

10 Reasons To Explore Franchising



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- Wes Roper
- Development coach for those interested in starting a franchised business
 - Make sure you want to do it
 - Help you understand your role
 - Find one that matches your goals
 - Be your advocate in a discovery process
- Lifelong MN resident. Degrees in Engineering and Business (NDSU, U of M, UST)
- 20 Years in technology & management
- **Free Service**



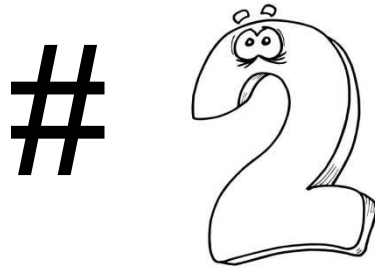
Franchising is **HUGE**

- Over \$1 trillion/yr in economic output
- Franchises make up ~12% of all the service and retail businesses and receive over 50% of the dollars spent in retail and service
- >3,100 franchise concepts in 80 different industries. >900,000 total units operating

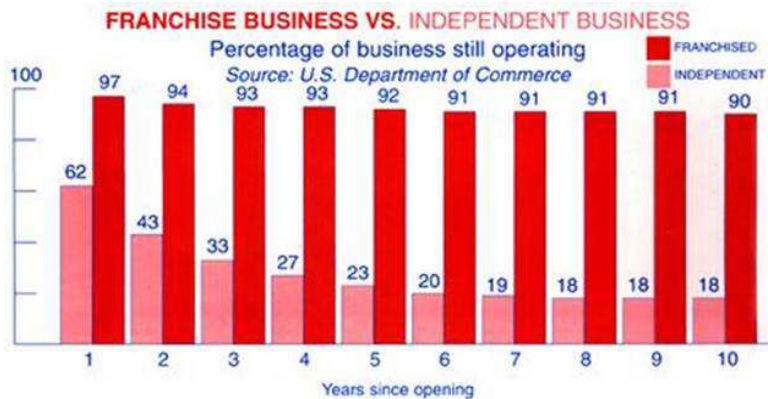
Popular Categories

- Hair Care
- Fitness
- Education
- Retail
- Pet Care
- Cleaning
- Real Estate
- Senior Care
- Repair – Home/Other
- IT Services
- Staffing
- Food
- Business Consulting
- Signage
- Marketing

A FranNet Consultant's Job: Help YOU Find the Right Fit



Success Rate



Years in Business	Independent	Franchises
1 Year	92%	97%
5 Years	23%	92%
10 Years	16%	90%

Many Concepts Target Replacing a 6-Figure Income

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More Affordable Than You May Think

<u>Total Investment</u>	<u>Percent</u>
Under \$100k	52.5%
\$100 to \$250k	32.7%
\$250 to \$500k	9.2%
Over \$500k	5.6%

Financing Options Exist for Many Concepts that can Reduce the Cash needed to Fund these Investments by 50-70%

#



No Correlation

There is ZERO correlation
between what you invest
and what you can earn!



***Service Businesses Require LESS capital
AND frequently Yield Higher Returns***



Industry Experience is Not Required



- Only ~25% of franchisees had previous, industry-specific experience*
- ~30% of people that buy a franchise buy one they were familiar with going in to the process*

* FranNet Clients / Data

FranNet Consultants Help Navigate These Waters

6 Small Business Trends and Demographics are Impressive

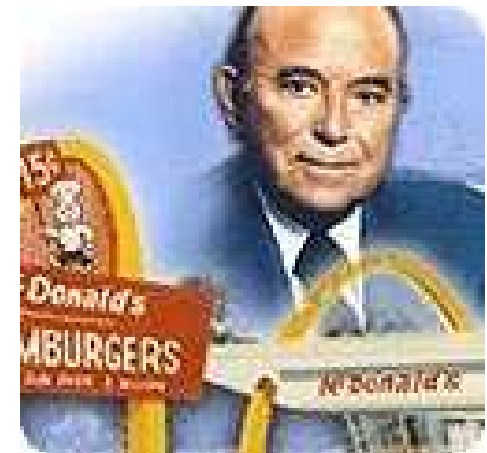


Data from SCORE

An Option for Everyone

7 In Business FOR Yourself, Not BY Yourself

- Leverage Experience
- Using Proven Systems
- Initial training For Faster Ramp Up
- Ongoing support for Continued Growth
- Sales, marketing & operational systems
- Culture of teamwork
- Education is expensive
- Other franchisees can be your advocates



You're Running Your Business, Not Inventing It

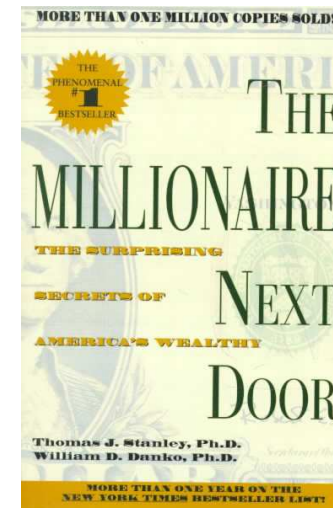


Creation of Wealth

5 out of 6 Millionaires in America made their money through small business

Successful franchise's can create significant residual value

From an investment perspective, owning a franchise is a great, low-correlation vehicle compared to equities, bonds and REITs



9
nine

Franchising is a Vehicle

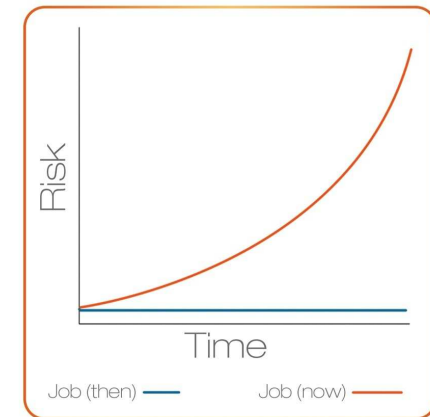
Where are you looking to go?
What do you *want* to do?
How are you going to get there?



It's All About Alignment of Goals

Ownership May be the Best Option

- Job Market
- Things Change
- Everyone Ages
- You are in control
- Employment Risk ↑
Over Time in Today's
Corporate America



Control Your Situation