A BETTER WAY
TO BUY A FRANCHISE
Franchising is a great way to be in business for yourself but not by yourself.

"With his extensive business franchise consulting background, Jerry was absolutely critical in guiding me through the selection process."

- D. Johnson, former CFO of a Fortune 500 Healthcare Co.

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BENEFITS OF FRANCHISING

Hundreds of thousands of people have broken free of the 9-5 and changed their lives through franchising. Successful investors have used passive ownership of franchises as an alternative to stocks or bonds. There is no question the franchise model has been successful for many people. Could you be a successful franchise owner?

DID YOU KNOW?

• One out of every 12 businesses is a franchised business.
• Franchised businesses account for almost 50% of all retail sales in the United States and Canada.
• There are almost 800,000 franchised establishments in the USA.
• Franchising employs over 9 million people.

FRANCHISE ADVANTAGES

• Owning a franchise allows you to go into business for yourself but not by yourself.
• A franchise provides an established product or service which has brand recognition.
• A franchise provides a proven successful business model.
• Franchises can offer the consumer an assurance of a certain level of quality and consistency.
• A franchise can offer valuable start-up support including site selection, construction and design, owner and staff training, logo and marketing materials and a proven grand-opening program.
• A franchise can offer ongoing support including general business mentoring, national and regional advertising, bulk buying power and market research and development.

But not all franchises are created equal. Each one has its own advantages and challenges. Franchise.city helps buyers simplify the process of investing in a franchise.
There are over 2000 franchise opportunities available today. Which are the most profitable? Which have the best franchisee support? Lowest failure rates? Ease of operation? And most importantly which business are you best suited for?

To research each and every franchise individually would take a lifetime. Many people only look at 2-3 brands before investing hundreds of thousands of dollars.

Our process allows you to quickly and effectively identify, research and explore which franchises are best suited for your skills, budget, business goals, geographic location and other factors.

In a quick (and free) 20 minute phone call your Franchise.city consultant will help you shortlist what franchises might be a good choice for you. As we work with over 600 of the top National brands we can help you understand the operational models, day to day requirements, profitability, success rate, as well as the pros and cons of all your franchises ideas.

And as we are not tied to any one single brand, our advice to you remains neutral and unbiased.

Franchise.city consultants are not only trained in franchising, each and every one has extensive business ownership experience themselves. You can rely on us to help you understand the process from initial research to, legal requirements to financing your franchise.

“FRAN5 thankfully saved us from making a $500,000 mistake. Our original franchise choice closed the doors in only 6 months while our new franchise is extremely profitable. I highly recommend Robert and FRAN5.”
- Pauline Davis
WHAT’S YOUR PERFECT FRANCHISE?

When most people think of franchises they think of fast food. And it’s possible owning a fast food franchise is a good choice for you. But before making that life changing final decision we suggest researching and comparing other franchise markets for profitability, ease of operation, local competition and other factors. Once you have a clear picture of what is available then you can have confidence in your ultimate decision.

It is surprising how many people today make one phone call to the franchise and subsequently invest hundreds of thousands of dollars without doing any comparative research or due diligence outside that one franchise concept.

The following pages will illustrate many of the most popular segments in franchising today and the myriad of choices available to you as a franchise buyer.

You will be intimately involved in this business for the next decade or more. Doesn’t it make sense to pick something that is not only profitable but that you will enjoy?

LET’S LOOK AT OUR CHOICES...
Examples Of Franchises We Represent

While not necessarily considered “sexy”, the top service franchises provide some of the highest revenues in the industry. Service type franchises include cleaning, painting or general repairs and niche services like garage floor coatings, window resealing, grout restoration, duct cleaning and many others.

Some of these franchises are operated in an “executive” capacity, meaning the owner does not perform the service work themselves, instead they manage these crews of service people. Their time is spent building their business in their local community.

Others franchise models are available with the one person owner operator in mind and will typically have a lower investment amount.

Whether you are looking for an owner operated type of service business with just one van, or to build an empire with a fleet of service vehicles there are dozens of options available to you with service type franchises.

We represent over 95 Service franchises ranging in price from $7500 – 2 million.
Drivers today are keeping their cars longer than ever, creating a huge demand for automotive repair and service type franchises.

Most automotive franchises are “Brick and Mortar” meaning that a physical location is required to conduct business. The owner will generally not work on the vehicles themselves, instead they will hire, train and manage mechanics and shop personnel. The most popular franchises are specialty shops that focus on transmissions, bodywork or oil changes.

Services such as vehicle detailing, washing, fabric and wind-shield repair are also available.

If you like cars and see the benefit of helping drivers keep their vehicles in tip top shape an automotive franchise might be for you.

We represent 35 Automotive franchises ranging in price from $75000 – 1.2 million.
As a seasoned executive you have a lot to offer. In fact your skills are the most coveted in the franchising world.

Whether you choose to manage a group of people or become a "one person army", your life experience gives you a huge advantage.

Regardless of what industry you came from, your understanding of marketing, local networking, business processes, HR, management, hiring and training will be instrumental in making your own franchise a success.

In addition to traditional franchises we also work with specialty and niche consulting type firms that offer exceptional ROI. These concepts operate in areas such as cost reduction, consulting, sales training, business coaching, social media and more.

If you are a downsized executive or simply looking for the next step in your career, call us.

We represent over 140 Executive type franchises ranging in price from $19,900 – 2 million.

Examples Of Franchises We Represent

- Expense Reduction Analysts
- Money Mailer
- Padgett
- Express
- ClaimTek Systems
- Allegra
PET CARE FRANCHISES

People love their pets and after their children pets are the next on the list for total number of purchases.

Pets are also a need, not a want. Pets need grooming, they need food, they need ongoing maintenance.

There are multiple franchise options available that address these needs from mobile pet grooming, to pet food stores, to doggie daycares and pet training.

These franchises are available for an "owner operator" or with semi-passive ownership. Owners are not necessarily working in the stores or conducting the training or grooming, but they can be.

If you have a passion for animals and see the value in servicing our four legged friends contact us for your available options.

We represent 14 Pet franchises ranging in price from $75000 – 2 million.

Examples Of Franchises We Represent
We are seeing a massive growth surge in the senior care franchising market. This growth comes from the demand created as "baby boomers" (the largest segment of our society) take retirement. These new seniors are expected to live longer than any other generation... and they need services. There are many franchises that have been created to fill that need.

Senior care franchises are available in several models. "In-home care" is one of the most popular. The owner manages and coordinates teams of caregivers in their local market that assist seniors with daily living activities. Both medical and non medical franchises are available.

There are also senior placement franchises which have the owner assisting seniors in locating senior care home, then receiving a placement fee, in addition to non emergency transport services specifically for the senior market.

Each senior care franchise has distinct differences. Finding the best one for your situation is our goal. Our consultants will help you quickly and easily compare the benefits and advantages of each before making your final decision.

We represent over 32 Senior Care franchises ranging in price from $19900 – 2 million.

Examples Of Franchises We Represent
When most people think of franchising they think of food. Of course it can be a good business, but only if you make the right choice.

The food market is very competitive. Some major food franchises appear to have hit their peak and have begun their decline with lower franchisee feedback scores, a reduction in sales, and reduced customer turnout.

But people are still eating. The key in investing in a food franchise is timing. The people who invested early into the major name franchises did very well. Those who came late to the party......not so much.

Franchise.city focuses on established but growing food brands that are making a difference. We help clients explore the obstacles and challenges of food franchising, and make sure that food is for them. Once decided we help you explore multiple food franchises and compare.

We represent over 85 Food Care franchises ranging in price from $105000 – 2 million.

Examples Of Franchises We Represent

- Famous For Steak & Shake
- Teriyaki Madness
- Mallow Wow!
- MidiCi
Franchises that provide programs and services to children are extremely popular. People spend money on their kids regardless of the economy.

There are many great choices available including education, play camps, mobile gaming, kids fitness, swim schools, coaching, music and many more.

If you enjoy kids and would like to have a positive impact on your community contact us to discuss your choices today.

We represent over 22 Kids franchises ranging in price from $19,900 – $500,000.

Examples Of Franchises We Represent

- tutordoctor
- FastTracKids
- LAUNCH Trampoline Park
FITNESS FRANCHISES

The explosion of fitness over the past decade has been phenomenal.

People are taking their health very seriously. No longer are gym memberships restricted to muscle heads and dirty sweatshops. Today fitness is a mainstream 14.1 billion dollar industry.

Some great options in fitness franchising include owning a fitness facility, providing mobile fitness services, running a cardio club or providing specialty fitness services to seniors.

There are also fitness and health supporting franchises such as those providing retail sales of fitness and health products, like supplement shops or weight loss studios.

If you have a passion for fitness and see the benefit of being involved in this growth industry give us a call to discuss your options.

We represent 35 Fitness franchises ranging in price from $35000 – 1.3million.

Examples Of Franchises We Represent
Everyone wants to look their best and there are dozens of franchises today that cater to health, beauty and wellness.

From popular day spas, both medical (providing Botox, derma fillers, and similar procedures) and non-medical, to massage clinics, hair salons, and niche services there are limitless choices.

Popular hair salon franchises now provide options for distinct demographics such as ladies, men and even children.

And there is a health and beauty spa option for any demographic. One very popular brand we work with provides discount beauty services in Walmart stores.

We represent 60 Health & Beauty franchises ranging in price from $60,000 – 1.5 million.
Do you consider yourself a trailblazer? Do you like to stray away from the pack? There are franchises even for you.

Franchising has been so immensely popular that virtually every industry has at least one franchise in its ranks.

So what constitutes "unique?". How about a crime scene clean up franchise? While not for everyone this is a needed and in demand service that is a franchised business. What about a company that trains and rents out dogs to chase geese away from golf courses?

Those are just 2 of the many unique and non-traditional franchises available.

If something can be franchised chances are that we work with them. Contact us today to see what unique franchise are available in your location.

We represent 45 Unique franchises ranging in price from $20,000 – 1.5 million.
OUR PRINCIPAL BROKERS

By working with Franchise.city brokers you are leveraging decades of business and franchise experience.

All our Principal consultants are not only qualified franchise experts, but franchise and business owners themselves. Servicing clients Internationally you can trust your Franchise.city consultant to help you discover, research and acquire your perfect franchise.

"Franchise.city helped us find a senior care franchise paying half the royalties and a larger territory than our original pick."
-Ted Owens

"When you’re getting started it’s hard to get the information you need and professional contacts that are willing to help unless you write them a big check. Having Jerry as a resource definitely gave me the needed outlets to keep moving forward. I recommend Jerry to any prospective franchise owners."
-Sean Schoenmakers
• **MAKE AN APPOINTMENT**
  Schedule a quick (free, no obligation) 20 minute call with one of our brokers.

• **SPEAK TO ONE OF OUR CONSULTANTS**
  Learn what franchises are available to you in your budget, your location, and doing what you like to do.

• **QUESTIONS ABOUT FRANCHISING**
  We will answer questions regarding franchising including the comparative analysis of multiple brands, SWOT analysis and more.

• **LOCATION, LEGAL & FINANCIAL CONSIDERATIONS**
  We work with multiple specialists, legal experts and lenders with decades of franchise experience. Areas of expertise include SBA loans, HELOC, 401K Rollovers and more.

• **FRANCHISE TIMELINE - WHAT TO EXPECT**
  We help you through all the steps from your initial inquiry, research and discovery, effective franchise validations, understanding the FDD and more.

• **YOUR FRANCHISE**
  All our expert advice and support is provided at no cost to you as we are compensated by the franchise sellers.
Created by the FRAN5 group, established in 2006.

Franchise.city is currently under contract with over 600 National franchise brands. Franchise.city helps franchises locate great franchisees, and assists prospective investors in finding successful, well suited franchises.

Whatever your franchise aspirations, Franchise.city provides a boutique of services that can help achieve your goals.

All of our consultants are also franchise and/or business owners themselves. When clients pose questions regarding franchising our answers are derived not only from classroom training but from decades of real world experience.

“Jeff was very knowledgeable, patient and informative. I feel that after a few calls he knew what I wanted even better than me. Finding the right franchise was a stressing task but after working with Jeff I felt a lot more comfortable and calm to make the right decision. Jeff supported me through the whole process including training and financing.”
"Helped me every step of the way, and was able to provide insight about the franchise industry, that I as a beginner could not possibly have had on my own."

- L. Balaklaw, MD, MBA