

## SUMMARY

Stratus Building Solutions started franchising in 2006 and has grown its franchised system to 3,786 units by 2024. Over the past 10 years, it has opened more than 5,000 franchised units between 2015 and 2024. According to FRANdata's unit growth analysis, Stratus Building Solutions expanded its franchise system by 1,199 units over the past three years (2022 to 2024), compared to an average net growth of 14 units across all brands. Over the last five years (2020 to 2024), Stratus added 1,733 franchised units, while the average for all brands was 32 units. Looking at the past decade (2015 to 2024), Stratus grew by 2,538 franchised units, significantly outpacing the average system growth of 82 units across all brands. As a result, Stratus Building Solutions ranks as the fastest-growing franchise brand in the United States across all industries over the three-year, five-year, and 10-year periods.

## METHODOLOGY

FRANdata conducted a comprehensive analysis of franchise brand growth across three timeframes: three years (2022 to 2024), five years (2020 to 2024), and 10 years (2015 to 2024). As Stratus Building Solutions started franchising in 2006, the analysis focused on franchise systems across all industries that began franchising in or after the year 2000. Both mature and emerging brands were considered, but only those with consistent, complete year-end franchised unit data across the relevant periods were included to ensure data integrity and comparability.

While emerging brands were included in the analysis, FRANdata relied on net unit change rather than compound annual growth rate (CAGR) to measure system expansion. This approach mitigates the potential distortion caused by younger brands, where even small absolute changes in unit count can result in disproportionately high growth rates due to a limited operating history.

In the 10-year growth category, 680 brands met the inclusion criteria. Franchised unit changes ranged from a decline of 1,432 units to an increase of 2,538 units, with an average net gain of 82 units. Stratus Building Solutions recorded the highest increase, adding 2,538 units and ranking first overall.

Between 2020 and 2024, 1,128 brands were included in the five-year analysis. Franchised unit changes ranged from a decline of 2,116 units to a gain of 1,733 units. The average net growth was 32 units. Stratus Building Solutions led the rankings with an increase of 1,733 units, significantly outpacing the second-ranked brand from the commercial and residential services industry, which added 1,068 units.

In the most recent three-year period from 2022 to 2024, 1,356 brands were analyzed. Stratus Building Solutions recorded a gain of 1,199 franchised units, maintaining its position as the top-growing U.S. franchise brand. The second highest increase during this period was over 680 units.

Based on the past 10 years of performance among U.S. franchise brands, FRANdata concludes that Stratus Building Solutions is the fastest-growing franchise across all industries among brands that began franchising after 2000.