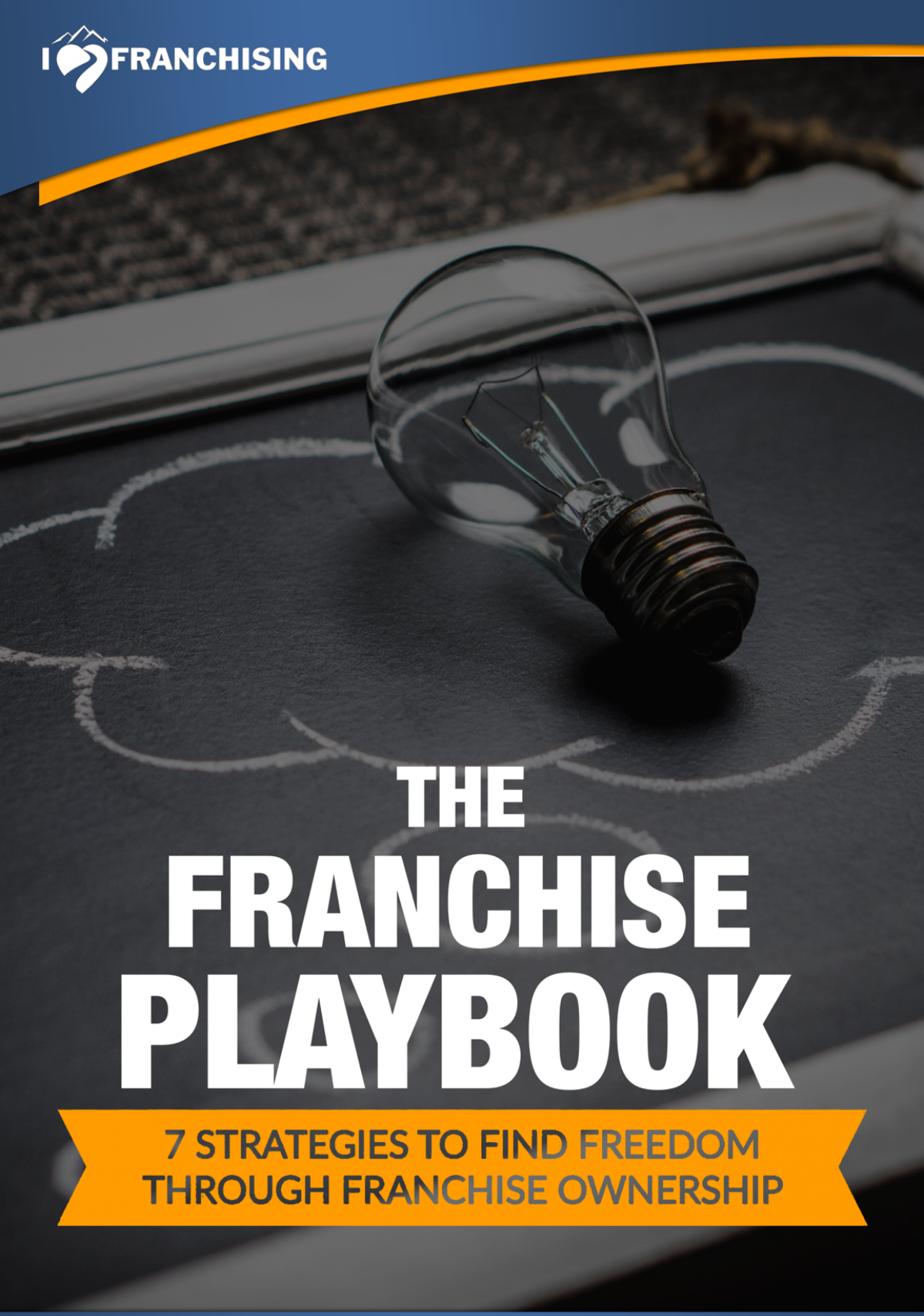
I ♥ FRANCHISING



THE FRANCHISE PLAYBOOK

7 STRATEGIES TO FIND FREEDOM THROUGH FRANCHISE OWNERSHIP

ERIK VAN HORN

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About the Author

My name is Erik Van Horn. In my mid 20's, I bought my first franchise in Kansas City. I started as a multi-unit franchisee with a top-rated retail franchise. Over the next nine years, I expanded the business to 12 locations and bought the Regional Development (RD) rights for Austin, Texas. I grew that RD from 5 offices in 2004 to 42 before I sold it. Since selling my first franchise in 2011, I have accelerated my growth and bought three more franchise brands.

Today I live in a small town in the Black Hills of South Dakota on my 80-acre playground of outdoor fun with my wife and three daughters. I own ten franchised retail locations in Southern California that are run by my management team. I have weekly calls with them and travel to California once or twice a year. Besides spending a lot of time with my family, enjoying the outdoors, I enjoy helping people explore franchising.

About this Book

I wrote this book from a place of personally researching many franchises for myself to buy and helping many others do the same. It is for anyone who is considering buying a franchise.

How to get the most out of this book

- It was designed chronologically to help you at each stage of the process
- Start with the chapter relevant to the stage you are in today
- Realize that each chapter is just scratching the surface on the topic
- Reach out and email me your questions

What you will learn

- The stages of the franchise research & buying process
- What is important and what is not when researching
- Key things to always do before buying a franchise
- A basic understanding of how to buy a franchise
- When and when not to get advice from friends and family

Chapter 1: Identify What You REALLY Want - It Might not be What You Think

Your passion today can turn into your burden tomorrow. Many entrepreneurs make the mistake of believing the hobby or skill they most enjoy is where they should focus a new business - but turning a hobby into work can quickly take the fun out of it.

For too long we've been told to follow our passion and for most of us, that is a dirty little lie. Most people will not be able to turn their immediate passions into successful businesses and that is ok. Sometimes, you need to pick an industry, build a business and spend your extra time on your passions as your new business allows.

Why is that? The responsibilities and demands of a business are often significantly different to your passions and its previous day to day requirements. Being skilled at a service does not necessarily translate to running a successful business. The time investment needed to run the business is often beyond the capabilities of a single person. When training new staff, their skills and abilities might not match yours and sometimes the vision is lost. Things can easily spiral out of control, forcing you to work overtime, thus turning your passion into hate.

Instead, explore the characteristics of businesses you're considering and focus your efforts there. Discover if a franchise is right for you. Consider these questions:

- Is your greatest thrill helping other people?
- Are you a people person that thrives around big groups, such as managing a large team of employees and to build an empire?
- Are you seeking security and need a set amount of recurring revenue coming in each month and are hoping to scale from one location to multiple locations?

- Are you an early adopter who wants to be part of the early growth of a company?
- Do you want to be part of a large brand that has stood the test of time?
- Do you want to have few employees or have an empire with many employees?
- Do you want to keep your day job and build the business with 10-15 hours a week of your time?
- Do you prefer to be in a niche industry?
- Do you want to leave a legacy for your children?

In the end, wise business decisions should not always be dictated by passion. Most people don't dream of pouring coffee, flipping burgers or cutting hair, but they dream of financial freedom, flexibility, time with family or a stellar vacation. Your new franchise can become your passion if you start off on the right foot and focus on your true goals.

Now is the time to reflect on **YOUR** personal goals of what you want to achieve through your new business. If you don't know where you want to go, you will not get there. Let's figure it out together. I can show you how to take control of your destiny!

Chapter 2: Evaluating a Franchise

Your next step in the process is to investigate individual franchise companies and determine if they fit perfectly into your plans. When it comes the franchisor, each one has their own process that they take everyone through. This is where I encourage you to ask them their process instead of telling them yours.

Keep an open mind to understand things that you may not know and then make decisions based on what you learn. Respect that the franchisor already knows what works and what doesn't.

PROCESS OF MUTUAL ELIMINATION

The first thing you need to keep in mind with your investigation is that this is a process of mutual elimination for both you and the franchisor. It is much like finding a date. It is possible that you could find your exact match on your first try, but usually it is not love at first sight (unless you are using a consultant like myself who has rummaged through the franchise opportunities with fine tooth comb). You will also find that it is unlikely that any one person contacting the franchisor will turn out to be a great match for them. Therefore, you are both trying to determine if the fit seems right from the beginning of the investigation.

Each step in the investigation will require more time and effort on both your parts. Then, once you reach the point where each of you has sufficient information, it is time to make an informed business decision about whether this is a match that is ideal for both parties. If either party comes to the realization that this is not the right match, they simply inform the other party and move on.

To make your investigation simpler, follow these steps in your franchise discovery process.

STEP 1 – GENERAL INFORMATION

The franchisor will begin by providing you with overview information on the company on a 60 minute phone call or webinar. This is a foundational conversation and will give you the information to have the right context for future communication and due diligence from talking with franchises to understanding your ROI.

STEP 2 - THE FRANCHISE DISCLOSURE DOCUMENT

Once interest in both parties has been established, a Franchise Disclosure Document will be distributed. This document, commonly referred to as the FDD, is the F. T. C. mandated disclosure document that gives you a wealth of information about the franchisor. The major subject areas include:

- The history of the franchise and its officers and directors.
- A complete description of the business to be franchised.
- All costs and fees that you will be subject to under the agreement.
- All obligations of either party to the other during the term of the agreement and thereafter.
- Audited financial statements for the previous three years for the franchise company.

- A list of the existing franchisees.
- A complete copy of the actual franchise agreement document is usually attached to the FDD but may be provided under separate cover at the option of the franchisor.

A few franchisors also include a financial performance representation (commonly referred to as an earnings claim) in the FDD document. Though they are not required to do so, this can be a real time saver for you if it is included. Even if the financial performance representation is included in the FDD, it is still imperative that you discuss this subject with franchisees during your fact-finding calls and visits. You will carefully review the FDD document and note any questions or issues that the material raises for further discussion with the franchisor. If any of this information does not make sense, you may also choose to involve outside advisors to review material so you can become familiar with it.

STEP 3 - FRANCHISEE CALLS AND VISITS

The most valuable source of information on any franchise system is seeking out the existing franchisees. Current franchisees will give you amazing insight into the company, experience and any issues they may be dealing with. This step in the discovery process is so critical that we dedicated chapter 3 to this topic alone.

STEP 4 – REVIEW THE SYSTEM DOCUMENTATION

A strong franchise company will have documented their systems, operations and marketing programs in a concise and easy to use format for the reference of franchisees. Make sure that such documentation exists. The franchisor will probably not give you a copy of their actual manuals, but they can certainly provide you with the table of contents or index of every support manual they have. This will enable you to confirm that the documentation exists and the scope of coverage of all major business factors.

STEP 5 – MEET THE FRANCHISOR

At some point in the process of investigation, you will want to have personal meetings with key personnel of the franchise company. This might be possible in your local market, or you may need to travel to the headquarters of the franchisor. Many franchisors facilitate this need by holding what is referred to as "discovery day" or “meet the team day.” These are structured events where you can go to a specified location and know that all of the key people from the franchisor will be available.

Be sure to get to know those people you will be working most closely within the building of your business.

We would expect the President of the company to be an impressive person, but that's not who will be answering your call when you have a problem. Find out who will be providing the operational support and training directly to you and form an opinion about their competence. Make sure that any remaining questions or issues you may have will get addressed at this meeting.

STEP 6 – MAKE A DECISION

If you have been diligent, the entire process outlined above should have taken about four to six weeks to complete. You have now finished your investigation and have all the information you need to determine if this franchise is right for you. It either is or it isn't, and you'll know which it is. In either case, it is time to make a decision and move on. Use the model you developed for yourself to evaluate what you wanted in a business. Don't settle. If this company has everything you wanted, do it. If it doesn't, eliminate it and go to the next one.

Chapter 3: Talk with Other Franchisees

One of the most helpful and important parts of the discovery process is speaking with existing franchisees. As stated in chapter 2, evaluating a current franchise operation is crucial. It is so important, that it deserves its very own chapter, so here it is.

The most valuable source of information on any franchise system is the existing franchisees. You need to plan on calling and, when possible, visiting a number of the existing franchisees during your investigation. It sounds almost trite, but whatever you find the prevailing attitude of the existing franchisees on any issue to be, it would almost certainly be your attitude on the issue as well, if you decide to become a franchisee. Visit with a sufficient number of the existing franchisees to ensure you have a sense of the prevailing attitudes of the group.

Though you want to find the overwhelming majority of franchisees to be happy and supportive of the franchisor, it is important to try to find an unhappy franchisee during your investigation. When you do, not only listen to the complaints, but also try to determine what makes this franchisee different from the rest. If you find that you identify with the positive ones and feel the negative franchisee is not at all like you, then you should be fine. If you find that you are more like the person who is unhappy however, this is probably not the right franchise for you.

You should also strive to find one of the more successful franchisees. Find out why they are top performers and see if you can see yourself doing what they do. Understand the mindset of the top performing franchisees and analyze why they are succeeding.

You can also find out why their competitors are not successful; often times they have a very different view as to why the losing franchises are failing compared with the view of the losing franchise owner themselves.

Keeping those things in mind, you need to make a checklist of items to carefully review while investing each franchise. The following list covers the principal areas you want to look over during these calls:

- Training Programs – You need to determine how well the initial training programs and support prepared the franchisees for opening and running their business.

- Opening Support – How easily did the franchisor make the process of getting the first unit open and operating? Was there assistance in site selection, lease negotiation, construction and design assistance, financing assistance, permits or any other factors unique to getting this business up and operating?

- Ongoing Support – You want to know how effective the ongoing support services of the franchisor are in terms of helping franchisees deal with the problems that come up in the running of their business.

- Marketing Programs – Most franchisors collect marketing dollars from every franchisee into a pool that is spent to promote the brand. You need to know whether the franchisees are happy and supportive of the way this process is handled. **Note**: this is typically the area you will find the most complaining about in any franchise you look at.

- Purchasing Power – Does the franchisor use the collective buying power of the total system to get discounts on supplies and inventory beyond what an independent operator could achieve? This factor is one of the biggest advantages of joining a well run franchise system and will offset much of the fee cost associated with being a franchisee with an effective franchisor.

- Franchisor/Franchisee Relations – Determine how the franchisees feel about the franchisor in general. Is the franchisor supportive, caring, focused on their success, responsive, effective, organized, and trustworthy? Make sure you have a good feeling about the values of the organization and that they are consistent with your values.

- Investment – The FDD will give you a wide range for the investment required in the business. Use the franchisee discussions to narrow that down to a reasonable and conservative estimate of how much capital you will need to be successful in this franchise.

- Earnings – It is critical that you have a strong sense of just where the average unit is, in terms of earnings. You should know the answers to the following questions: How much money does the typical unit make given a specified length of time in business? How soon does a typical unit start making money after opening? What is the range of answers for these questions? If you are simply not able to determine these answers to your satisfaction in your research, do not settle! Tell the franchisor of the problem and that you cannot proceed unless you have these answers.

It is always a good idea to bring up the subject of earnings as the **last point** in your franchisee calls. Most people are reluctant to discuss their income with strangers and you will find the franchisees are more willing to cover this subject after you have spent some time visiting with them. At that point they know you're not a competitor trying to get information, but rather a serious prospective franchisee who will need the information to proceed. Remember, they were all in your position at some point in the past. Be polite, patient and professional with your investigation and you will likely receive the same treatment back.

Chapter 4: Understanding Your Financing Options

One of the most helpful and important parts of the discovery process is speaking with existing franchisees. As stated in chapter 2, evaluating a current franchise operation is crucial. It is so important, that it deserves its very own chapter, so here it is.

Some of the primary funding options that are available to start a franchise include:

- Retirement Rollovers for Business Start-ups
- Small Business Administration Loans (SBA)
- Unsecured Loans
- Portfolio Loans
- Equipment Leases

Let's take a look at each of these options, and how they work.

The Rollovers for Business Start-ups is a popular way that people use to fund a business. Many of my clients utilize this funding source. Rollovers have been used for over 30 years, yet many people don't realize they can utilize the funds in their own retirement accounts to purchase a business. The bonus here is that it's tax-deferred and penalty-free.

The **Rollover** program allows you to:

- Use a safe, proven plan based on long-standing provisions of the IRS
- Use pre-tax dollars to fund your business
- Gain business equity and an improved cash flow position from the start
- Pay yourself a salary from the beginning
- Accelerate business profitability by eliminating or reducing interest and debt
- Secure your funding quickly, usually in about two to four weeks

Small Business Administration Loans (SBA) are another common way for people to purchase a franchise. Many business owners have relied on SBA loans to fund their ventures. SBA loans offer several benefits for entrepreneurs, including low interest rates, long repayment terms and no ballooning costs, so you can focus on what's really important: building your business.

The most common type of SBA loan, the SBA 7(a) loan, offers loans from $50K up to $5 million to get your business up and running. Whether the funds are for a start-up, acquisition or expansion, a 7(a) loan can help you reach your small business financing goals.

Another very popular SBA program is the SBA preferred, or Fast Track Program. This is a simple SBA Working Capital loan that allows you to borrow between $50K to $150,000. Because the application and approval process are much more streamlined, these loans can close in as little as 45 days.

An **unsecured loan** might be an option if you own stocks, bonds, mutual funds, or other eligible securities. You can borrow up to 80 percent against the value of your portfolio without having to liquidate your holdings. These portfolio loans, also referred to as stock loans or securities-based lending, work like a revolving line of credit – allowing you to finance a franchise by borrowing at will.

Portfolio loans can be a fast, low-cost approach to small business financing. Portfolio loans usually close within 10 days, have low interest rates, and you don't pay interest unless you use the funds.

Lastly, some business owners opt for equipment leasing. If there's one thing a business can't do without, it's the right equipment. Having state-of-the-art equipment allows for maximum efficiency, and can increase sales. Rather than drain your working capital or a business line of credit, many people consider equipment leasing as an alternative method of small business financing.

Whether you need furniture, computers, software, printers or other tools of the trade, equipment leasing provides the perfect opportunity to get up to $2 million worth of equipment without breaking the bank. By leasing equipment, you'll preserve your credit and you won't need to put any collateral on the line. Plus, it's easy to upgrade equipment when the lease expires.

As you can see, the right financing can come from several places. In fact, many people combine their primary method of financing with another option to reach their desired capital. Finding funding could be the ultimate reason you start your franchise or you don't. I have identified the best business funding companies in the world that specialize in franchise financing and I can help you find them too.

Chapter 5: There will be anxiety - The Key is Managing It

The decision to become a franchise owner can be a daunting one, but it does not have to be. Knowledge is power, and the more you have, the more secure you'll feel. Often, the people in your life may be unwittingly undermining your decision process with well- meaning advice or opinions. Likewise, your family members may have concerns about how this new venture will impact them.

Anxiety is something we all face. Paralysis by analysis can often cause inaction. Be mindful of well-intentioned people that you trust who might try to talk you out of buying a franchise. By educating yourself, you are equipping yourself with the confidence to take action. The more informed you are, the less you will feel swayed by uninformed people, or loved ones that say you shouldn't buy or start a franchise.

Also, don't let that fear and uncertainty decide your fate. Remember: if you do the **research**, and are secure in your **knowledge**, choosing a franchise is one of the least risky business decisions you can make. This is simply because you hold all of the power and control before, during, and after your decision.

DEALING WITH THE SOURCE OF ANXIETY

Your family will likely become a primary source of anxiety, especially if you're married. Spouses are very important to your decision making process, and for good reason. Becoming a franchisee is a process of education, followed by a conclusion of "Yes, I'm in", or "No, I'm out". You can either do this ***with*** your spouse or you can do it ***to*** your spouse... which one makes more sense?

Another source of anxiety and fear is the well-intended, but unintentional bad advice from people you already know or trust. This is the case with good Old Uncle Fred!

During your due diligence, you'll invest many hours into intelligent research. Now, imagine that during a family dinner, Uncle Fred -- who has done zero hours of research, and hasn't asked a single follow-up question to anybody within the franchise system -- tells you that you're either wrong or crazy! Uncle Fred hasn't been involved on the front lines of research with you, there's no accountability for his opinions or positions, and if he or other doubters are not putting up their money or their time into your venture, then they have no equity in your outcomes.

But, let's get them on your side here. Like most families, they only want what's best for you, so have them help you come up with fantastic and intelligent questions that you will then ask to the franchisor and franchisees. This will help you learn from the people on the franchise front lines, who once fielded the same concerns and questions as you are fielding from your friends and family today.

To sum it up, **knowledge is power**. It's simple, when you have knowledge, your anxiety levels will lower. When you don't know have knowledge, you're anxious and fearful. You will have the knowledge you need if you follow the Franchise Discovery Process, involve your spouse, and communicate directly with the franchisors and franchisees.

Chapter 6: Discovery Day - Meeting the Franchise Team

Generally, the last step of your franchise research will involve attending the franchisor's Discovery Day. Most often, the franchisor will bring you to their headquarters and you'll have the opportunity to meet with the franchise team, to learn about their systems and support, and to see if you would be a good fit for their business.

You're ready for Discovery Day; this is such an exciting time!! Now it's time to meet the team, and make sure this is the franchise that you want to partner with.

Most franchise companies will send you an agenda prior to Discovery Day. You will meet the head of each department, so that you know the level of support that they bring, and you can put a face with a name. Your contact through the discovery process won't be your contact once you are a franchisee. So, now you'll know to call Mary in Real Estate, or Bob in training, etc.

Discovery Day is just like a final interview with a company. You've done a lot of research, you like what you've seen and heard, so now it's time to get a feel for the people and the culture.

Now, if you've always thought of a franchise as something you "buy" rather than something that is "awarded," you may be surprised at the thoroughness in which you'll be investigated too during the Discovery Day process. However, franchisors have some very good reasons for being selective about the people they let into their system, and understanding their reasons will help you prepare for the Discovery Day process.

First of all, when you become a franchisee, you represent the business. Everything you do will reflect on both the corporation, and also on the other franchisees. Because customers have learned that a product or service will be consistent from one unit of a franchise to the next, they will generalize that all units are bad if they have an unpleasant experience at one. Therefore, when deciding whether someone will be awarded a franchise, the franchisor must determine if the candidate has the ability and skills necessary to follow the system, and to present the business in a professional and positive manner.

A good franchise company will not randomly award a bunch of franchises hoping that some of them will be successful. A business that closes tells the public that something about the concept isn't working. Also, and of extreme importance to a franchisor, by law they must list all the failed franchises in their Franchise Disclosure Document. A franchisor with a list of failed units will be less able to attract new franchisee candidates to the business.

Finally, in most cases the franchisor makes money on royalties based on a percentage of the franchisees' revenue. Therefore, the more successful the franchisees, the more successful the franchisor.

Of course, it's not all about them. The franchisor needs to convince you they know what they are doing, and will be able to support and help you every step of the way.

By the time you get to your Discovery Day, you'll have done a good deal of investigation into the business and talked to a number of current franchisees.

If you have any outstanding questions, this is the time to ask them. You'll have the opportunity to meet with various teams, so you'll have a more in-depth understanding of each aspect of the business, from operations to marketing support. Your day will usually include casual time at meals to get to know the corporate staff, as well as some structured presentations and meetings.

If everything falls nicely into place, you may want to sign a contract and hand over a check at the conclusion of the meeting. What you don't want to happen is to be thinking, "Yes, yes, yes," while the decision makers are looking at you saying, "No, no, no."

Here are some suggestions to make the most of your Discovery Day meeting:

Dress to impress. Although you may consider this meeting as an opportunity for the franchisor to "sell" you on the attributes of their business, you are also there to sell yourself. Your attire should reflect this, and you will want to look professional. In this day of business casual attire, you may not need to wear a suit and tie (or the female equivalent) to the interview, but you will want to look polished. In other words, shorts and flip-flops are a no-no.

Be likable. A franchise is like a family, and the franchisees of a system form a valuable peer group. A franchisor takes this into account when awarding franchises. Be personable, professional, enthusiastic and outgoing. Maintain eye contact when speaking, and ask questions that show your interest. Also, be a good listener. Remember that not everyone is interested in every idea that pops into your head; however, everyone is interested in having you listen to their ideas.

Dale Carnegie, who wrote *How to Win Friends and Influence People* (which was first published back in 1936!), suggested using the following six methods to come across as likable:

- Become genuinely interested in other people
- Smile
- People like the sound of their own name
- Be a good listener
- Talk in terms of the other person's interest
- Make the other person feel important, and do it sincerely

Have industry knowledge. One of the main advantages of franchising is that you don't need direct industry experience, because when you are awarded a franchise, you most often will receive comprehensive training from the franchisor on running your business. Having industry knowledge, however, will show that you've done your homework, and you understand the franchisor's customer base and competition.

Show you can follow a system. Franchisors are NOT looking for someone who will reinvent the business. If you are trying to improve the concept, you are not working on your own business. This is a red flag. Don't tell the franchisor that you plan to deviate from their tried and proven system. DO tell them you are impressed with how thoroughly they've documented each and every step, and that you plan to follow the system to the letter.

This is really an important piece of becoming a franchisee. If you can't do this sincerely, franchising really isn't for you. If you want to take risks, think outside the box, make up the rules as you go along and be a true entrepreneur, you won't be happy as a franchisee.

Demonstrate your business savvy. Be prepared to discuss your past business experiences, particularly as they will relate to running your franchise. Some important areas to elaborate on include managing people, customer service, and sales and marketing.

The success you've achieved in corporate America is a good indication of the results you can see as a franchisee. Franchisors will be particularly interested in both what you have achieved in life, and your expectations for your new business.

Prove you are financially qualified. No good franchisor wants you to borrow so much money for a business that you'll never be able to pay it back. Franchisors are focused on success – success of each franchisee, and success of the system. They have resources to help them determine the amount of money a new franchisee needs to open and run their business until a break-even point. You will want to do your financial investigations prior to your franchisor meeting so that you can demonstrate how you will obtain financing.

Fit in. This is sort of like "be likable," but not exactly. You can be a nice person, but still not fit into a particular group. We've all said this about someone, "He's a nice guy, but I don't think he'd fit in with our company." Because this is an intangible quality, I've put it last on the list, but that doesn't mean it is of less importance than the other items.

When interviewing, you want your interviewer to feel you have the same values as he or she does, and that your style and personality will mesh with those with whom you will work.

You can often find out about the corporate culture from their sales literature, their web site or from phone conversations you've had with the office staff and the current franchisees. You might hear phrases like, "We're a very family oriented business," or "Everyone here is into extreme sports. We're going to hang glide on Saturday." Pay attention to these phrases, so you can relate to them as they come up in conversations during your Discovery Day.

By forming an opinion of the culture before your face-to-face meeting, you can decide if you will be comfortable in a long-term relationship with these people, and also come up with ideas to show that you are someone they'd want on their team. As I always say, if you don't like wearing chaps and spurs, don't buy a Cowboy Clyde franchise.

Buying a franchise definitely is not like buying a house or a car. The franchisor will closely evaluate you for personality, experience, compatibility, financial stability and business acumen. If you don't measure up, they won't risk their business on you. Also, it's not uncommon in franchising to have two potential franchisees look at buying the same territory. After all the work you've done towards finding a franchise to invest in, don't let the opportunity slip through your hands because of inadequate preparation for your Discover Day. With the right attitude and some basic research, you can make sure your Discovery Day meeting ends with a handshake and a "Welcome to the company!"

Chapter 7: Making a Decision

You have now come to a point where a decision needs to be made. Decision-making can be difficult, but it really doesn't have to be. When you have an accurate view of yourself, and you're informed about the merits (good or bad) of what's ahead of you, then making a decision will be easy.

Occasionally, it's possible to sabotage yourself at the decision-making stage, when a franchisor has made an offer, and is standing at the altar waiting for your response. I see when people become paralyzed by analysis over information that the existing, successful franchisees would consider meaningless to their success. I also see people trying to make a *perfect* decision at a *perfect* time, rather than making the right decision for themselves now, when the opportunity awaits them.

First, let's really talk about **timing**. The best time to plant a tree was 20 years ago; the next best time is today.

If you started the right business for you 10 years ago, how would today be different for you? Was there a perfect time to accept the job or career you're now leaving, or that has already cut you from its payroll? Was there a perfect time to enter your last industry, but somehow you weren't privy to it? Was there a perfect time to marry or to become a parent? When was the last time you knew the perfect time to do anything while it was still ahead of you? We've all seen people wait for the "perfect time" to do something...and usually they are still waiting!

Over the years of placing hundreds of franchisees, I've learned a simple way to look at it.

If you know yourself, if you find yourself relating to the better-performing franchisees within that franchise system, and if you're informed about the rewards and challenges of the opportunity while being willing and able to leverage the franchise system's assets toward your own success, then you'll probably do very well and feel very comfortable as a franchisee there.

It is ok to be apprehensive, but you must understand the core of your objections. Fear will keep you right where you have always been. As long as you've followed the process and have been thorough, you can ditch the fear and move forward with the life you've always dreamed about. Always remember why you started and never give up on the lifestyle you desire.

A Bit About Me

As both a successful owner and an award winning consultant, I am very active in the world of franchising. It all began in my mid 20s when I started my first franchise, and eventually a Master Franchise. Over the next decade I accumulated 12 retail stores and had the Master Franchise with 42 retail stores. I eventually sold everything for a multiple of cash flow. I loved and believed in the franchise model, so I purchased more franchises soon after I sold my first brand. The excitement of franchise ownership never gets old for me.

Today, I own multiple franchise brands as a Master Franchisee or as a multi-unit franchisee. I spend very little time in the day to day operations of my businesses, since the franchises I own are designed to be very passive or semi-absentee.

I spend most of my time helping people like you find franchise opportunities that are the perfect match for you. I use my real life experience, connections, knowledge, and expertise to personally help you.

You might be wondering at this point how I charge for my services, as I work with hundreds of franchises nationwide. The good news for you is that my services are free. I will help you find the franchise of your dreams at no cost to you. If you are curious, I am paid like an executive recruiter by the franchise company.

If we chose to work together, I take you through the same proven process I have used myself many times when looking at new businesses for my family.

I always begin by interviewing you. I need to know your background and situation. We will talk about your skills, strengths and goals. I want to know where you want this business to take you, both in the short and long term. We will discuss the financial side of franchising, like how much money are you comfortable investing and how much money are you looking to make. I will direct questions to gain understanding of the key characteristics you want and need in a business.

Once I have this understanding, I will present you with prescreened franchisees that best match the key characteristics, needs, interests and goals. I will continue to consult with you along the process, and each step of the way. I use my knowledge, real life experience and my network to be a resource to you.

The important thing to remember is that I leave no stone unturned. There are no blind spots or hidden hoops to jump through. I will simplify the process, so you can focus on franchise ownership. This is the safest and easiest way to become franchisee.

I ♥ FRANCHISING

ARE YOU READY TO TAKE THE NEXT STEP?

If you woke up today and had the thought "I want to buy a franchise" or you have been thinking about it for 10 years and have not done anything about it. You may or may not be ready to start a franchise. **The length of time you have thought about it is not as important as how ready you are to make a change**

Sometimes change is forced on you like being laid off from your job other times change is a decision you make before it is forced on you.. Other are ready for change when you start thinking of what retirement looks like or are ready to stop working 40+hours a week to build someone else's business.

SCHEDULE A 15 MINUTE CALL WITH ME

The franchise buying process usually starts with desire for change and culminates with you controlling your destiny.

Most of the people I talk with are not know if they are ready to buy a franchise. After a 10-15 minutes on the phone with me, they can answer that themselves. In addition to hearing their answers to the questions I give some real life experience context to what it might look like owning your own business.

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3 BASIC QUESTIONS TO KNOW IF YOU ARE READY

If you found a business that provided everything you wanted like ROI, scalability, freedom, cash flow, equity, lifestyle, etc., would you buy it?

"YES" This is easy, you are ready!
"NO" You are not ready to buy or even start talking with franchises yet . You are in the browsing stage and should be thinking about your goals and getting ready to take action. If you start talking with franchises at this point, you will frustrate them and yourself.

Are you able to work 10-15 hours per week in the business?

"YES" Some franchises (semi-absentee) are designed for you as the owner to work only 10-15 hours per week and some franchises (owner-operator) the owner will work 40 hours plus.
"NO" You are not ready start a franchise. It will also be hard for you to complete your due diligence on multiple franchises to find the right one.

Do you have a business budget with at least $50,000 in liquid capital to invest?

"YES" This will give you access to some franchises that have a minimum liquid capital requirement. If you have $75k-$100k in liquid capital then you will have many more options available to you.
"NO" Maybe you can find a business partner or find opportunities less than $50k liquid capital requirement. I know that $50k is a lot of money and everyone needs to have a place to start. I just specialize in franchises that require $50k or more.

If you find yourself answering yes or maybe to any of these questions and you would like to have a complimentary phone call with me to discovery together if you are ready to start looking at franchise opportunities, then let's talk!

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