

## Why Franchising

During my 26+ year career in franchising, I've witnessed many intelligent people with great business concepts fail in their ventures. Often a small "piece of the puzzle" was all that was lacking. At the same time, I've seen those with lesser skills and experience succeed in earning above-average incomes at the helm of a franchised business. There are many reasons why franchising works for so many people. Let's quickly explore some of the most important.

- **Create Wealth**

Seventy-five percent of all millionaires in the U.S. own their own business. If great wealth is one of your goals, business ownership should be part of your plan. Business ownership offers much higher returns than many other asset classes.

- **Tax Effective Money**

The IRS tax code rewards small business owners. While company employees buy most things in after-tax dollars, many entrepreneurs can write off expenses pre-tax for major purchases such as automobiles, insurance, and travel, as well as paying their spouses and children for doing part-time work.

- **15 Hour Workweek**

It's possible through franchise business ownership to build an attractive income source and only work 15 hours a week. You can budget your work schedule against family needs and recreation. The dream can become reality with the right franchise.

- **Exit—Sell Your Business**

You can sell a business, but you cannot sell a job. There are many people who scale a business over 4-5 years and then sell it for a handsome profit. Many of the best potential buyers are existing franchise owners who wish to grow.

- **Earn What You're Worth**

Thousands of franchise owners report they were handicapped in their corporate careers by company policies and supervisors that put a cap on their earnings. When you own your own company, you are rewarded for efforts and your personal income shows it.

- **Choose Your Own Job Description**

When you're the owner of the right business, you can delegate certain aspects to others and create a job description that suits your personality, skills and interests. Define your "15 Hour Workweek".

- **Satisfaction of Achievement**

Many business owners report that seeing their actions turned into reality without stagnating for months in committee meetings (as often happens in big companies) is a major reward of owning their business.

- **Never Transferred, Laid Off or Fired**

Major companies are notorious for relocating or downsizing their employees at the most inopportune time.

- **Receive a Proven, Profitable System for Doing Business**

When you've had a chance to talk to other franchisees, you'll recognize how important it is to have a system to follow for your venture. What you receive is easily worth \$100,000 or more. Franchisors typically charge \$25,000 to \$40,000 for an initial franchise fee plus a small royalty (percentage of sales) for the use of their name, plans, business systems, and ongoing support.

- **Advice on Site Selection, Design, Operations, Capitalization and Marketing**  
A good franchisor provides instruction and support on all aspects of running a business in its industry. It's as though you are hired and trained to open a branch for a major national company—except that you own the “branch”.
- **Benefit from Quality Research & Development**  
Most small business owners are too busy to research future industry trends, and develop new products or services to meet the needs of their customers. Franchisors are always searching for ways to make their franchise network more successful.
- **Quicker Start-Up than Independents**  
A proven plan outpaces an independent's hit & miss operation almost every time. Looking at just independents that succeed—you'll find that franchises grow quicker, reach break-even sooner and succeed more regularly.
- **Less Risk than an Independent**  
Many entrepreneurs will suggest that you spend 3 to 5 years as an “apprentice” in an industry before considering owning a venture in that field. Buying a franchise eliminates this need and puts you on the road to success quickly.

### **Helping People Achieve Goals Through Franchise Business Ownership**

The information in this document is copyrighted and confidential. It is intended solely for INSIDER Members. Any other unauthorized use, reproduction or dissemination of this document is strictly prohibited. Check out [www.InsiderFranchiseInvesting.com](http://www.InsiderFranchiseInvesting.com) for more information.

### **Rob McCauley**

Franchise Investment Consultant

*No hype, no fees, no BS... just accurate & valuable information.*

