



Franchise Concept Categories

Advertising

A broad category with products and services in the advertising space that includes digital promotion, marketing and printing.

Automotive

Product sales, services, and repairs for all types of automobiles.

Beauty & Spa

Products and services in the beauty space that includes hair, nails, make-up, eyelashes, skin treatments, spas, tanning and more.

Boutique Specialty Retail

A small retail business that sells niche products or services.

Building & Decorating

Businesses that offer home renovation, construction, decoration, interior design, and exterior improvements or maintenance.

Business Management & Coaching

Concepts that help improve businesses or individuals with oversight of themselves, their employees, activities, or sales.

Business Services

This is a broad category that offers a multitude of B2B services, ranging from: staffing, commercial cleaning, sales training, etc.

Child Education, STEM & Tutoring

Businesses offering services in child education and tutoring. (Including STEM & STEAM teaching)

Child Services & Products

Children services including supplemental services, haircuts, sports, retail, and fundraising.

Cleaning: Residential & Commercial

Cleaning teams servicing both homes and businesses. Owners operate the business and typically do not do the cleaning.

Computer Technology

Business services offering computer sales and repair, technology, security, and education.

Distribution Services

Distribution sales and shipping in variety of industries, from automotive to clothing.

Dry Cleaning-Laundry

Businesses that service clients' clothing needs.

Financial Services

Services including tax preparation, ATMs, expense reduction, financial planning, etc.

Fitness

Businesses focused on physical activity services such as gyms, fitness, and personal training.

Food & Beverage: Restaurant/QSR/Catering

Restaurant businesses that serve all kinds of foods in both sit down or quick service experiences.

Food: Coffee/Tea/Smoothies/Sweets

Smaller food-based businesses that primarily focus on coffees, teas, smoothies, and desserts.

Food: Stores & Catering

Businesses that primarily focus on selling convenience food or are dedicated to catering services.

Green Company

Businesses that put a large emphasis on making a positive impact on the environment.

Health/Medical

Businesses that offer services in the medical space. This can range from treatments, home care assistance, medical services, and medical equipment.

Health/Wellness

Businesses offering self-care services in the wellness space. This can range from spa services, massage, weight loss, wellness, and preventative care.

Home Improvement

Franchises that provide any service or product for home improvement. Including interior, exterior, property, renovations, and repairs.

Maintenance & Repair

A broad category that services one-time or on-going maintenance and repairs for consumers, homeowners & businesses.

Moving, Storage & Junk Removal

Concepts that help people move, remove, store, or sell their possessions.

Painting

Interior and exterior painting services.

Pest Control

Service-based brands that prevent, remove, or trap unwanted creatures. Including bugs and animals.

Pet Care & Grooming

Brands that provide services, products, or training for pet owners.

Print, Copy & Mailing

Brands that provide products and services related to printed materials, merchandise, mailing, and delivery.

Professional Services

Professional services provided to other business owners. Such as staffing, taxes, insurance, office space, and sales coaching.

Real Estate

Selling, buying, managing, staging commercial or residential properties.

Restoration

First responder businesses that return damaged property to its original state. Causes usually come from water damage, fire, sewage, vandalism, and wear and tear.

Retail

Retail encompasses any business selling goods or services through stores, kiosks, or even by mail or the Internet.

Security

Home and business surveillance and security. Includes anything from door locks, prevention to on-site protection.

Senior Care: Medical/option

Businesses that specialize in care designed to meet the needs and requirements of senior citizens at various stages. This category is segmented to focus on those that provide a medical component to their business.

Senior Care: Non-Medical

Businesses that specialize in care designed to meet the needs and requirements of senior citizens at various stages. This category is segmented to focus on those that do not provide a medical component to their business whatsoever.

Signs

Businesses that design, manufacture, and install interior and exterior signage.

Special Event Planning

Businesses that plan events for communities, children, vacations, and special occasions.

Sports & Recreation

Any business focused on sports or athletic training, services, or equipment.

Staffing

Businesses that help other businesses find suitable workers for temporary or permanent positions.

Travel Planning

Concepts that provide travel agent services. Vacation planning, hotels, etc.

Vending

Businesses that use small, automated machines to provide a product or service needed by the consumer.