

MARK COLLINS

FEAR IS WHY GOOD TEAMS STALL. MARK SHOWS THEM THE WAY THROUGH.

Fifth-generation plumber, CEO of Elevate Franchise Brands and author of *Unleashing the Power of You*. He speaks from the field, not from theory.



SIGNATURE TALKS

WHAT MARK BRINGS TO THE STAGE

KEYNOTE

THE FIVE FEARS OF LEADERSHIP

Confrontation, being wrong, disappointment, missing out and failure. Mark shows how each fear flips into a pillar leaders can stand on.

- Built on the Five Pillars of Leadership
- Every attendee leaves with a first draft of their Power Statement
- 45-60 minutes

KEYNOTE

FIVE GENERATIONS, ONE LESSON

Five generations of plumbers, each building their own company, and now a national franchise group: what it takes to keep a legacy growing instead of coasting.

- Family business and succession
- Leading through change and growth
- 45-60 minutes

BREAKOUT OR WORKSHOP

LEAD SO IT RUNS WITHOUT YOU

The practical side: people, systems and the daily habits that let owners step out of the truck and into leadership.

- Interactive, with workbook pages
- A preview of Book 2, *Unleashing the Power of Systems*
- 90 minutes

FORMATS

BUILT FOR YOUR EVENT

KEYNOTE

Opening or closing general session, 45-60 minutes.

BREAKOUT

Hands-on session for 20-200 people, 60-90 minutes.

FIRESIDE OR PANEL

Moderated conversation on leadership, franchising or family business.

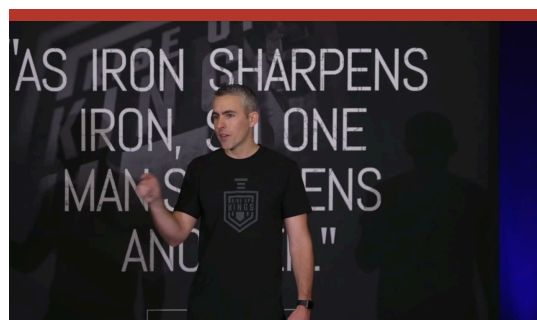
VIRTUAL

Live-streamed keynote or workshop for remote teams.

AUDIENCES

WHO MARK SPEAKS TO

- Franchise conferences and franchisee conventions
- Home-services and skilled-trades associations
- Leadership teams and company offsites
- Business owner groups and chambers
- Churches, schools and trade programs

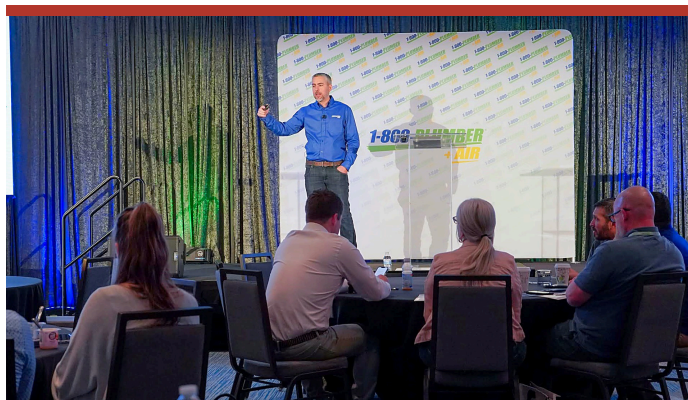


RukCon. Watch the clip at unleashingthepower.com/speaking

ON STAGE

WHERE MARK HAS SPOKEN

- RukCon
- Elevate Franchise Brands annual conference
- Franchise industry panels
- Church and community events



Elevate Conference, the annual Elevate Franchise Brands conference

FOR PROGRAMS

SHORT BIO · ABOUT 50 WORDS

Mark Collins is a fifth-generation plumber, the CEO of Elevate Franchise Brands, parent company of 1-800-Plumber +Air and PatchitUP, and the author of *Unleashing the Power of You*. He speaks on the fears that hold leaders back and the Five Pillars of Leadership that help them lead empowered.

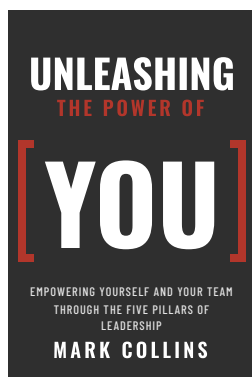
FOR WEBSITES AND PRESS

FULL BIO

Mark Collins comes from five generations of plumbers, going back to 1905. His dad started D. M. Collins Plumbing in 1983, and at 20 years old Mark started running its operations, where he quickly learned that knowing the trade and leading people are two different jobs. Facing his fears of confrontation, being wrong, disappointing people, missing out and failing became the Five Pillars of Leadership. Today he leads Elevate Franchise Brands, home to 1-800-Plumber +Air and PatchitUP, and still owns and runs both brands in Pearland, Texas.

INTRODUCTION SCRIPT FOR THE EMCEE

“Our next speaker comes from five generations of plumbers. At 20 years old he started running operations at his dad’s company, D. M. Collins Plumbing, and quickly learned that knowing the trade and leading people are two very different jobs. Today he’s the CEO of Elevate Franchise Brands, home to 1-800-Plumber +Air and PatchitUP, and the author of Unleashing the Power of You. Please welcome Mark Collins.”



THE BOOK

UNLEASHING THE POWER OF YOU

Empowering yourself and your team through the Five Pillars of Leadership. Book 1 of the Unleashing the Power series, with a free workbook and the online Power Statement Builder.

AVAILABLE JANUARY 16, 2027