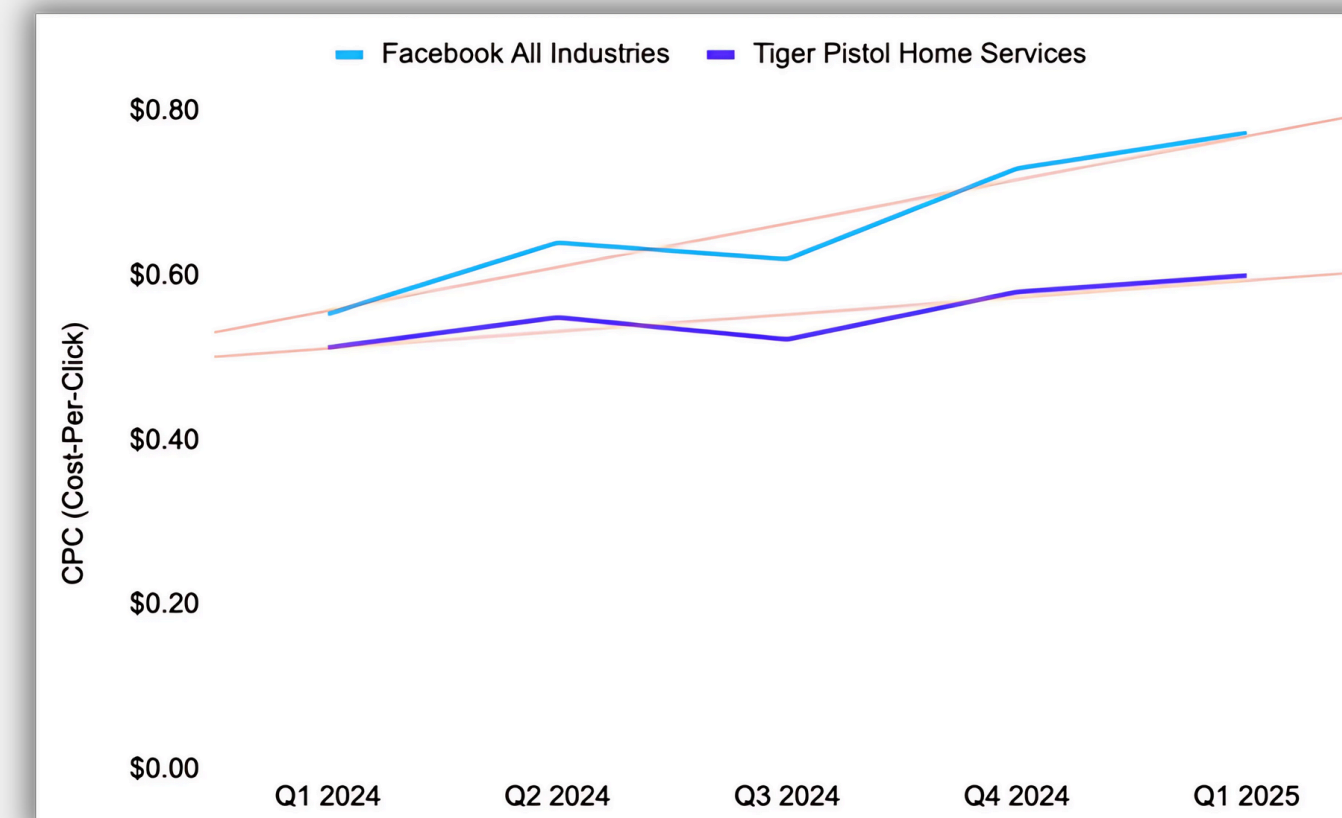
(Sources: Birch, Tiger Pistol Internal Data)



Tiger Pistol's CPC also held steady across five quarters, ranging from \$0.51 to \$0.60. Meanwhile, Facebook's all-industry CPC rose from \$0.55 to \$0.77 over the same period.

Quarterly CPC Comparison – Facebook All Industries vs. Tiger Pistol Home Services

(Sources: Birch, Tiger Pistol Internal Data)



That consistency supports better planning, clearer ROI, and confidence in campaign performance at scale. Franchise marketers can forecast with greater precision, even during periods of market pressure.



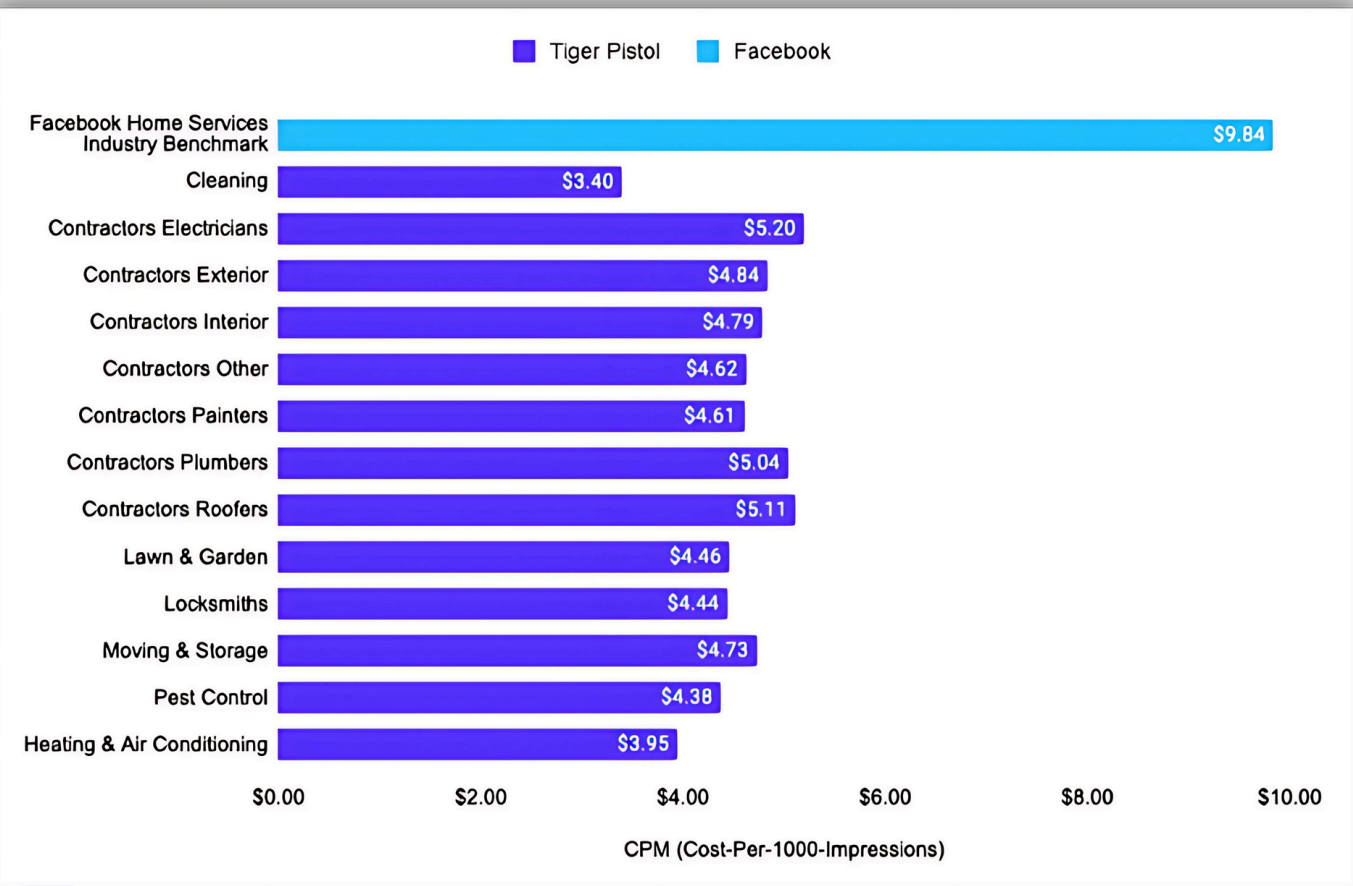
CHAPTER 4

Performance by Category: Local Wins Across the Board

From pest control to painting, Tiger Pistol’s local campaigns outperformed industry CPM benchmarks in every tracked home services category. This is not a one-size-fits-all win. It’s localized efficiency across every major segment.

CPM by Subcategory, Q1 2025, Facebook Home Services Benchmark vs. Tiger Pistol

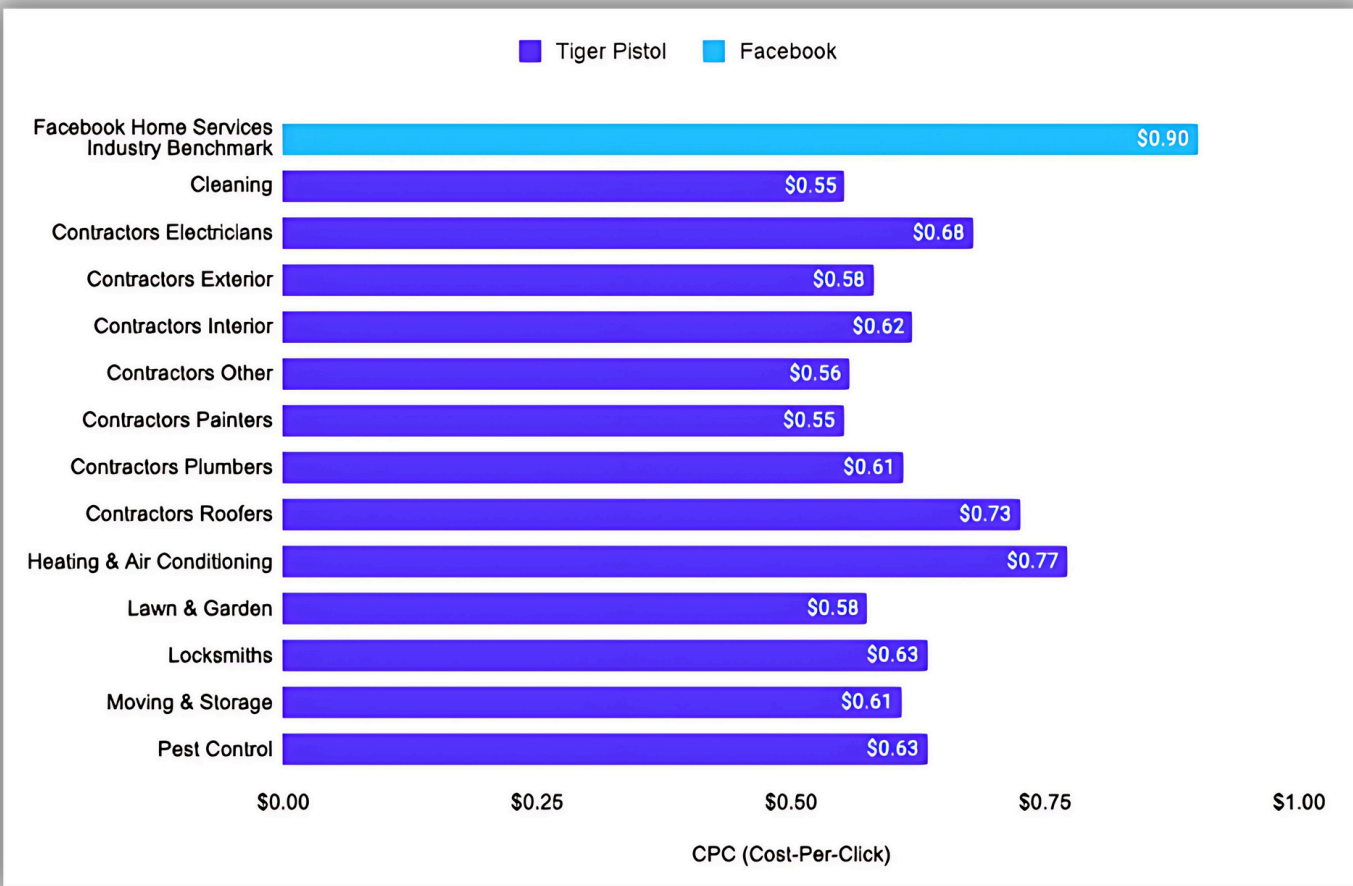
(Sources: Birch, Tiger Pistol Internal Data)



Tiger Pistol campaigns also delivered lower CPC across all service types. Every dollar travels further. Every click drives more value.

CPC by Subcategory, Q1 2025, Facebook Home Services Benchmark vs. Tiger Pistol

(Sources: Birch, Tiger Pistol Internal Data)





CHAPTER 4

Why it Works

Local relevance drives performance. When franchisees run campaigns from their own business pages using brand-approved templates, engagement increases and costs decrease. These ads are geographically focused, timely, and trusted – because they feel personal.

Tiger Pistol's model protects brand integrity while enabling the flexibility needed to resonate locally. That balance is what elevates results. Campaigns launched through Tiger Pistol consistently outperform Facebook industry benchmarks across all major home service categories. The model is proven. The results are repeatable. Local is the advantage.





**All generations name
Facebook as the top
social media platform for
home service discovery.**

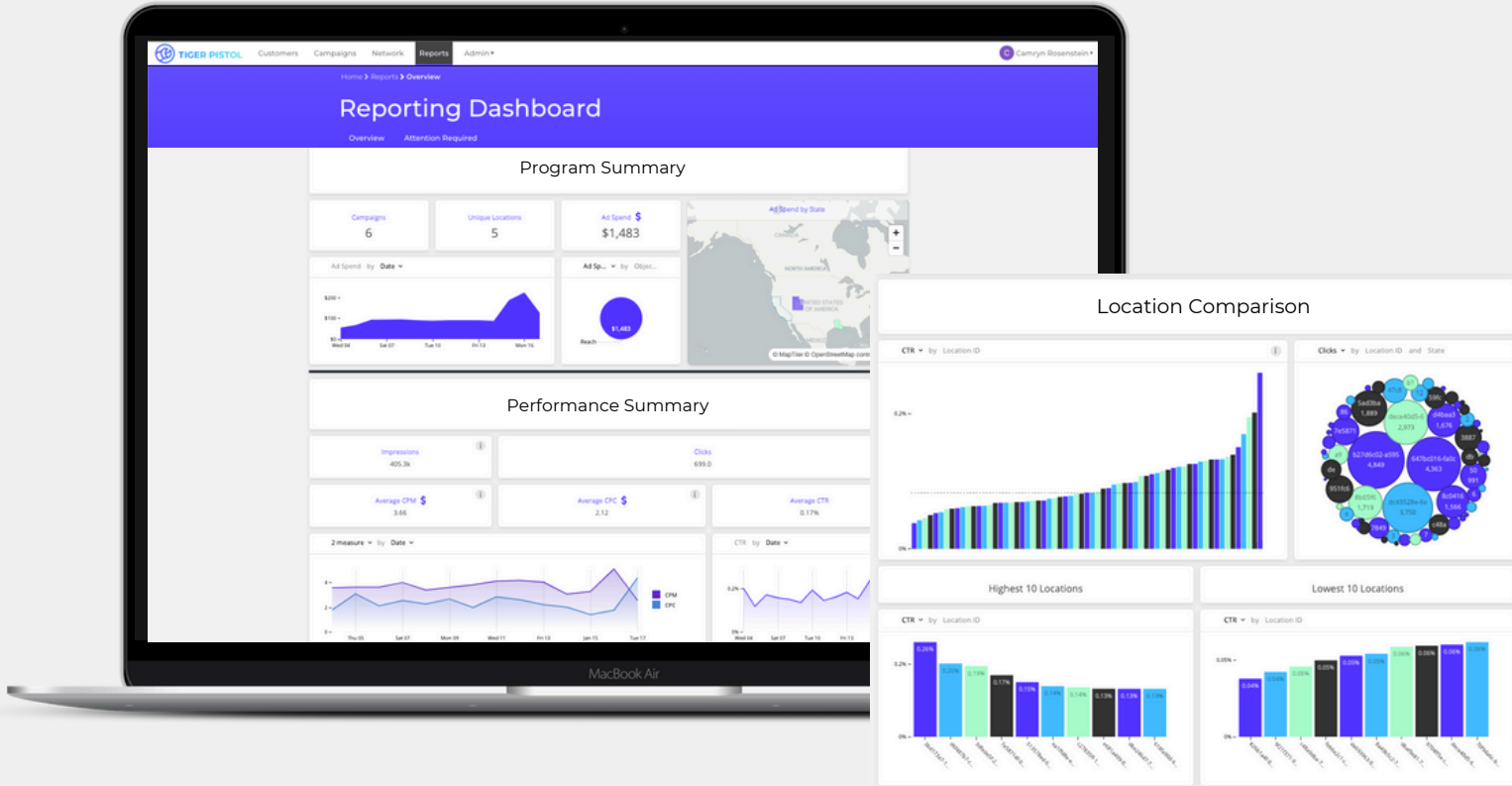
(Source: Tinuiti)





Advanced Insights & Reporting

-  Efficiently consolidate data across locations in real-time, eliminating the need to manually collect reporting from different platforms, partners, agencies, or locations.
-  Cross-filter data across timeframes, campaign objectives, or location(s) to compare performance and inform decision-making.
-  View every important data point across creative, copy, targeting, or performance metrics for comprehensive analysis.
-  Understand your program's performance and how best to optimize future campaigns.



Campaign & Location Selection

01

Easily group campaigns based on the data that matters to you, such as flight dates, goals, location, unique identifiers, or any combination of data points.

Campaign Group Overview

02

Once the criteria are selected, the dashboard will automatically adjust to show high-level details of the group.

Performance Across Locations

03

The campaign performance section collects aggregate campaign data and presents it visually and intuitively so you can see how your campaigns are performing.

Download & Share

04

Each visualization and metric can easily be downloaded into a CSV, XLSX, or PNG file.



CONCLUSION

A Trust-Driven Growth Model: How Empowerment Builds Stronger Franchise Systems

Every chapter in this playbook points to the same conclusion: when franchisees are equipped to run brand-approved, localized campaigns, performance improves. But the impact goes further than lower CPMs and higher click-through rates. The real return is trust, between franchisor and franchisee, between brand and customer, between local presence and national strength.

Trust is what turns performance into loyalty. It's what transforms tools into adoption. And it's what allows franchise marketers to scale smartly without sacrificing control.

Empowerment Drives Adoption

Franchisees want to participate, but only when it's clear the system works for them. When they're given easy-to-launch campaigns that reflect their location, match their tone, and respect their time, participation rises. When they see results, the flywheel begins: more engagement, more advocacy, more campaigns launched.

That's how programs that were once optional become essential.





CHAPTER 4

Local Connection Builds Systemwide Loyalty

A campaign that features a neighborhood name or local promotion improves relevance and strengthens the franchisee's identity within the brand. It shows them they're seen. That their market matters.

When franchisees feel ownership in how the brand shows up in their community, they become more invested. That investment leads to higher retention and stronger brand alignment.

The same is true on the customer side. Ads that reflect local offers or local credibility drive emotional connection – the key driver of customer loyalty.

Trust Reduces Risk

Franchise networks often hesitate to scale local advertising for fear of inconsistency. Yet inconsistency happens when franchisees are left to figure things out on their own. When the system doesn't support local execution, improvisation fills the gap.

The right platform removes that risk. It ensures that every ad launched follows brand guidelines, uses pre-approved creative, and operates within a framework of consistency. The right local advertising platform makes it possible to run thousands of campaigns without compromising a single brand element.

Visibility Strengthens the Entire System

Franchise systems grow stronger when local success scales. A visible, trusted presence in every community adds up to a brand that performs nationally, not just in metrics, but in reputation.

Empowering franchisees doesn't mean you're letting go of the reins. It's about setting a higher standard and giving your franchisees the tools to meet it. When franchisees are empowered to act locally, the entire system performs better. Campaigns deliver results. Customers engage. Franchisees participate. And trust becomes the most valuable return of all.





Let's Talk

Sales@tigerpistol.com

