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Top Businesses of 2025

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The business industry in 2025 will likely be characterized by resilience and adaptability as companies work to deal with anything that may come their way this year. From disaster restoration and franchise consulting to skincare, these businesses have successfully addressed their consumers' needs while navigating a complex economic environment. Their strategic approaches, emphasis on customer experience, and commitment to delivering measurable outcomes distinguish them in their respective industries.

This year's top performers excel in both their financial achievements and their impact on their consumers. Whether helping families recover from devastating property damage, guiding individuals toward entrepreneurial freedom, or providing solutions for complex skin conditions, these companies combine expertise with a deep understanding of their clients' needs.

What makes these businesses particularly compelling is their ability to balance growth with purpose. By addressing challenges that range from personal wellness to career advancement, they have shown that strong values and critical thinking can lead to long-lasting results. These companies not only meet expectations but often redefine what customers and clients can expect from their services, setting new standards across their industries.

1. Best Option Restoration

No one wakes up thinking they'll spend the day dealing with a disaster. While it's hard to take the sting out of water damage or a house fire, [Best Option Restoration](#) manages to take one of the worst times in a homeowner's life and make it just a bit better.

Best Option Restoration is a nationally franchised disaster restoration business that handles wind and storm damage, fire damage, flood/water damage, and contents cleanout to residential and commercial customers. It also offers mold detection and remediation. Notably, the company streamlines the restoration process by coordinating directly with insurance companies. That way, customers in crisis don't have to worry about paying out of pocket.

Best Option Restoration aims to elevate the customer service side of disaster restoration. One way it does so is by using cutting-edge technology to deliver superior results. When treating water damage, for instance, the company uses thermal technology to speed up the drying process, reducing the risk of mold growth and getting customers back into their homes faster.

Best Option Restoration has been expanding by about 30 franchises per year, and the founder sees no sign of that growth slowing down. "It's not economy-driven," he says. "Pipes will burst, mold is going to happen, fires are going to happen. We're about as recession-proof as you get."

2. Paul Bickford Solutions

If you want to transform your corporate career or life for the better, it helps to learn from someone who's done it themselves. In 2012, Paul Bickford was stumped in his professional pursuits and frustrated. He overhauled his approach to corporate job search; and, that paradigm shift catapulted him to achieving a global corporate executive status.

Now, through [Paul Bickford Solutions](#), Bickford teaches his proven methods to others looking to reach their true potential. The program is about more than just career coaching. Bickford's uniquely comprehensive strategy helps clients change from the inside out. "I combine mindfulness techniques, like how to reprogram your subconscious, with skills like networking, and interviewing," he explains.

In over 25 years, Paul Bickford has worked with more than 20,000 people worldwide. He leads two programs: "Career Mastery" and "Energy Awakening". Career Mastery is geared toward corporate leaders who want to advance in their careers. Energy Awakening is designed to help anyone feeling stressed or unfulfilled to find the key to a meaningful life - both programs guarantee results.

Clients learn from Bickford, other experts and each other. “We do a combination of individual coaching, group coaching, and self-paced learning,” he says. Whether you’re struggling with feelings of emptiness or looking to ascend the corporate ladder, it’s easy to feel stuck. Through Paul Bickford Solutions, Bickford offers a leg-up to anyone looking to build a better life. He’s proving it’s possible to create a brighter corporate world, one program, one person, one conversation at a time.

3. Frannexus

The franchise model of business ownership is nothing new. But through [Frannexus](#) — a clever portmanteau of “franchise” and “nexus” — CEO Seth Lederman is helping a new generation of franchise owners get started.

“Franchising is a rare opportunity that affords many the benefit of switching career paths to achieve their financial goals, build wealth, and enjoy the freedom of being a business owner,” he says. Although Lederman is enthusiastic about this business model, Frannexus isn’t in the business of convincing clients to buy franchises. Instead, it’s a consulting firm that gives unbiased guidance to people considering franchise opportunities.

The firm’s advisors provide guidance to clients free of charge. That’s because franchise brands pay their fees. This arrangement helps build trust with clients. “The key principle behind our consulting process is honesty and transparency,” says Lederman. “We represent our clients, focusing first on their individual needs.”

Frannexus helps individual clients decide whether to become franchise owners. It also helps owners of successful small businesses grow those businesses into franchises. If a client decides to purchase a franchise location or franchise their own business, Frannexus is ready to guide them through the whole lifecycle—from setting up to cashing out.

Helping investors and business owners discover the world of franchising has become a calling for Lederman. For more than 12 years, he’s helped people from all walks of life discover the freedom that can be found in franchising. Now, with Frannexus, he’s introducing life-changing opportunities to many more.

4. RFA Skincare

When [Racquel Frisella](#) developed severe melasma after the birth of her first son, she was dismayed to find that no skin care product on the market seemed to help her. The solution

she found would eventually restore her confidence and help countless other people transform the health of their skin for the better.

As a Board-Certified Aesthetic Nurse Practitioner, Frisella already had extensive clinical experience with skincare ingredients. Once she discovered a formula that helped treat her melasma, she was inspired to help other people discover how healthy skin can support total wellness.

Through RFA Skincare — a company whose initials stand for Results for All — Frisella now makes skincare results accessible for everyone. RFA products are based on proven ingredients rather than fads. Customers can get professional results in the comfort of their own homes, and the brand offers something for nearly every skincare concern, including acne, rosacea, melasma, eczema, and signs of aging.

Frisella also owns and operates Racquel Aesthetics, a practice in St. Louis, Missouri. While the practice offers chemical peels, dermal fillers, microneedling, and other treatments, it has the same commitment to accessibility that RFA Skincare does. For clients who live a great distance away, Racquel Aesthetics offers virtual consultations and custom skin care regimens online.

Frisella also hosts customized training for other professionals in the field of medical aesthetics through her private training academy, The RA Way. Throughout her career, she has gained a wealth of knowledge and experience in skincare and aesthetics, and she's eager to pass it on to the next generation of aesthetics practitioners.

5. Ryan Hughes Design

When Florida-based [Ryan Hughes Design](#) was launched 20 years ago, homeowners looking to create outdoor living spaces typically had to coordinate with separate companies for design, pool installation, hardscapes, landscaping, and furniture. The disjointed process wasn't just a hassle — it also limited the overall look and functionality of the finished product.

As the founder of Ryan Hughes Design and its sub-brand, Solana Outdoor Living, Ryan Hughes is on a mission to streamline the creation of beautiful, functional outdoor living spaces.

“In order for it to have full value and maximize the functionality and the experience, an outdoor living space should be conceptualized by one visionary firm, and that's what we set out to do,” he says. “Our purpose is to unlock a home's potential for luxury outdoor living by challenging the status quo of how those projects are designed and built.”

Hughes is a pioneer of that school of thought, and ultimately, his vision reshaped an entire industry. The company went against the grain, handling both design and construction for every project. Clients found that this holistic philosophy led to successful results, and gradually, outdoor living companies across the country began adopting similar all-inclusive construction models.

While Ryan Hughes Design primarily operates in Florida, clients around the world can get a taste of the firm's design philosophy through Solana Outdoor Living. With a flagship 12,000-square-foot showroom in Tampa, Solana crafts fire features, hardscape tiles, furniture, and virtually everything else needed to create the breathtaking outdoor spaces Hughes has come to be known for.