GUIDE

When Growth Outpaces the Brand, the Brand Catches Up.

Stratus Building Solutions became Stratus Clean: a sharper name and a unified identity.

4 minute read

~~3.4~~ → **4.7** Average Google rating, franchise system
4 years Fastest Growing Franchise · Entrepreneur





~~Stratus Building Solutions~~
became Stratus Clean

The Rebrand

A Name That Finally Matched the Business

Stratus Building Solutions had grown into a serious commercial cleaning and facilities management company. The work was professional. The clients were major. The team was excellent. But the name was holding the brand back. "Building Solutions" was broad, generic, and imprecise. It didn't communicate what the company actually did or the standard it operated at.

Mike Millett, then VP of Marketing at Stratus, and Regina Gutiérrez Wilson, the company's Marketing Manager, rebranded Stratus Building Solutions as Stratus Clean. The identity went live in April 2026. The new name was cleaner, more specific, and easier to trust on first contact. A client hearing "Stratus Clean" immediately understood the category. The name communicated professionalism, focus, and clarity before a single conversation happened.

But renaming a company is only the beginning. The brand standards had to be rebuilt around the new identity. The visual system, the messaging, and the positioning all needed to catch up to the quality of the work the company was already doing.

What the Rebrand Solved

- Generic name replaced with specific, memorable identity
- Brand standards aligned with actual service quality
- Positioning clarified for both commercial clients and potential employees
- Foundation built for reputation growth

Stratus Clean

Before



↓

After



CLEAN

3.4 → 4.7

Average Google Rating, Franchise System

Entrepreneur Magazine


Entrepreneur
FRANCHISE
500
FASTEST GROWING
2023
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Entrepreneur
FRANCHISE
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FASTEST GROWING
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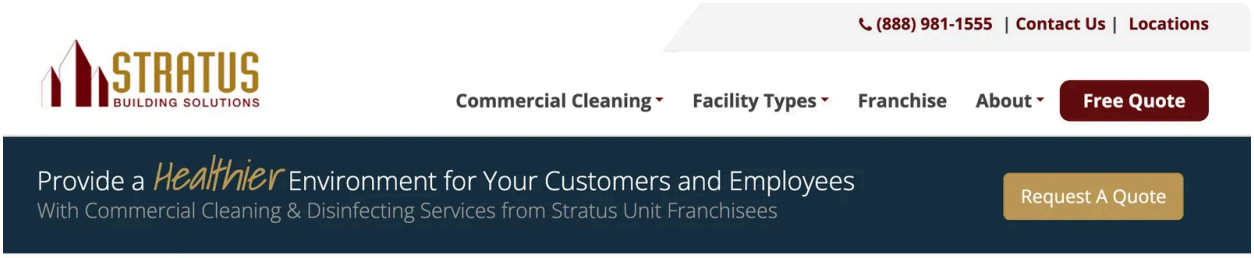
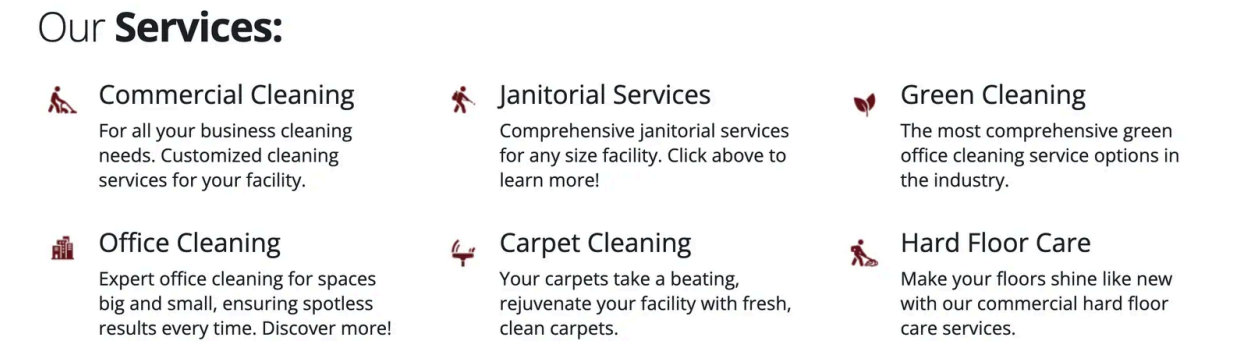
Fastest Growing Franchise · 4 Consecutive Years

Before and After

The rebrand was not cosmetic. A longer, generic name and an inconsistent identity were replaced with a focused brand clients could trust on first contact: visible in both the website and the logo itself.

The Website

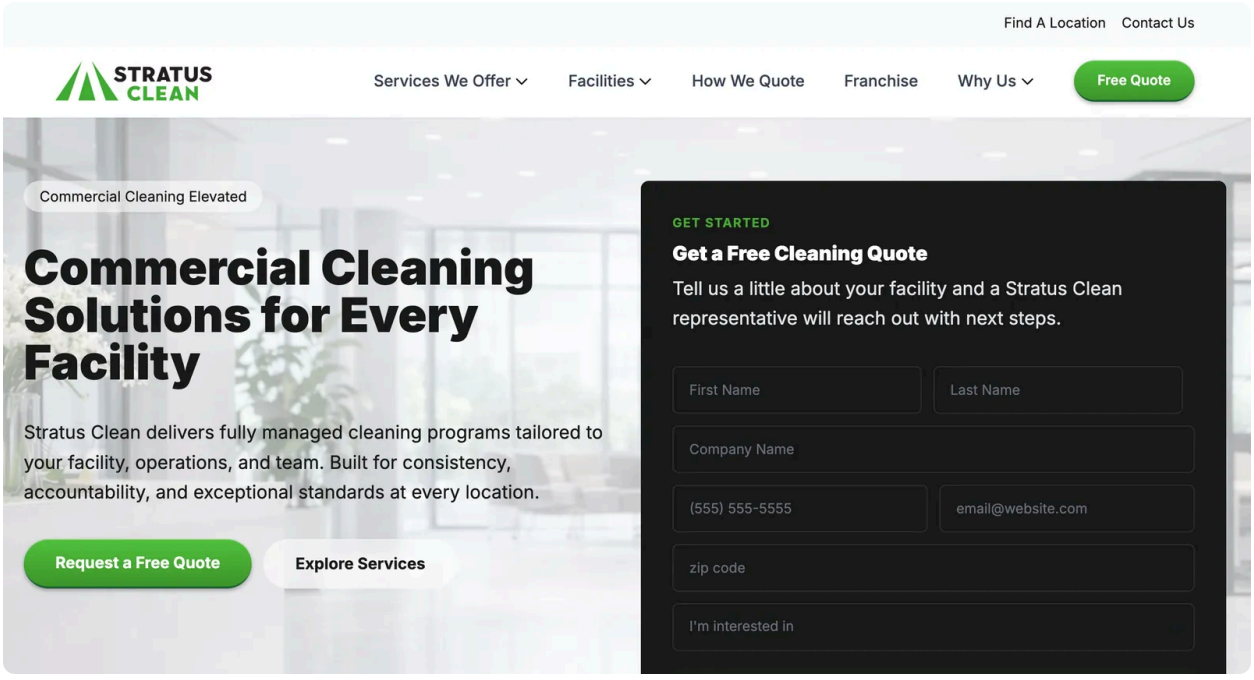




Before

Longer name Lower review score Less unified identity

→



After

Cleaner name Higher review score Brand standards

The Logo

The mark carried the same problem as the name. Mike drew the new mark to be read, trusted, and remembered in a single glance.



Before

Hard to read at a glance: the wordmark blurred toward “STAATUS,” the color scheme felt dated, and there was no tagline to say what the company actually did.

→



After

Instantly legible, with a sharper color scheme and a tagline that states the promise. Hidden in the negative space is an upward arrow: the “elevated” idea made visible. Simply better, and higher rated.

Why this was a trust correction and not a redesign: read the Stratus Clean before and after, explained.



3.4

4.7

Average Google rating across the franchise system, from when Mike started (2022) to when he left (March 2026).

That Is Not Cosmetic. That Is Trust Becoming Visible.

A Google review rating is not just a number. It is a public declaration of whether real clients trust you enough to say so publicly. A 3.4 tells prospective clients something is wrong. A 4.7 tells them something is working.

Mike's marketing team owned the reputation work: the ask process, the timing, the follow-up, and the response protocol. The result was a franchise system that earned its reviews rather than ignored them.

This kind of reputation growth is structural. It doesn't stop when the project ends. It continues as long as the company keeps doing excellent work, because the system keeps collecting that proof and making it visible.

What Was Built

New Brand Identity

Name change, logo system, and brand standards document built to match the level of work already being delivered.

Reputation Growth System

Review request process, timing, follow-up, and response templates that built a steady stream of authentic client reviews.

Positioning Strategy

Clear brand sentence, elevator pitch, and market positioning for commercial clients and potential employees.

Visual Standards

Consistent application of the new Stratus Clean identity across all brand touchpoints and client-facing materials.

Content Foundation

About page, service descriptions, and team messaging rewritten to match the new brand voice and positioning.

Growth Infrastructure

Ongoing review monitoring and a reputation maintenance routine, run in house at Stratus.

Third-Party Validation

Fastest Growing Franchise. 4 Years in a Row.

Entrepreneur magazine ranked Stratus #1 on its Fastest-Growing Franchise list four consecutive years, 2023 to 2026, all during Mike's time with Stratus. The ranking belongs to the whole franchise system: its owners, its franchise development team and its operators.

The Stratus Clean identity went live in April 2026, after that streak and after Mike left the company. The marketing work underneath it ran the whole four years: reputation, franchise recruitment and training, better system data, accountability, social strategy and brand consistency.

In April 2023, Entrepreneur quoted Mike Millett, then vice president of marketing at Stratus Building Solutions, in 8 Rules to Live By in Franchise Marketing, According to Top CMOs.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Source: Entrepreneur's Fastest-Growing Franchise list, 2023, 2024, 2025 and 2026.

What This Proves

The hardest marketing problem isn't attention. It's trust.

StratusClean proves what the trust thesis predicts. A franchise brand that was being misunderstood at every touchpoint (at trade shows, in search results, in referral conversations) worked on those signals for four years while the larger decision, the name, moved through the organization. Review ratings climbed across the system.

The trust system didn't stop working when the project closed. It continued producing results because the foundation was structural, not cosmetic. When customers understand you clearly, trust forms faster. And when trust compounds, growth follows without proportionally more spend.

That is the thesis. StratusClean is the proof.

Is your brand ready to catch up to your work?

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