

<https://www.franchisewire.com/ductz-international-announces-jessica-wicks-as-president/>



In Her New Role, Wicks Oversees Franchisee Support, Growth, Brand Recognition, National Accounts, and More

Jessica Wicks is the new president of DUCTZ International, an air duct cleaning, HVAC restoration, dryer vent cleaning, and commercial condenser coil cleaning franchise. With this role, Wicks — the first female to hold the post — is responsible for overseeing franchisee support, growth, brand recognition, national accounts, relationship building, HR, and presenting best practices. Wicks was previously a franchise business coach and marketing coordinator for DUCTZ. The HVAC restoration franchise is part of the BELFOR Franchise Group family of service-based brands including redbox+, Chem-Dry, HOODZ, and more.

“This is an exciting time for the DUCTZ brand and the indoor air quality industry. We couldn’t be in a better position to grow the brand,” Wicks said. She looks forward to supporting “the growth of our existing locations and adding more locations in prime markets.”

BELFOR’s leadership team believes Wicks is a great fit for the position. “With a demonstrated history of success in business support and development, Jessica knows what it takes to make a franchisee successful,” said Rusty Amarante, president of BELFOR Franchise Group. “She is an incredibly impressive role model for our network, and we look forward to seeing the impact that her vision and leadership has on the DUCTZ brand.”

Behind DUCTZ International's Success

Wicks was attracted to the HVAC brand because of its proven business model. "Our most successful franchisees follow the business model to the 'T.' When paired with the proper marketing materials, the digital resources and the DUCTZ operations manuals and support system, franchisees have a running start after training," she said.

To Wicks, "DUCTZ is showcasing how protected territories, engaged franchisees and foundational support from home office create a family of franchisees, available to work together on large projects across the country." This will help the service-based franchise positively impact the future of franchising.

Wicks and Franchising

Wicks grew up in the HVAC industry because her father partnered with a large HVAC company in Ann Arbor, Mich. She began her career in franchising in 2010 when she became part of DUCTZ' marketing department. Wicks worked "closely with the brand president at the time and the operations team to develop marketing materials and resources to complement the business model."

Her favorite aspect of the franchise industry is delivering the "business in the box." "We offer all of the proven tools, software, training, marketing, proprietary equipment and methods to build the business. Follow the business model, and you will succeed," she adds. Wicks advises prospective candidates looking to get into the HVAC industry to act now because the hyper awareness of air quality is a major concern for homeowners and business owners. "This is a great time to join the industry!" Wicks said.

As the first female brand president of DUCTZ, Wicks knows that women benefit greatly from franchise ownership. "A franchise allows you to hit the ground running — the initial business work has been done for you," Wicks said. "DUCTZ is established, field management software is part of the package, the optimized website is created, marketing materials are ready to go, service vehicles have been tested and you are buying the best there is." Wicks adds that the "training is amazing, you have a support system and a business coach for questions along the way; there is an online university for new hires, operations and sales manuals are in place, accounting and legal teams assist in the process. You can enjoy your family and your time while you build your business."

In Wicks' view, franchise brands can attract more women through communication and transparency. The mother of three enjoys the Michigan seasons, boating, hiking, drawing, and spending time with her children and dogs.