

## Cornerstone Franchise Brands Partners with Surv, Expanding Reach Into the Home Services Market

**Cincinnati, Ohio – February 6, 2025** – *Cornerstone adds membership-based franchise business, increasing service offerings for homeowners.*

Cornerstone has partnered with Pat Brown, founder of [Surv](#), to acquire a majority equity interest in the new franchising company, Surv.

The company is a membership-based franchise business catering to busy homeowners of all ages and empowering seniors who wish to remain in their homes. Surv's to-do list membership offers a one-stop shop for busy families and seniors to stay on top of their homes' basic maintenance needs. FirstLight Home Care, also a Cornerstone brand, and Surv will work together to provide a comprehensive suite of services to care for the individual at home and care for the individual's home.

In addition to home repairs and handyman services, Surv offers moving – both within the home and to a new home, decluttering, yardwork and landscaping, painting, junk removal, pressure washing, window cleaning, and more. Surv currently has five franchises, in Newport, R.I., Nashville, Birmingham, Raleigh, N.C., and Holland, Mich.

“We are delighted to partner with Pat Brown and welcome the Surv brand to expand Cornerstone's ability to assist homeowners and support those who wish to age in place safely and comfortably,” said Bernard Markey, managing partner of Cornerstone.

Bill Stewart, managing partner, said, “Surv is the right company and Pat Brown is the right founder at the right time to join the Cornerstone family of brands. We are looking forward to the growth of a system of great franchisees for years to come.”

“I'm very happy about this 'Avengers-like' partnership of Surv, Cornerstone and BrandONE,” said Brown. “Surv's mission, leadership and values align closely with those of Cornerstone, which provides capital and operational infrastructure, while BrandONE brings the franchise development expertise. These resources will greatly accelerate the growth and mission of Surv,” Brown added. “I especially want to thank Peter Barkman of BrandONE, who is a trusted mentor who introduced me to the Cornerstone team.”

“We are excited about our relationship with Surv,” said Glee McAnanly, CEO of [FirstLight Home Care](#). “Simple home maintenance tasks can keep people from being able to stay at home. Our FirstLight Home Care franchisees and their thousands of caregivers provide care for people in their homes every day. With Surv, we can also help our clients stay where they want to be – at home.”

Michael Mudd, CEO of [BrandONE](#), said, “We seek out brands that redefine industries with innovation and excellence—Surv is exactly that. Their commitment to revolutionizing the home services sector, particularly in the senior space, aligns perfectly with our passion for growing exceptional franchise brands.

“With Cornerstone taking the reins, we are more excited than ever about the leadership and trajectory of Surv. Their vision and expertise position Surv for incredible growth, and we’re proud to partner with them in expanding this game-changing model to entrepreneurs nationwide,” said Mudd.

“We anticipate beginning active development of the brand on May 1,” he added. “We are excited to further expand our relationship with the Cornerstone team in the launch of this unique membership-based home services model.”

Cornerstone Franchise Brands was represented by O’Melvney Myers as transaction counsel and Lathrop GPM as franchising counsel. Pat Brown and affiliates were represented by Loeb & Loeb.

### **About FirstLight Home Care**

FirstLight Home Care, a leading provider of home care services, is a lifeline for seniors, veterans, adults living with dementia, and anyone 18 and older who needs care in the place they call home. FirstLight exists to help people have their best day, every day. The company’s mission is to provide compassionate home care so that all families who are served have peace of mind knowing their loved ones are receiving the support they need to enjoy the quality of life they deserve. FirstLight’s network of professional caregivers is passionate about creating meaningful relationships and making a difference in the lives of others. The franchise system includes more than 270 independently owned and operated home care locations throughout the United States. To learn more, or to find a local office, visit [FirstLightHomeCare.com](http://FirstLightHomeCare.com).

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