Five Door Media Co-Founders Help Expand CleanCon With Austin Conference and New Mastermind

October 26, 2026

Kokomo, Indiana - October 26, 2026 -
Conference brings together approximately 250 industry professionals and 21 vendors as new year-round mastermind attracts 64 participants within 24 hours.

Drew and Erin Larison, co-founders of Five Door Media and two of CleanCon's four founders, helped organize CleanCon Austin, held Sept. 28-30 at Brazos Hall in Austin, Texas. The event brought together approximately 250 residential cleaning business owners, key team members, and industry professionals.

CleanCon was founded by Drew and Erin Larison alongside residential cleaning industry entrepreneurs Holly Moore and Molly Moran to provide specialized business education, professional relationships, and leadership development opportunities for the industry. Austin was CleanCon's second conference of 2026, following a sold-out gathering in Indianapolis in March.

"When we launched CleanCon in Indianapolis earlier this year, our goal was to create something that would make a lasting difference for residential cleaning business owners," Erin Larison said. "Seeing the response in Austin and then having 55 people join our first mastermind call tells us this community wants more than a

conference. They want meaningful relationships, practical education, and a place to keep growing together throughout the year."

The Austin conference featured 21 industry vendors and educational sessions addressing leadership, hiring, sales, marketing, technology, and business growth. Kristen Hadeed, founder of Student Maid and author of "Permission to Screw Up," delivered the opening keynote, drawing on her experience in the cleaning industry and leadership development.

Drew Larison also led a session on selfless communication in sales, exploring how residential cleaning business owners can build trust by listening to customer needs, asking better questions, and approaching sales conversations with a service-first mindset.

Five Door Media used CleanCon Austin to introduce an updated pricing and service structure for cleaning businesses. The agency, which provides marketing services for residential cleaning companies, said the changes reflect its continued focus on the industry's customer acquisition and growth challenges. Additional information about the agency's updated offerings is expected in November.

During the conference, CleanCon's four founders introduced the CleanCon Mastermind, a year-round educational and peer-learning program designed to extend the conference's opportunities beyond the event itself. The program will bring together residential cleaning business owners and key team members for monthly educational sessions and peer discussions.

Within 24 hours of the announcement, 52 business owners and 12 key team members had joined the mastermind. The program has since held its first monthly session, attended by 55 participants.

Participating business owners represent residential cleaning companies generating between $250,000 and $10 million in annual revenue, bringing together entrepreneurs at different stages of growth to share experiences, discuss challenges, and learn from one another.

"One of the biggest things we've learned from working with residential cleaning companies across the country is that owners often face the same challenges, regardless of the size of their businesses," Drew Larison said. "When you bring together owners running $250,000 companies and owners running $10 million companies, you create opportunities for people to learn from different experiences and perspectives. That's what makes the CleanCon Mastermind so valuable."

CleanCon has also been named a finalist in the 2026 Stevie Awards for Women in Business, with Gold, Silver, and Bronze placements scheduled to be announced in November.

Post-event feedback showed strong interest in future gatherings. CleanCon Austin respondents gave an average score of 9.71 out of 10 when asked how likely they were to return to another CleanCon event.

Amber Hoffman, owner of Glisten Up Cleaning Services in Pennsylvania's Lehigh Valley, attended CleanCon Austin.

?My first CleanCon experience was truly unforgettable,? said Hoffman. ?From the moment we arrived, the entire CleanCon team made us feel so welcomed, valued, and special. For the first time in a long time, I felt like I was part of something bigger, surrounded by people who understood me and reminded me that I truly belonged. I walked away with not only inspiration and knowledge, but connections with people I genuinely believe will become lifelong friends and supporters. It was so much more than a conference. It was a community I didn?t realize I needed.?

Additional information about CleanCon and its educational programs is available at www.mycleancon.com.

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.
###
For more information about Five Door Media, contact the company here:Five Door MediaDrew Larison765-437-3446hello@larisonmedia.com

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.

Website: https://www.fivedoormedia.com/

Email: hello@larisonmedia.com

Phone: 765-437-3446