

For Release

Contact: Meara McCarty
Meara@TheEisenAgency.com
513.317.0567

Budding Handyman Franchise Links with Cincinnati PR Firm

The Eisen Agency to Direct Local, National Media Relations Initiatives

CINCINNATI, OH – August 20, 2015 — Award winning public relations, branding and marketing firm The Eisen Agency was selected to direct the public relations and media relations initiatives of Greater Cincinnati based home improvement franchisor House Doctors.

House Doctors is a whole-house service provider that offers professional handyman and light remodeling services to homes and commercial facilities across the nation. The Eisen Agency will work with the franchisor to develop national media relations programs, franchise sales marketing, “cause marketing” efforts and assist in the development of franchisee visibility in their local markets across the country.

House Doctors owner and CEO Jim Hunter said he sees tremendous potential in the growth of the business and the industry as the population and housing stock ages and not only needed a public relations firm with national reach and capabilities, but also one with significant franchisor and franchisee experience. “This is a great opportunity for our business to establish a larger customer base for our franchisees, and to work with entrepreneurs that are seeking a booming franchise opportunity. Eisen has tremendous marketing communications experience in the franchised home improvement industry, and we’re thrilled to be working with such an industrious and hardworking crew.”

Eisen owner and CEO Rodger Roeser said, “We are pleased to be a part of the recipe for continued success for House Doctors. We understand what it is that we need to do in order to be effective and help our client reach its goals and objectives. House Doctors is an amazing company with exceptional people, and we are honored to be tasked with sharing those stories.”

House Doctors was founded in 1995 and is a National Home Improvement Franchise Company with their home office in Milford, Ohio. House Doctors is now actively franchising across the United States.

About The Eisen Agency

The Eisen Agency is an award winning branding and branded communications firm, with offices in Cincinnati, Cleveland and Northern Kentucky. The agency works with organizations to assist them in creating a smoother and more predictable path to success, and as one of the nation's foremost innovators in public relations and social media, The Eisen Agency develops, implements and manages the growth and reputation of brands in the retail, restaurant, automotive, manufacturing, legal, financial, real estate, healthcare, construction, industrial, and professional service sectors. More information can be accessed at www.TheEisenAgency.com or by calling 859.291.4302.

