

8/1/2021

Spotlight On: Christmas Decor

Jennifer Polanz

The Texas-based holiday decorating franchise Christmas Decor is celebrating its 25th anniversary this year and the organization has seen unprecedented growth in the past couple of years. Initially, the company started as an “off-season supplement” to founder Blake Smith’s landscaping business.

“Our average sales are climbing, our reach is climbing, the market is getting bigger and we’re still bringing on new franchisees,” says Brandon Stephens, president of the company, in a recent media release about the anniversary. He said he’s never seen such growth as what the company experienced last year.

“Our numbers were up 20% year over year,” he said. “That’s a big number that speaks to unprecedented demand. We took a huge step forward last year and we’re expecting that momentum to continue.”

The shift toward decorating wasn’t just on the homeowner and residential side, but it also translated on the commercial and municipality side, as well.

“There was a huge increase in municipalities ordering holiday installations,” Brandon says. “Communities recognized people were bored, so they made investments in their local quality of life with drive-through lighted parks and festive downtown displays. And this year again, early interest has been very strong.”

Christmas Decor has franchises in more than 300 communities across the U.S. and Canada. **GP**