

You could say what we do is business to business, but it's actually peer to peer.



Nexstar Network is a business-development and best-practices organization for independent home service plumbing, heating, air conditioning and electrical professionals. We were founded in 1992 by industry thought pioneer Frank J. Blau, Jr., and since then have hired the right people to carry Frank's vision forward into the organization we are today.

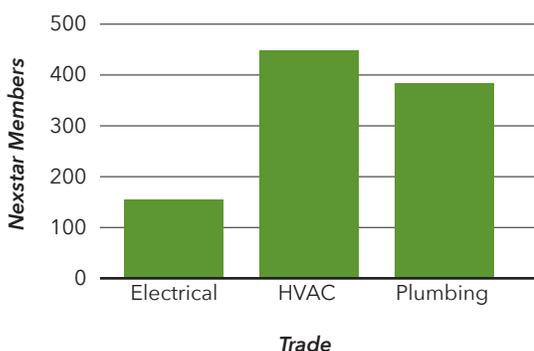
We believe in educating and coaching people, not just handing them a silver bullet.

Nexstar exists to bring contractors together and to raise the standard in the plumbing, heating, cooling and electrical industries. Our members benefit from comprehensive business training, proprietary processes and systems, and dedicated operations, call center, marketing and recruiting coaches. We hold dozens of classes across the country every year, with our biggest events bringing together more than 600 of our members.

We cultivate an atmosphere of openness and sharing, and it works.



average retention rate year over year



Once contractors join our organization, they are not bound to stay by contract. We are member owned, and our members come first. They are the key decision makers and the driving force behind any developments we create. Our membership spans all the trades, and we are committed to guaranteeing our work benefits all of them.

# We're passionate about results and want to share our knowledge with the industry.

Our coaching staff has been in our members' position—the majority have owned and operated residential service companies, and the others are seasoned experts in their fields. We have someone who lives and breathes the information you're looking for, including the experts listed below.



**Jim Hamilton**  
Finance

Jim likes to say, "If you're looking to get your foot in the door to making profits, I'm your doorknob." Following in his mentor Frank Blau's footsteps, Jim will teach contractors how to fall in love with the numbers of their businesses. He has already helped hundreds of contractors with budgeting, financial planning, and learning how to price correctly.



**John Conway**  
Operations

Before he was a coach, John was a Nexstar member, and he has been in the industry for more than 20 years. He got his start at his family's home service company, which at the time was pulling in \$250,000 per year. Eventually, he bought it from his father, and grew it into a \$20-million company. He knows the ins and outs of process, management, goal setting, personnel growth and more.



**Dan Friesen**  
Training

Dan handles training development at Nexstar. In teaching several of our classes, he's met thousands of technicians, not to mention the ones he used to work with directly in his own HVAC business. An educator at heart, he is always adapting and striving to deliver the best possible information. Dan works with us from his office in Canada, where he himself developed his trade.



**Tom Merriott**  
Call Center

Tom delivers no-nonsense call center expertise to both call center managers and their teams of customer service representatives and dispatchers. The call center is often the root of many solvable problems in a business: It may not seem like it at first glance, but the call center is tied directly to marketing, revenue success and customer satisfaction.



**Ed Cerier**  
General  
Marketing

Ed has been developing marketing strategy for residential service companies for over a decade. Ed is passionate about helping members uncover new ideas. "New ideas are all around us," Ed says. "They can be found as close to home as other Nexstar members, and as far away as other industries." He has the experience and creativity to deliver timely, smart and precise advice on any marketing challenge facing contractors today.



**Susan Kimball**  
Digital  
Marketing

Susan has a passion for all things internet marketing: email, analytics, social media, SEO, SEM, PPC and all those other alphabet-soup names. Susan is continually intrigued by where technology and Google are taking us, and she works to stay in the know with what's in, what's out and what the future holds in the digital marketing world. Susan will help residential service contractors succeed in the fast-changing world of all things internet.

You can meet our business coaches and trainers at our annual events, where the media is always welcome to join us.

Contact: Andrew Lahr  
Communications Specialist  
and Staff Writer  
andrewl@nexstarnetwork.com  
651-789-8545

Our work  
appears in:



the **NEWS**

