# Ellen Rohr

Ellen Rohr nearly sank her husband’s plumbing company. It seemed like lots of money was moving through the company, but at the end of the month there was never any money left. With the help of great mentors, Ellen figured out how to fix and grow successful businesses.  She teaches business planning and financial literacy, helping contractors make business simpler and more profitable.

Now, she shares business building strategies as Brand + Industry Marketing Lead for ServiceTitan, the premier operating software for the trades. She is an owner and founder of Zoom Drain Franchise, LLC. a drain cleaning franchise concept with more than 60 locations across the country. And, Ellen is the author of four un-fussy business books:  *Where Did the Money Go?, How Much Should I Charge?, The Bare Bones Biz Plan*and*The Weekend Biz Plan.*

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