

PRESS KIT



THRESHOLD
BRANDS

ANSWER THE CALL™



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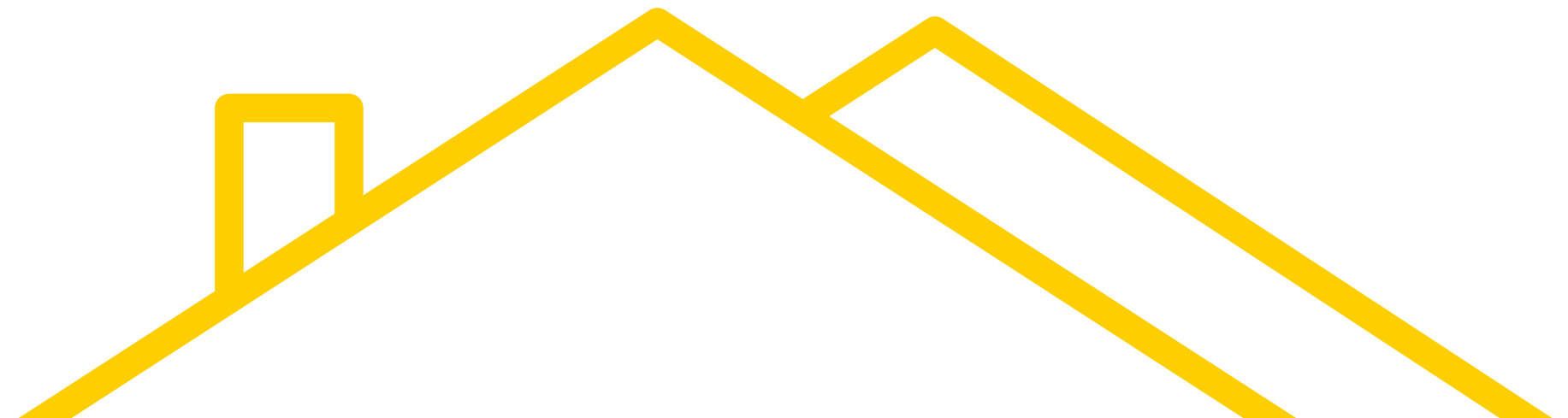
WHAT IS THRESHOLD BRANDS?

Threshold Brands is a collection of best-in-class home services companies united by a common purpose: to protect and care for people's most valuable investment, their home or business, while making a real difference in their lives.

We empower our franchise owners to build and scale their companies through comprehensive support in marketing, technology, training and business coaching. Our portfolio includes trusted and essential brands, including Granite Garage Floors, Heating + Air Paramedics, MaidPro, Men In Kilts Window Cleaning, Miracle Method, Mold Medics, Pestmaster, Plumbing Paramedics, Sir Grout and USA Insulation.

LEARN MORE

More information about Threshold Brands and its franchising opportunities is available at thresholdbrands.com.



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THRESHOLD BRANDS LEADERSHIP



TED DEMARINO

Chief Executive Officer

Ted DeMarino is the CEO of Threshold Brands, with over 25 years of experience in store operations, including multistate, multiunit operations. He has a proven track record in leading field-based operations, including mergers and acquisitions, market planning, real estate negotiations and training. Ted is known for his strategic planning skills and ability to develop and motivate top-performing teams.



JULIET DIORIO

Chief Revenue Officer

Juliet Diorio is the Chief Revenue Officer at Threshold Brands, bringing 12 years of C-suite experience to her role. She is a passionate and entrepreneurial marketing executive with expertise in both B2B and B2C environments, particularly in the franchise and multi-location space. Juliet is known for her strategic vision, leadership skills and ability to drive revenue growth. She oversees all revenue-generating activities at Threshold Brands and is instrumental in developing and executing innovative sales strategies.



KELLI SCHROEDER

Vice President of Franchise Development

Kelli Schroeder is a seasoned franchise development leader with over 15 years of experience driving brand growth across the U.S. and internationally. As Vice President of Franchise Development at Threshold Brands, she empowers franchise owners daily across 10 diverse home service brands, a role she joined in 2024 after extensive experience leading global brand expansion and owning a consulting firm focused on franchising. Kelli is passionate about the importance of community engagement in franchise ownership, and outside of work, she enjoys global travel and spending time with her husband and daughter.



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MAIDPRO

Cleaning is a big deal to us.

MaidPro specializes in professional housekeeping services with customized cleaning solutions for residential and light commercial clients. With over three decades of experience and over 250 locations in 38 states, the District of Columbia and Canada, MaidPro is dedicated to going above and beyond to deliver a quality cleaning service. The cleaning franchise was also recognized in Entrepreneur's Hall of Fame, honoring 25+ years on the Franchise 500® and its legacy of excellence and innovation. MaidPro follows a 49-point checklist to provide the peace of mind that your home will be taken care of and nothing will be left behind. Completed by trained professionals, each home receives the personalized attention it deserves.

For more information, visit maidpro.com. For franchise opportunities, visit maidprofranchise.com.



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USA INSULATION

Comfort and Savings since 1985.

USA Insulation specializes in improving home comfort levels and saving homeowners and business owners money on utilities. With 40 years of experience and over 100 locations, USA Insulation is ranked by Entrepreneur® as the #1 insulation franchise in the United States. The company owns and manufactures its USA Premium Foam® Insulation that provides a lightweight, whole-home solution from a 3-part, quality blend. Its premium foam works on almost every type of building and delivers a 35% higher R-value than traditional forms of insulation.

For more information, visit [usainsulation.net](https://www.usainsulation.net). For franchise opportunities, visit [usainsulationfranchise.com](https://www.usainsulationfranchise.com).



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MIRACLE METHOD

We deliver surface refinishing miracles.

Miracle Method specializes in surface refinishing, transforming worn, outdated or damaged countertops, bathtubs, showers and tile into like-new finishes. The brand offers miraculous results for significantly less time and cost than traditional remodeling. With over 40 years of experience and more than 140 locations nationwide, the company delivers durable, high-quality results to homes and businesses using advanced technology and exceptional customer service. Entrepreneur® recognized Miracle Method's long-standing commitment to excellence by inducting the franchise into its Hall of Fame, celebrating 25+ consecutive years on the Franchise 500®.

For more information, visit [miraclemethod.com](https://www.miraclemethod.com). For franchise opportunities, visit [miraclemethod.com/franchise](https://www.miraclemethod.com/franchise).



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GRANITE GARAGE FLOORS

Looks and lasts like granite.

Granite Garage Floors specializes in high-performance epoxy and polyaspartic flooring, transforming residential and commercial properties with stunning flooring and storage solutions. With over 12 years of expertise, more than 50 locations nationwide and a #1 ranking from Entrepreneur® as the top concrete coating franchise in the United States, the company is dedicated to delivering durable, beautiful floor transformations. Using premium products like CrownWall® slatwall systems, cabinets and accessories, Granite Garage Floors provides complete space makeovers that enhance both functionality and style.

For more information, visit [granitegaragefloors.com](https://www.granitegaragefloors.com). For franchise opportunities, visit [granitegaragefranchise.com](https://www.granitegaragefranchise.com).



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HEATING + AIR PARAMEDICS

There when you need us.

Heating + Air Paramedics specializes in quality heating and air conditioning services nationwide. With over 10 years of experience, Heating + Air Paramedics has combined small-town service with big-brand support built around integrity, innovation and exceptional customer care. Heating + Air Paramedics offers residential emergency HVAC services, furnace installation and fixes, heat pumps, energy-efficient air conditioning services and more to residential properties.

For more information, visit heatingairparamedics.com. For franchise opportunities, visit heatingairparamedicsfranchise.com.



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PLUMBING PARAMEDICS

Come home to confidence.

Plumbing Paramedics specializes in comprehensive plumbing solutions from leak detection and repairs to drain cleaning. With over 10 years of experience, Plumbing Paramedics can install, repair and maintain residential plumbing systems. Plumbing Paramedics is a full-service provider qualified to take care of bathrooms, kitchens, basements and more with high-quality services.

For more information, visit [theplumbingparamedics.com](https://www.theplumbingparamedics.com).

For franchise opportunities, visit

[theplumbingparamedicsfranchise.com](https://www.theplumbingparamedicsfranchise.com).



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SIR GROUT

Cleaning stone, tile and grout since forever.

Sir Grout specializes in hard surface restoration for both residential and commercial spaces through cleaning and sealing technologies. With nearly two decades of experience and over 70 locations across the nation, Sir Grout is committed to a unique process that transforms tired, worn grout and tile and other hard surfaces to look brand new. Its proprietary ColorSeal process provides convenient, cost-effective and quick results, giving surfaces a refresh in less than a day. Recognized by Entrepreneur® as the #1 grout franchise in the U.S., Sir Grout continues to lead the industry in customer service, innovation and impact.

For more information, visit sirgrout.com. For franchise opportunities, visit sirgroutfranchise.com.



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PESTMASTER

Your partner in pest control.

PestMaster specializes in pest management, rodent control, vegetation management and wildlife removal and exclusion services. With over 40 years of expertise and more than 60 units nationwide, PestMaster is committed to providing sustainable solutions for residential, government and commercial customers. By offering Integrated Pest Management solutions, all factors of the property are taken into account to fully understand the problem.

For more information, visit pestmaster.com. For franchise opportunities, visit pestmasterfranchise.com.



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MEN IN KILTS WINDOW CLEANING

We're cut from a different cloth.

Men In Kilts Window Cleaning specializes in residential and commercial window and exterior cleaning, with over 40 locations across North America. The brand combines cutting-edge technology with a strong commitment to safety, continually refining its tools and techniques so technicians deliver exceptional results with care, providing customers with a spotless finish and an experience they won't forget.

For more information, visit meninkilts.com. For franchise opportunities, visit meninkiltsfranchising.com.



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MOLD MEDICS

Detect and Defeat.

Mold Medics is an innovative indoor environmental services brand specializing in mold testing and remediation, air duct and dryer vent cleaning, disinfection and indoor air quality solutions for residential and commercial clients. Built on transparency, trust and EPA-certified treatments safe for families and pets, Mold Medics delivers peace of mind with every job.

For more information, visit moldmedics.com. For franchise opportunities, visit moldmedics.com/franchising.



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Entrepreneur

[See Who Made the Franchise 500 Hall of Fame in 2025](#)
[12 Businesses Share Their Biggest Marketing Wins, From a Social Media Scavenger Hunt to Lovable Mascot](#)



Franchising Magazine USA

[Pestmaster Welcomes New Franchise Owner While Expanding Footprint in Georgia](#)



MSN.com

[Top 10 Profitable Franchises to Own: A Closer Look at Underrated Opportunities](#)

Martha Stewart Living

[13 Surprising Ways to Use Epsom Salt to Clean Your Home, According to Experts](#)



The Toledo Blade

[Hometown Hero, dad of 6, gets home insulation installation](#)



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WEBSITE

www.thresholdbrands.com

ASSETS

Available upon request.

PRESS INQUIRIES

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