



Bathwraps Identifies Jackson, Mississippi As Key Market For Expansion

With 20-40 Jackson-area Customers Inquiring About BathWraps' Products and Services Each Month, the Leading Bathroom Transformation Brand Seeks Exclusive Dealer to Spearhead Growth

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Demand for quick and easy home updating options has never been higher. Consumers are constantly looking for new ways to upgrade their homes to better suit their needs, especially when it comes to their kitchens and bathrooms. That's why [BathWraps](#) is now actively seeking an exclusive home improvement partner in Jackson, Mississippi.

BathWraps began with a mission to provide a simple solution to consumers looking to replace their outdated or damaged bathroom wetspace, and they quickly discovered that demand for one-day transformation services even thrived during the housing market crash while many other companies suffered. Since then, BathWraps has leveraged its position as a recession-proof expert acrylic manufacturer for more than two decades, and is now actively searching for an exclusive partner to team up with the brand in Mississippi.

“When looking at Mississippi-area Google searches or consumer requests for contractors, bathrooms and kitchens are the most requested category in the home improvement industry. In fact, we’re already receiving anywhere between 20 and 40 customer inquiries every month in Jackson alone, without a partner there to provide them with our products and services,” said Eric Bohner, Vice President of Sales at BathWraps. “That’s why we’re looking for one successful business in Jackson that we can train to exclusively supply Mississippi residents with our one-day bathroom transformations. Whether it’s a company that currently focuses on a home’s exterior and wants to reduce the seasonality of their business, or a company just looking to scale up, the BathWraps model assures success through intensive training and ongoing support.”

There are no franchise fees or additional costs to joining the BathWraps brand, but the partnership comes with the same benefits and support of a franchise, from training and lead generation to a strong network of top dealers across the country. The brand also comes with a partnership with Jacuzzi, enabling BathWraps dealers to distribute walk-in bathtubs made by the original inventor of the popular hydromassage bathtub. The strategic partnership stands out to prospective dealers and home improvement-centric business owners who are looking for new ways to diversify their portfolios and tap into an additional revenue stream.

“BathWraps and Jacuzzi products, while high quality, are not too technical. That’s why it’s so easy for our team to train and teach others how to install them,” said Bohner. “We’ve had great success across the country with businesses who replace windows, roofs and siding and are now able to do business with bathrooms year-round as well. Our product can be customized to suit any business model, and our team’s number one priority is to guarantee the success of each of our dealers.”

In addition to joining a system that’s backed by an unmatched corporate support team, the new Jackson dealer will have access to the brand’s lead generation program, providing their business with even more ways to grow and reach new customers. The company is currently receiving between 20 and 40 customer inquiries every month in Jackson through the national lead generation program, without a contractor to receive and generate sales, and that number is only expected to rise as soon as the brand enters the market for the first time. The new dealer can receive 65 percent gross profit off of these sales, and because of the speed of BathWraps’ installation, they will be able to receive payment in less than a month.

“We’re confident that Jackson is going to be a hotbed of growth for the BathWraps brand in 2017 and beyond,” Bohner said. “BathWraps already has established a strong presence in surrounding areas like Nashville and New Orleans, so Mississippi is a natural next step as we continue to expand. This is an exclusive opportunity that definitely won’t last long for Jackson-

area businesses!”