

Screenmobile continues expansion amid COVID-19

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Amid the coronavirus pandemic that has halted many business operations across various industries, [Screenmobile](#), has opened new locations and announced new ownerships in several cities across the nation, including Destin, Florida; Cincinnati; Palmdale and Orange County, California; Boerne, Texas; and Prince William and Fairfax County, Virginia.



After significant growth last year, Screenmobile started off the new decade strong. As COVID-19 hit the U.S. in early March, most Screenmobile locations were able to safely continue business operations as essential businesses.

“As social distancing became a reality, our system adjusted really well to working with no customer contact. I am really proud of our new franchisees staying strong and working through a difficult start up,” said Scott Walker, president and CEO of Screenmobile. “It just confirms they have what it takes to be part of the Screenmobile family.”

With six new franchisees opening up amidst the health crisis, the months of March and April provided an additional boost to the business. Additionally, existing locations continued to see sales growth (sales numbers varied by location), with select locations seeing as much as a 20 per cent increase in April.

“As schools, beaches, bars, restaurants, and other non-essential workplaces in my town and state began to close, I started to worry that my calls would dramatically decrease. But, just two months into business I was getting more and more calls every day,” said Adam Albarado, owner of the new location in Destin. “Thankfully, with the easy, no-contact nature of our business, and with our services being deemed essential, COVID-19 hasn’t impacted our success – in fact, we couldn’t be busier. I was lucky to have chosen Screenmobile as my first business!”

Screenmobile has shown that it is a recession-resistant mobile franchise concept. The brand offers low overheads, with a quick ramp-up time, and has a

seamless process to measure, manufacture, install, and ensure a proper fit of the screens – all in one visit. It also specializes in security screen door installations.

Franchisees opened more than 17 units last year, bringing the brand's total number to 129 units in communities across the United States.

“We opened our business for the first time on 16 March and a few days later learned of the national reaction to the virus and its potential effects on society as well as businesses. We were fortunate to have Screenmobile’s corporate support, quick response, and ongoing weekly meetings to make sure we started strong – and we did,” said Dwain Cheeseman, owner of the Boerne location.

“With the corporate staff support, we have grown our sales week by week and don’t see any signs of our business slowing down anytime soon.”