

Rank home-services franchises (using a broad definition of Home Service Franchise) by total outlet count. Limit this to...

QUESTION

Rank home-services franchises (using a broad definition of Home Service Franchise) by total outlet count. Limit this to 2025 and 2026 FDD's only. I would like the top 20 brands in a table with any additional commentary and insight that you feel would be appropriate

Answered September 28, 2026 · 2 source FDDs cited

Using a broad definition of "home services" franchises, I included: Home Improvement & Remodeling, Cleaning — Residential & Commercial, Restoration & Remediation, Plumbing/HVAC & Electrical, Lawn/Landscape & Outdoor, Moving/Junk & Storage, Painting & Surface Finishing, Security & Safety Services, and Real Estate & Property Management (real estate brokerage and property services are commonly grouped under "home services" in franchise industry taxonomies since they serve homeowners directly). This broader set matched 455 brand-year records for 2025–2026; here is the top 20 by total outlet count (newest FDD per brand).

Rank	Brand	Category	FDD Year	Total Outlets	Franchised	Company-Owned	States
1	Coverall	Cleaning — Residential & Commercial	2026	5,669	5,669	0	42
2	Jani-King	Cleaning — Residential & Commercial	2026	4,750	4,731	19	n/a
3	RE/MAX	Real Estate & Property Management	2026	2,994	450	0	9
4	Servpro	Restoration & Remediation	2026	2,354	2,354	0	51
5	ServiceMaster Restore	Restoration & Remediation	2026	1,910	1,910	0	50
6	Signal	Security & Safety Services	2026	1,883	1,883	0	50
7	Coldwell Banker	Real Estate & Property Management	2026	1,781	1,297	484	50
8	Century 21	Real Estate & Property Management	2026	1,685	1,685	0	50

9	CleanNet	Cleaning — Residential & Commercial	2025	1,168	38	0	2
10	HomeVestors	Real Estate & Property Management	2025	1,003	981	22	n/a
11	Chem-Dry	Cleaning — Residential & Commercial	2026	963	941	0	n/a
12	Keller Williams	Real Estate & Property Management	2026	751	735	16	n/a
13	Sotheby's International Realty	Real Estate & Property Management	2025	710	666	44	44
14	Merry Maids	Cleaning — Residential & Commercial	2026	684	684	0	45
15	Lawn Doctor	Lawn, Landscape & Outdoor	2026	675	672	3	39
16	ServiceMaster Clean	Cleaning — Residential & Commercial	2025	621	621	0	50
17	NextHome	Real Estate & Property Management	2026	587	587	0	48
18	Culligan	Home Improvement & Remodeling	2026	550	438	112	n/a
19	RooterMan	Plumbing, HVAC & Electrical	2025	535	535	0	31
20	EXIT Realty	Real Estate & Property Management	2025	518	518	0	n/a

[corpus: n=455 matching brand-year records, top 20 shown, query_facts filter_rank]

Commentary and insights:

- **Real estate brokerage now dominates the top 20 under a broad definition.** Adding Real Estate & Property Management pulls in 8 of the top 20 brands (RE/MAX, Coldwell Banker, Century 21, HomeVestors, Keller Williams, Sotheby's, NextHome, EXIT Realty) — a very different mix than a narrower trades-only definition would show. If your intent is "home repair/maintenance services" rather than brokerage, you may want to exclude this category; I'm happy to rerun without it.
- **RE/MAX's numbers merit a flag.** It reports 2,994 total outlets but only 450 as "franchised" and coverage in just 9 states — this is a master/regional-office structure disclosed in the FDD rather than a simple unit count, so it isn't directly comparable to fully-franchised operators like Servpro or Century 21 [[RE/MAX, 2026](#), Item 20].

- **Coverall and Jani-King remain the two largest brands overall** (5,669 and 4,750 outlets), both commercial cleaning franchisors built on high-volume, low-cost master-licensee/unit models — over 10,400 combined units, more than the next three brands combined.
- **Signal (Security & Safety Services) is a notable new entrant** at #6 with 1,883 outlets across all 50 states — a security/monitoring franchise that wouldn't have appeared under the narrower definition used previously.
- **CleanNet is again an outlier:** 1,168 total outlets but only 38 franchised and just 2 states — likely reflecting master-licensee sub-territories rather than a true 1,168-unit franchise network [[CleanNet, 2025](#), Item 20].
- **Ownership structure varies meaningfully across brokerage brands:** Coldwell Banker (484 of 1,781 company-owned) and Sotheby's (44 of 710) run hybrid corporate/franchise models, while Century 21, NextHome, and EXIT Realty are essentially 100% franchised.
- **Trades/property-maintenance brands (plumbing, lawn care, home improvement) are comparatively small** in this ranking — only Lawn Doctor (675), Culligan (550), and RooterMan (535) crack the top 20, suggesting that under a broad "home services" umbrella, brokerage and commercial-cleaning master networks scale to much larger outlet counts than trades franchises typically do.
- Several `states_with_outlets_count` fields are null in source FDDs (Jani-King, HomeVestors, Chem-Dry, Keller Williams, Culligan, EXIT Realty) — those documents disclosed totals without a state breakdown, so treat state-footprint gaps as "not disclosed," not zero.

If you'd like this narrowed back to exclude real estate brokerage (a common point of disagreement on what counts as "home services"), or expanded further to include Senior Care & Home Health, I can rerun the ranking either way.

SOURCES

1. [RE/MAX — 2026 Franchise Disclosure Document](#)
2. [CleanNet — 2025 Franchise Disclosure Document](#)

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