ITZHOME

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CHRIS’S STORY

Want to hear how one guy, one life changing moment that resulted in a huge change of direction from employed life to self employed over 30 years ago became the proud owner of one of the most successful franchise businesses in the UK that has been going over 40 years?



Chris left school in 1982 with a clear direction: to pursue a career in engineering. He worked hard, completing his A-levels, earning a degree, and landing a job at Jaguar Land Rover. But even with a promising career ahead of him, something was always missing. Chris had a deep desire to be his own boss, to control his future, and to create something of his own.

At first, Chris enjoyed the challenges of his job, but after working as the lead engineer on a major project that was ultimately shelved due to a company buyout, his motivation evaporated. The feeling of investing months of hard work only to see it undone made Chris question the long-term value of the corporate grind.

By the age of 25, he realized that if he didn't make a change, he could easily get stuck in the unfulfilling cycle of the 9-5 world. He hated the corporate games—chasing promotions, saying the right things to the right people. Chris dreamed of running his own show, of carving out a path that would give him not just financial success, but the flexibility and control over his lifestyle that he craved.

Determined to change course, Chris took the leap and, with a group of friends, founded a computer consultancy business. In the early days, the thrill of starting something new was intoxicating. Chris felt like a kid in a candy shop, full of excitement and energy as he dove into every aspect of the business. He learned how to secure clients, process orders, set pricing, and even manage staff—everything was new, and he loved every minute of it.

But as the business grew, Chris started to realize that his partners weren't as invested in the vision he had for the company. While he worked harder, they profited from his efforts. Chris knew it was time for a change. He

needed to take control—he wanted to run his own business, but he also understood that he couldn't do it completely alone.

Through a business relationship with a client, Chris met the franchisee of Poppies in Wirral, a connection that would change everything. As part of his consultancy work, Chris had helped install operating systems at the Poppies branch, and during this time, he noticed how successful the business was. The Wirral franchisee mentioned to Chris how great the business was going, and Chris couldn't help but sneak a peek at the financials during his work. (Whoops—guess that wasn't meant to be shared!). Soon after, the Wirral franchisee introduced Chris to Sue



Rorstad, the founder of Poppies. Chris recalls his first meeting with Sue as nothing short of inspiring.

Sue's Vision Sparks Chris's Passion

Sue shared her journey—how she struggled to find reliable help with her housework after returning to work following the birth of her child. She realized that many others were facing the same challenge, and this sparked a brilliant idea: there was a massive, untapped opportunity to help busy families manage their household chores.

Sue hit the jackpot when she recognized that more and more families



were becoming reliant on two incomes, creating a growing demand for professional domestic services. She knew she had found the perfect business model, and Poppies was born.

Chris was hooked. As he left Sue's office that day, he remembers running into the Hoover in the reception and feeling that spark of excitement again. Goodbye computers, dial-up internet, and tech jargon—Chris was ready to run a cleaning business!



Chris's Transition to Poppies

When Chris bought into the Poppies franchise, it was both exhilarating and terrifying. He had no prior experience in the cleaning industry, but the idea of being his own boss, taking control of his future, and creating something meaningful was exactly what he had been searching for.

Chris was driven by more than just financial success; he was motivated by the lifestyle that being his own boss could provide. Flexibility, control over his schedule, and the chance to shape his own future were the things that truly inspired him.

Running a Poppies franchise wasn't always easy, but it gave Chris the freedom and success he had always craved. He found that when you're truly invested in your business, success follows. Poppies allowed Chris to live the life he had dreamed of—an exciting, fulfilling career, the ability to balance work with personal life, and the satisfaction of building something from the ground up.

In 2018 Chris took over running the Poppies franchise network after Sue sadly passed away. He continues to grow Poppies and the last few years have been incredibly exciting….

Not one to rest on his laurels…. He identified how customers buying cleaning services was changing and how technology was now a vital part of that journey…. Itzhome was born

The Launch of Itzhome: The Next Chapter

Fast forward to 2024—Chris Wootton is now at the helm of something even more exciting. After years of experience in building and managing Poppies, Chris recognized a major shift in how people want to access home services today. People want flexibility, convenience, and on-demand solutions for their busy lives.

And so, Itzhome was born. This new, tech-driven home service platform combines Chris's extensive experience in the home services industry with the latest innovations in technology to offer a seamless, on-demand solution for customers across the UK.

Itzhome is a next-generation business that gives customers the ability to book quality home services—whether cleaning, repairs, or general maintenance—whenever they need them. For franchisees, Itzhome presents an exciting new opportunity to be part of the growing on-demand services market, offering the perfect blend of modern convenience and the trusted legacy of Poppies.



READ NEXT: THE GROWTH OF ITZHOME

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