

Ellen Rohr – Short Bio

Ellen Rohr nearly sank her family business! Then, she learned how to energize a barebones basic business *plan* and make lots of money! She is a columnist for lots of trade magazines– providing “in the trenches” insight that business owners can relate to. As president of Benjamin Franklin Plumbing, a home service franchise company, the company grew from zero to \$40 million in sales, 47 locations, in less than 2 years. Ellen is the author *The Bare Bones Biz Plan*.

