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FOR IMMEDIATE RELEASE

Massey Services selects &Barr as first-ever agency of record

ORLANDO, Fla. (Nov. 16, 2023) – [&Barr](#) announces its selection as agency of record for [Massey Services](#), one of the nation’s largest, privately owned, pest prevention and landscape care companies. &Barr was selected for its experience and expertise in providing award-winning advertising, public relations, media and analytics services.

“We met with several full-service agencies in the selection process and were very impressed with &Barr’s creative thinking, extensive knowledge and understanding of our industry,” said [Tony Massey](#), president and CEO of Massey Services. “We’re looking forward to a long-term partnership with their team as we plan for continued expansion and growth in both new and existing markets.”

Massey Services was established in 1985 and has celebrated 38 consecutive years of profitable growth. This partnership will bring together the long-standing legacies of two family-owned businesses operating with over a century of success.

“Decades of outstanding service have brought ‘Massey Services&Barr’ to where we are today, and working alongside another second-generation business is a privilege,” says [Pete Barr Jr.](#), president and CEO of &Barr. “This collaboration will leverage &Barr’s proven expertise and utilize our full-service capabilities to elevate Massey’s media mix by reaching the digital channels consumers have adopted and connect the right audiences with impactful messaging.”

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida’s oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including AAA, Florida’s Space Coast Office of Tourism, Florida Virtual School, Rosen Hotels & Resorts, the University of Central Florida and the YMCA of Central Florida, among others. Celebrating more than 65 years in business, &Barr’s headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a locally founded, multi-generational, family-owned agency. For more information, visit andbarr.co.

About Massey Services

Based in Orlando, Fla., Massey Services is one of the nation’s largest and most respected service companies in the pest and lawn management industries. Celebrating 38 consecutive years of

profitable growth, Massey Services and its subsidiary organizations employ more than 2,800 team members who provide residential and commercial pest prevention, termite protection, landscape and irrigation services to more than 820,000 customers from 180 Service Centers throughout Florida, Georgia, Louisiana, Texas, South Carolina, North Carolina, Oklahoma, Virginia and Tennessee. For more information about Massey Services, visit www.masseyservices.com.

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