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Bringing Kitset Assembly Services to the U.S.: A Statewide Colorado Opportunity

By: [Tracey Shipley-Hoots](#) on 04/20/2026



A Kitset Assembly Services Master Franchise Is Launching Across Colorado

This [FranCoach](#) client built her career leading at a high level in education. She currently serves as an Associate Vice Chancellor for Enrollment Management at the University of Colorado Denver, where she has spent years driving strategy, operations, and team performance.

She holds an MBA and brings decades of experience in leadership, training, and organizational development. Her career has always centered around one thing—making an impact and leaving organizations better than she found them.

Why Franchising

She reached a point where she wanted to build something of her own.

Impact has always been a driving force in her career. She wants to contribute, lead, and create something meaningful. Business ownership gives her the ability to do that on her terms.

Control also played a role. She wanted to make decisions, move quickly, and build something without unnecessary barriers. Franchising provided a structured way to step

into ownership while still having the support and systems in place to execute.

Why Kitset Assembly Services

Several strong options came up during the process, but one opportunity quickly stood apart.

[Kitset Assembly Services](#) has built a successful model internationally, with proven results in New Zealand and Australia. The concept is simple, scalable, and fills a clear gap in the U.S. market.

She saw the opportunity early.

The model aligned with her background, her leadership style, and her desire to build something that creates real value. As she continued through the process, the opportunity expanded beyond a single territory.

She and her husband are now launching Kitset Assembly Services across the entire state of Colorado as master franchise owners. They will operate the business while also developing and awarding additional territories throughout the state—an estimated 40 to 60 in total.

They are the first Kitset Assembly Services franchise owners in the United States.

They are also heading to New Zealand for an extended training period, fully committing to learning the model and setting the foundation for long-term success.

What the Coach Says

[Tracey Shipley-Hoots](#), FranCoach Franchise Coach, shared:

“I’m beyond excited to watch this come together. This is the perfect fit and truly an opportunity of a lifetime. You could see the shift as she learned more about the brand—everything just clicked. I’m confident they are going to build something special and lead the growth of Kitset here in the U.S.”

What the Franchisor Says

Kitset Assembly Services director and co-owner Jennifer Lees shared:

“This is a defining moment for Kitset as we enter the U.S. market with our first Master Franchise. We’re genuinely excited to be announcing this milestone – one that’s been carefully built towards over time.

From the outset, it was clear we had the right partners for Colorado. They bring strong momentum, clarity, and commitment – their mindset says it all: ‘It’s an exciting time and we are ready to move this forward.’ That kind of energy travels well – even 13,000km across the Pacific.

They’ll be arriving in New Zealand shortly to begin training, connect with our wider network, and fully immerse themselves in how we operate at Kitset. We’re looking forward to getting them up to speed quickly – that’s how we like to work. Colorado is just the beginning, and we’re excited about what’s ahead as we continue expanding across the U.S.”

Location

This Kitset Assembly Services master franchise will be based in Colorado, with exclusive rights to develop and expand the brand across the entire state.

FAQ About Franchise Ownership

What is a master franchise opportunity?

A master franchise owner operates their own business while also developing a region by awarding and supporting additional franchisees.

Why do experienced leaders pursue franchise ownership?

Many want to apply their leadership experience to something they own, creating long-term impact and control over their future.

Do I need experience in this industry to own a Kitset franchise?


No. The franchise provides training and support, allowing owners to focus on leadership, growth, and development.


Lessons from This Journey


- > The right opportunity can grow into something bigger than expected
- > Strong leadership translates directly into franchise ownership
- > Emerging brands can create unique, high-growth opportunities

Ready to Start Your Franchise Journey?

If you're ready to combine experience, independence, and purpose, franchise ownership could be your next step. Start with education:

 [Franchising 101 Podcast](#) – Learn how franchising works and what to expect.

 [FranCoach YouTube Channel](#) – Hear real conversations and insights from franchise owners.

 [Becoming a Franchise Owner \(Book\)](#) – A practical guide to evaluating franchise opportunities with clarity.

When you're ready, reach out. Ownership might be closer than you think.

BACK



SEE WHAT OUR CLIENTS ARE SAYING

"I remember when I first started exploring the idea of franchises and I found the Franchising 101 Podcast. I just got hooked. There were such good snippets of information and I started eating through them and listening to them all the time."

Geoff, Pennsylvania

