

Franchise Owner Case Study!

Name: Steve Ferraro
Number of Units Owned: 3
Year of First Opening: 2018

Franchise Locations:
- Rochester, New York
- Avon, New York (Livingston County)
- Batavia, New York (Genesee County)

Background:

Steve Ferraro entered franchise ownership with a strong foundation in the staffing industry and prior experience running a business, but he felt a pull to build something of his own. After thoughtful conversations with his family, Steve made the decision to take a leap of faith and pursue franchise ownership with AtWork. While the move required courage and personal sacrifice, it was driven by his confidence in the model, his belief in his own capabilities, and the unwavering support of his family. That decision marked a defining moment in his career, allowing him to combine his industry expertise with true entrepreneurial ownership. Today, Steve's journey reflects the rewards of trusting both his experience and his instincts, and committing fully to building a business rooted in hard work, integrity, and people-first values.

Business Performance:

Steve Ferraro's business performance stands out not only for its strength, but for its resilience in a challenging industry climate. Over the past year, Steve's three AtWork locations achieved a 29% increase in revenue at a time when many competitors in the staffing industry were flat or experiencing declines. This level of growth is particularly notable given the maturity of his offices, where sustained expansion requires innovation, consistency, and strong execution rather than early-stage momentum. While industry headwinds created pressure across the market, Steve's locations continued to grow and thrive, reflecting his ability to identify opportunity, adapt to changing conditions, and lead with discipline and focus.

That growth is the result of more than smart strategy. It is driven by Steve's deep understanding of people and relationships. He has built a business that serves both sides of the staffing equation with care, supporting companies that urgently need reliable talent while helping job seekers find meaningful employment. Steve measures success not only in revenue, but in the trust he earns from clients, the loyalty of his workforce, and the strength of the team he has built. His numbers tell a compelling story, but the real achievement lies in how he leads, how he serves, and how his business continues to make a positive impact across the communities he supports.

Leadership and Team Development:

Steve Ferraro leads the way he lives, with humility, hard work, and an unwavering belief in people. His business is truly family run. His daughter is working her way up within the organization, learning the business firsthand through on the job experience alongside her father. His niece's husband is also part of the team, reinforcing Steve's vision of building not just a company, but a legacy rooted in work ethic, trust, and shared values. For Steve, this hands-on mentorship is one of the most meaningful parts of ownership. He sees it as an opportunity to pass along the lessons he has learned and to give his family the same chance to grow that he once took for himself.

That people first mindset extends far beyond family. The first six employees Steve hired are still with him today, a testament to the culture he has built and the environment he fosters. He has created a workplace where people are encouraged to learn, grow, and stay. Steve is quick to credit his recruiters for much of his success, often saying that he simply rolls up his sleeves alongside them. He believes there is no substitute for showing up, doing the work, and supporting your team in real time.Steve is admittedly a talker, and it is one of the reasons he loves this industry. His days are filled with conversations, and he believes those moments matter. Whether they happen in passing or over a longer discussion, those conversations often

carry meaning that shapes how his team thinks, grows, and leads. At the same time, Steve is just as committed to listening. He welcomes feedback, ideas, and different perspectives, and openly acknowledges that mentorship in his office goes both ways. His team learns from him, and he learns from them.
At the core of Steve's leadership philosophy is a belief that staffing is, and always will be, a people business. He knows interpersonal skills are essential. By keeping the human element at the center of hiring, Steve has built a team that is loyal, engaged, and deeply invested in the success of both the business and the people they serve.

Community Engagement:

Steve's connection to his community runs deep. His offices are more than a place to find a job; they are places where people are truly seen, heard, and supported. He works closely with local businesses, including Catholic Charities, and takes the time to understand the individuals who walk through his doors, learning their stories and advocating for their success.

Steve's impact is felt far beyond the office. This is his hometown, and often when he walks down the street or enters a local store, someone approaches him with a heartfelt, "Oh my gosh, thank you, you gave me a job." Having worked in staffing for years, Steve has built countless relationships that not only help individuals find meaningful work but also strengthen the fabric of his business and community.

One story that captures the impact Steve has involves a man who came to him during a particularly difficult time in life. Rather than seeing just a resume, Steve saw potential. He offered guidance, encouragement, and, most importantly, an opportunity. That placement became a turning point, and the man later returned to thank Steve.
Helping others has always been in Steve's DNA. His mother recalls that even as a young boy, he was naturally giving, always looking for ways to help those around him. Today, that same spirit drives him as an AtWork franchise owner. He approaches every placement with the belief that his team can provide the opportunity, and it is then up to the individual to shine. For Steve, there is nothing more rewarding than seeing people take that chance and transform their lives, knowing he played a role in opening the door.

Personal Story:

Steve Ferraro's journey to franchise ownership was both courageous and deeply personal. As the primary breadwinner for his family, the decision to open his own business came with real risk, especially in the early days when health insurance and financial security were top concerns. His wife made sacrifices of her own, returning to work as a teacher's aide to ensure their family had the coverage they needed. That shared leap of faith laid the foundation for everything that followed.

Though experienced in staffing, Steve had never owned a business before. The transition required him to grow quickly, learning financial management, decision-making, and leadership at a new level. There were moments of fear and uncertainty, but Steve trusted himself and the people around him, and that trust paid off.

Today, Steve reflects on his journey with gratitude. He views this recognition not as a personal achievement, but as a testament to his family and team members who supported him along the way. His story is one of connecting with people, which guides his leadership and define his success as an AtWork franchise owner.

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