

WOWORKS Strengthens C-Level Leadership Team with Two Strategic Hires

WOWorks, the parent company of good-for-you restaurant brands Saladworks, Frutta Bowls, Garbanzo Mediterranean Fresh, The Simple Greek, Barberitos and Z!Eats, has tapped two restaurant industry veterans to join the leadership team and help propel the brand's marketing and growth initiatives.

Joel Bulger has been named the company's Chief Marketing Officer. Bulger brings with him a 25-year career in marketing and brand development in the restaurant space, including with brands On The Border, Zaxby's, Johnny Rockets and Focus Brands/GoTo Foods where he earned a reputation for his ability to drive guest traffic and enhance menu profitability.

Steve Corp will step into the role of Chief Growth Officer. With a robust background in franchise development and sales, Corp's proficiency in steering brands through rapid expansion and cultivating strong relationships with franchisees will be instrumental to WOWorks' portfolio of brands. Corp previously held leadership



roles at Dinebrands and Focus Brands/GoTo Foods.

Bulger and Corp both started their new roles Sept. 4.

"We are looking forward to expanding our leadership team as we continue to build a strong foundation that drives our mission to become one of the leading plant-forward and good-for-you restaurant companies in the space," said Kelly Roddy, CEO of WOWorks. "With Joel and Steve's extensive experience within this industry,



our brands are well-positioned for sustained growth and success."

WOWorks, which has close to 400 restaurants operating nationwide, continues to lead the industry in innovation and growth opportunities for its franchisees, while ensuring that customers enjoy delicious and wholesome meals.

For more information about franchise opportunities with WOWorks brands, visit woworksusa.com/a-place-to-invest/.

HOUSE DOCTORS Introduces Certified 'Aging in Place' Services Nationwide

House Doctors, a leading home improvement and handyman franchise under Premium Service Brands, has introduced its "Aging in Place" services nationwide. This program aims to help seniors live independently and safely in their own homes by offering certified home modifications that enhance accessibility, safety, and comfort. Following a successful pilot in six states, the brand's lead — Ann Lilly — is guiding the program to its national rollout.

With more than 75% of homeowners aged 55 and older seek aging-in-place solutions, House Doctors saw an opportunity to expand its offerings to meet this growing demand. The program includes a number of home modifications like installing grab bars, ramps, and curbless showers, widening doorways, and enhancing lighting to reduce fall risks. Each project is customized to suit the needs of the homeowner while maintaining aesthetic appeal.

Partnering with Age Safe America, House Doctors ensures all franchisees receive certifications that focus on safety and accessibility standards. This guarantees that each modification meets the highest quality, giving customers peace of mind when making these essential changes.

Additionally, House Doctors offers flexible financing options and a



monthly maintenance program to help seniors keep their homes in top shape over time.

"Aging in place is about more than just making a home safer; it's about creating an environment where seniors can thrive," said Lilly. "Our turnkey approach provides franchisees with all the resources they need, from business plans and marketing strategies to comprehensive training, allowing them to confidently offer these specialized services."

For more information on House Doctors' Aging in Place services, visit www.housedoctors.com.