



A Handyman Alliance With a Fresh Approach

In 2019, Ace Hardware acquired Handyman Matters to create Ace Handyman Services. This service connects the consumer with skilled craftsmen Multi-Skill Craftsmen that who are experienced, reliable, efficient, and provides superior service at reasonable rates.

Ace Hardware went to great lengths to find an equitable match in the handyman marketplace, testing every facet of the business model and considering customer reviews, steady revenue, and a passion for revolutionizing the home improvement industry. Handyman Matters, created by Andy Bell in 1998, credit their non-traditional approach to the construction industry as the power behind the success of their business. “If we hire people as employees, as opposed to

sub-contractors, not only do we get quality control, consistent customer service, and regular schedules, we can also offer them paid vacations, sick time, staff meetings, health insurance, and 401k programs,” explained Colette Bell, VP Franchise Development of Ace Handyman Services.

Ace Hardware is the largest retailer-owned hardware store in the world, with more than 5,400 locally owned and operated hardware stores. “92% of people in the U.S. know who Ace Hardware is, and with that brand name comes customer trust and loyalty with every brand new location,” said Bell. Pair the brand name with their singular approach to the industry, and the results have been considerable. “Last year during a pandemic,

we brought 61 franchisees on board, and so far this year, we have launched another 57. We are defined as an essential business, and the explosive growth we are seeing combines all of those factors.”

To get started, you do not need a background in construction or repair. A variety of skills are beneficial for ownership. “Don’t mark it off your list because you do not have a construction background. Most of our franchisees, like my husband, did not come from a construction background. It is good to think about the opportunities you might have with something you never expected to be doing,” said Bell.

To learn more, visit acehandymanfranchising.com.

- Elice Morgenson

