



Prestige

People tend to admire business owners, and franchise owners have established brands.

When you own a franchise, you will be seen as a successful business owner by friends and family. (Start-up entrepreneurs often take years before they get this “status” among those closest to them.)

People rightfully respect franchise owners as community leaders. They create jobs (more about that shortly) and they have a positive impact on the local economy.

Franchises are often supported by national brand advertising. You can probably think of half a dozen well-respected brands right off the bat that are franchises.

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Lower Risk

Seasoned business owners know that entrepreneurs are not risk takers but risk minimizers. A study by franchise expert Scott Shane found that franchises have nearly double the success rate in early years than new businesses that are not franchises.

The risk that most businesses take when they start from scratch ultimately boils down to one thing: untested concepts and practices. This is where franchises really shine.

One important quality of franchises is that they are based on tested aspects of every part of the business. Guesswork is reduced to a minimum, and the chance of lasting success and wealth creation is significantly increased.

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Systems

Every successful business eventually develops a system. You can do it by trial and error (the way many start-up entrepreneurs do), but with a franchise you don't have to. When you get a franchise, you have a proven system ready to go to work right away.

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Think of some of the proven business systems that come with a franchise:

- operations systems
- marketing systems
- sales systems
- management systems
- customer service systems
- training systems for employees
- customer loyalty and retention systems



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Money

Franchises are businesses that are proven to be successful.

Savvy franchise owners often view their franchise as an *asset*. Depending on how you staff and run your franchise, you can be the manager, or you can hire a manager and let the franchise make money for you without the responsibilities of day-to-day operations.

There are many reasons people get into franchising, but if the franchise didn't make money, they wouldn't stay very long. Yet as the figures you'll see in a minute show, franchises are a very important part of our economy.

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Why Franchises Are So Successful

Many of the risk factors associated with businesses start-ups are reduced or eliminated entirely with a franchise. This is due primarily to the following factors:

- **MARKETING** for franchises is frequently supported by brand name advertising.
- Franchises use tested and proven **SYSTEMS** which create stability, reliability, duplicatable training, and the opportunity for wealth creation.
- The franchise owner never has to “go it alone,” because there is a **COMMUNITY** of other franchise owners and support from the franchisor.

These are only a few of the factors why franchises employ over 8 million people and are a favored investment by many seasoned business professionals.

Here are some interesting facts about franchises:

- The 760,000 franchised businesses across North America, represent roughly 2% of the total number of businesses
- This 2% produces over \$810 Billion in output every year
- Franchised establishments employ over 8.2 million people; averaging 11 jobs per franchise location

The Most Effective Way To Learn More About Franchising

The tremendous variety of franchises is both a benefit and a challenge. It is a benefit because we can certainly find an opportunity that will meet your preferences.

The challenge is finding the one franchise opportunity that is best for you.

As an experienced consultant, my objective is to help people find the one opportunity that is right for them.

Through a series of questions, I will learn what is important to you.

Once we get to know each other, I will be better suited to suggest appropriate options. I can help you do your research more effectively or I can lead the way with the research and analysis for you.

By the nature of what I do and my professional training, I will be very accommodating to your style. It is important to acknowledge people have different styles. That’s why your comfort level and confidence is of primary importance to me.

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