MARK TREGLIA

DIRECTOR / VP OF SALES | Home Services | Sales Organization & Revenue Leadership

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EXECUTIVE SUMMARY

Home services sales executive who builds people to use systems, not systems to build people. Led sales for a ~$33M, 11-branch, two-state region (9 Branch Managers, 99 technicians), raising the median technician close rate from 64% to 78% and revenue per acquisition call 20% while gross margin expanded in 9 of 11 branches. Founded and scaled Straight Up! Plumbing across two markets and owned the P&L through turnarounds at Hoffman and Blue Flow. Backed by 22 years of Navy leadership.

SIGNATURE RESULTS

- Raised median technician close rate from 64% to 78% and revenue per acquisition call 20% across an 11-branch, ~$33M region in under six months.
- Took a branch from 16% to 55% gross margin and 58% to 107% billable efficiency in under 60 days, while cutting $200K+ in management payroll.
- Scaled Hoffman Plumbing from a $4.4M to $8.4M+ run rate in five months while lifting gross margin from 56% to 74%.
- Founded Straight Up! Plumbing: Reno to $2.6M, Las Vegas to $1.8M in the first 14 months, margins above 60%.

PROFESSIONAL EXPERIENCE

Service Minds (Benjamin Franklin Plumbing) | Regional Director of Sales | Tampa, FL **05/2026 – 10/2026**

~$33M region · 11 branches · 14 territories · 2 states · 9 Branch Managers · 99 technicians and apprentices

- Grew daily revenue 5% on 13% fewer acquisition calls, lifting revenue per acquisition call 20% ($1,358 to $1,627) and gross margin 3.4 points (64.1% to 67.5%), with gains in 9 of 11 branches.
- Raised the median technician close rate from 64% to 78% (technicians with 10+ jobs) and average sale per opportunity 13%; three branches gained 11–20 points of conversion.
- Lifted Advisor conversion from 70.4% to 80.3% and options per opportunity from 2.37 to 2.97 through a needs-based sales process.
- Turned around an underperforming branch through on-site manager coaching and raised daily completed revenue 52.5%, from $5,618 to $8,569, while acquisition calls fell 39%. Branch-wide job average rose 91% ($1,095 to $2,094), and service conversion improved from 69.2% to 80.2%.

Blue Flow All Service Plumbing | Regional General Manager | Clearwater, FL **02/2026 – 04/2026**

Full P&L for two branches while supporting a third · company ceased operations April 2026

- Turned a branch profitable in under 60 days: billable efficiency from 58% to 107% and gross margin from 16% to 55%.
- Doubled billable efficiency at a second branch in under 60 days, from 45% to more than 110%.
- Cut $200K+ in annualized management payroll by eliminating two underperforming $100K+ roles and consolidating two branches under one Regional GM; branch performance improved after the change.

Blue Flow All Service Plumbing | General Manager | Irmo, SC **12/2025 – 02/2026**

- Grew branch revenue 45% by using ServiceTitan data to find and close pipeline gaps; promoted to Regional GM within three months.
- Recovered $125K+ in outstanding receivables; held materials under 12% and labor under 22% of job revenue.
- Built a proposal-to-invoice process adopted across both branches.

Hoffman Plumbing | General Manager | Carson City, NV **01/2025 – 08/2025**

Full P&L · team of 17 · reported directly to ownership

- Scaled annualized revenue run rate from $4.4M to $8.4M+ in five months.
- Raised gross margin 18 points (56% to 74%) while scaling, through disciplined job costing, reduced material waste and fewer callbacks.

- Developed the Service Manager, improved call conversion, launched technician sales training, introduced flat-rate pricing and lifted customer satisfaction to 91%.

Career Break | Personal Development & Upskilling **05/2023 – 12/2024**

- After exiting my company, took deliberate time to reset: earned a CDL, drove over the road and continued business education.

Straight Up! Plumbing | Founder & Owner | Reno & Las Vegas, NV **08/2014 – 04/2023**

- Founded the company and grew it to nearly $1M in revenue within 14 months; hired, built and later restructured a team of 10 technicians, a Sales Manager and support staff.
- Built Reno to $2.6M by 2018, then expanded into Las Vegas in 2019 and reached $1.8M in the first 14 months.
- Raised average ticket 38% through flat-rate pricing, consultative selling and frontline sales coaching.
- Sustained gross margins above 60%, a Net Promoter Score above 90 and an eNPS of 91 through accurate job costing, vendor partnerships and cost control.

Benjamin Franklin Plumbing | Regional Director of Operations | Reno, NV & Folsom, CA **03/2012 – 07/2014**

- Promoted from senior technician to General Manager, then to Regional Director of Operations, with full P&L for Reno and the new Folsom (Sacramento) branch.
- Grew Reno branch revenue from an average of about $90K to roughly $140K a month (03/2012–07/2014); gross margin up 6 points to about 68%. Developed a technician who earned national recognition for revenue and sales.
- Launched the Folsom (Sacramento) branch from startup to nearly $100K a month in about 18 months, with pricing built for an affluent market, holding gross margin near 68%.

EARLIER EXPERIENCE

City of Ashland, OR | Human Resources Fellow, Mission Continues **10/2011 – 03/2012**

VFW Post 1383 | Director of Business Operations, Klamath Falls, OR **03/2011 – 09/2011**

- Rescued a post facing foreclosure: restructured debt, renegotiated vendor contracts, added weekend food service and event cover charges; net income up 300%+.

Clayton Homes / Wimbledon Properties | Community Director **08/2010 – 01/2011**

YES! Communities | Senior Community Manager, La Vergne, TN **03/2008 – 08/2010**

MILITARY SERVICE

U.S. Navy | Senior Chief Petty Officer (E-8), Retired **06/1985 – 03/2007 (22 years)**

- Final tour: Senior Enlisted Advisor to the Commanding Officer, PERS-3, Navy Personnel Command (Millington, TN). Led and mentored 129+ enlisted personnel, officers and civilians; owned staffing, readiness, career development and morale.
- Raised retention 22% through career counseling, recognition and professional development; improved personnel deployment efficiency 15% through process reengineering.

EDUCATION & CERTIFICATION

University of Phoenix | Bachelor of Business Administration, Business Administration & Management (in progress)

Southern Oregon University | Business Administration coursework (2011–2013)

Certification | Sales Leadership: Building a Thriving Coaching Culture; Commercial Driver’s License

CORE COMPETENCIES

Sales Leadership · Sales Coaching · Sales Process Development · P&L Management · ServiceTitan Analytics · Needs-Based Selling · Multi-Branch Revenue Strategy · Leader Development · KPI Frameworks & Accountability · Pricing Strategy · Turnarounds & Restructuring · Sales Training & Facilitation