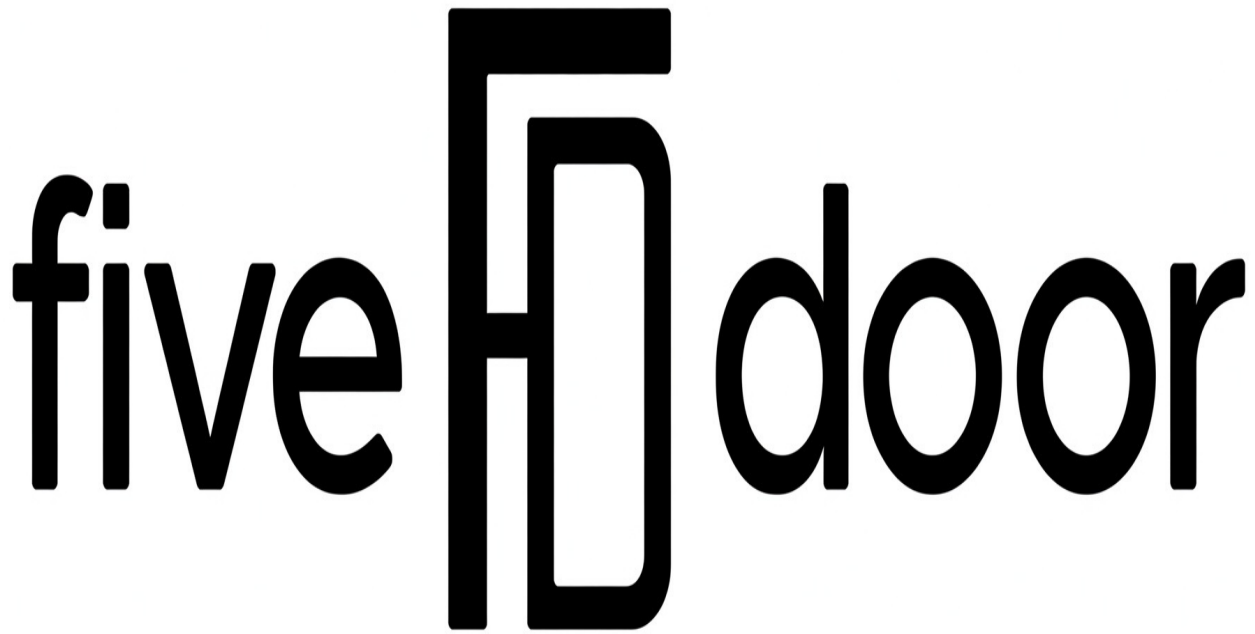




Five Door Media Founder Drew Larison Speaks on AI Visibility to Standing-Room-Only Crowd at HUGE Convention

September 03, 2026

Kokomo, Indiana - September 03, 2026 -

Larison shares practical strategies home service business owners can use to strengthen their presence in AI-powered search.

Five Door Media founder Drew Larison presented strategies for improving visibility in AI-powered search to a standing-room-only crowd at the 2026 HUGE Convention, held Aug. 26-28 at Gaylord Palms Resort & Convention Center in Kissimmee, Florida.

The HUGE Convention is an annual home services conference that brings together business owners and professionals for business education, networking, and access to industry vendors and resources. Larison's presentation focused on AI visibility and practical steps businesses can take to strengthen the information and content available about their companies online.

"AI visibility isn't something business owners should wait two or three years to start thinking about," Larison said. "The opportunity right now is to understand how people are using these tools and make sure your

business is creating the kind of useful, authoritative information that helps people understand who you are, what you do and why they should trust you."

One of the strategies Larison shared with attendees was straightforward: Identify the questions customers are already asking and answer them.

Rather than treating each answer as a single piece of marketing, Larison encouraged business owners to capture those answers through video and written content, then use that expertise to create multiple useful pieces of content. A video answering a common customer question, for example, can also become a blog post, social media content, and other educational material.

The approach allows businesses to document the expertise that already exists inside their companies while creating useful resources around the questions prospective customers regularly ask.

"Business owners know far more about their industries than they usually give themselves credit for," Larison said. "Your customers are asking you questions every day. Answer those questions clearly, put those answers online and find multiple ways to use that knowledge. You don't have to manufacture expertise. You have to document it."

Tyler Starkey, CEO of American Wash Systems and author of "The Best Known, Beat the Best" and "Built, Not Bought," attended Larison's presentation at the HUGE Convention.

"Drew fundamentally changed the way I think about how businesses will be discovered and trusted over the next decade," Starkey said. "My biggest takeaway was that the companies that win in the AI era won't necessarily be the biggest or the most technologically advanced. They'll be the companies willing to consistently document their expertise and become the most trusted answer to the questions their customers are already asking."

Starkey said the presentation also changed his perspective on how businesses should prepare for the future.

"I left Drew's session with pages of notes, but more importantly, with a completely different perspective on how we should be building our companies for the future," Starkey said.

The HUGE Convention presentation is part of Five Door Media's ongoing educational work around AI visibility for residential cleaning companies and other home service businesses.

Earlier this summer, Five Door Media hosted a free AI visibility webinar for residential cleaning company owners and other home service professionals. The agency later published an in-depth resource outlining the

AI visibility strategies covered in the webinar, including how businesses can identify customer questions, document their expertise, and repurpose those answers across multiple forms of content. The resource also includes a recording of the full webinar.

"There's a lot of noise around artificial intelligence right now, and that can make it difficult for an owner to determine where to focus," Larison said. "Our goal at Five Door Media is to make this practical. We want business owners to leave with things they can actually do, rather than simply hearing that AI is important."

Five Door Media plans to continue providing AI visibility education for residential cleaning companies and other home service businesses through speaking engagements, educational resources, and its work with businesses across the country.

About Five Door Media

Five Door Media is a digital marketing agency specializing in residential cleaning companies and select home service businesses across the United States. The agency helps businesses grow through search engine optimization, paid advertising, website development, AI visibility, branding, and content marketing.

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Five Door Media

Our marketing framework is designed to diagnose and fix issues in paid ad campaigns across platforms. Our team identifies five key "doors" that potential customers must go through before becoming paying customers.

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