

Plumbing Doctor® — an Unforgettable Image

Plumbing Doctor® has a proven marketing system with merchandising strategies that have built an unforgettable, positive image that people remember. Brightly painted vehicles with the “Plumbing Doctor” logo on the sides clearly express our service – fast, efficient response for complete plumbing and plumbing repair services, including sewer and drain cleaning.

Plumbing Doctor also carries a new image of the plumber into people’s homes. Our professionals show up neat and clean, in good looking uniforms. With courteous, clean-cut, competent personnel, our reputation and market share grows rapidly wherever we are.



part of the Plumbing Doctor organization that provides ongoing support for marketing and advertising. We award Plumbing Doctor licenses to qualified individuals who are ready to join a winning team. When one succeeds, everyone succeeds.

The Beginning

Plumbing Doctor is the brainchild of Mike Farias. With

more than 30 years in the plumbing industry, Mike knows the plumbing business. In 1984 he decided to open a plumbing service company with an image – fast, efficient service combined with a complete operating system. In order to expand market share Mike created a powerful image. He took an ambulance and converted it: kept the bright colors, created a great logo, and found instant recognition and positive response wherever he went. He sold that business and started a new one: Plumbing Doctor Business soared.

Mike is ready to share his business success and his proven marketing and operating system with anyone who is prepared to meet our standards for maintaining timely communication and response.

Franchises Work

Plumbing Doctor Franchisees are strategic-partners with exclusive rights to operate a local plumbing business using the Plumbing Doctor name and system. And they have the advantage of being

Numbers Don’t Lie

A study of the US Department of Commerce shows that 97

percent of franchise businesses are still operating after the first year. Only 62 percent of independent businesses are still around.

One reason why franchises work is name recognition. Currently 40 percent of retail sales in the United States are franchise sales. Consumers are becoming accustomed to familiarity and feel more comfortable doing business with a company they have heard of. A new franchise business opens every 8 minutes of every business day, and approximately one out of every 12 businesses is a franchise.

Service related franchising is one of the fastest growing segments of the franchise industry. Plumbing Doctor is an excellent franchise opportunity because few new plumbing businesses open each year, and most plumbers are not trained in marketing, merchandising, and customer service. Everyone needs a plumber for repair, service, and remodeling. The only question is, “Which one to choose?”