

REVIEW

Ratings & Reviews of
Today's Top Franchises | FALL 2014



SPECIAL REPORT:

EMERGING FRANCHISES

Lisa Riley became a Pinot's Palette franchisee in 2011, one year after the company began franchising. Page 3



Growing With The Brand:
FirstLight HomeCare's
Michael Senchak

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Finds "Sweet Spot"
In Senior Care**

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Budding Businesses

At least once a week, I receive an email from someone looking to promote a new franchise brand. I tend to look at these brands with skepticism: Does a new, trendy franchise have enough staying power to last? Do they have the established systems and franchising experience to properly train and support their franchisees?

In franchising, “new” doesn’t necessarily mean better, which is why it’s often the older, more rooted brands that get our accolades. But then there are the select few up-and-comers that *do* have staying power to last—those that already stand out for the training and support they provide franchisees, for their leadership (oftentimes, leaders with many years franchising experience), and for franchisee satisfaction. Those are the brands featured here.

This is the first time we’ve pulled a list of the Top Emerging Franchises based on our franchisee satisfaction research, and it’s exciting to see the brands that filtered to the top. These companies, which began franchising within the last five years, have already proven they are committed to the training, support, and structure that’s required to be a strong franchise system, and just by participating in our research, they’ve demonstrated a willingness to listen to their franchisees.

We tell all prospective franchisees to conduct thorough due diligence, and with newer franchise brands, that’s even more important. I hope this report and the 35 emerging franchises recognized here are a helpful starting point in your search for the perfect franchise opportunity.



Happy franchising!

Molly Rowe, Editorial Director

In franchising, ‘new’ doesn’t necessarily mean better, which is why it’s often the older, more rooted brands that get our accolades.

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Franchise Business Review is the leading market research company in the franchise industry, assisting prospective franchise buyers through the examination process of today’s leading franchise systems. Before you invest in any franchise opportunity, get the facts from Franchise Business Review. Our independent franchisee satisfaction reports measure the health of any franchise system, based exclusively on the feedback of today’s franchise owners ... the real franchise experts!

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OUR RESEARCH

To compile the data for this report, Franchise Business Review surveyed more than 1,500 franchisees at franchise brands that have been actively franchising five years or less. We contact all open and operating franchisees within a franchise system and ask them to complete our satisfaction survey. Franchisees answer 33 benchmark questions ranking their franchise system in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 16

questions ask franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community. From this data, we identify our list of top food franchises with above average satisfaction.

It is important to note that all Franchise Business Review research studies are open to any North American-based franchise company with at least 10 operating franchisees at absolutely no cost. The franchise companies listed in our reports are based solely on franchisee satisfaction ratings.



Photo courtesy of You Move Me.

Emerging Franchises:

A Look at the Top Up-and-Coming Brands in Franchising

CONCEPTS & INVESTMENT REQUIREMENTS

“Have it your way.” “Ace is the place.” The franchising world is filled with well-known slogans, recognizable logos, and enduring brands that have been around for years and can sell a franchise based on brand recognition alone.

New franchises have it a lot harder. They must build a system from scratch, prove their concept, and differentiate themselves from hundreds of other similar franchises. And yet, every day, a new franchise brand enters franchising. These franchise brands run the gamut in terms of concept type and investment level. Some take a long-standing industry or franchise model—like fast food or

New franchise companies must build a system from scratch, prove their concept, and differentiate themselves from hundreds of other similar franchises. And yet, every day, a new franchise brand enters franchising.

house painting—and claim to do it better. Others introduce a whole new trend or way to do business.

In this, our first ever report on the *Top Emerging Franchise Brands*, we see a diverse

mix of franchise companies. It’s no surprise that the list of up-and-comers mirrors some of the topics we hear about most in the media and pop culture—fitness, senior care, and frozen yogurt. Senior care, a franchise sector

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that's exploded in the last five years, has four companies on our list—**Qualicare Family Homecare**, **FirstLight HomeCare**, **Amada Senior Care**, and **CareBuilders at Home**. We also see seven fitness-focused brands on our list (representing 20% of our Top Emerging Franchises!), and two companies (**Pinot's Palette** and **Bottle & Bottega**) that do “paint and sip,” an entertainment concept that pairs painting instruction with drinking wine (or beer or spirits).

This is not to say we don't see traditional services like house painting (**WOW 1 DAY Painting**) and window cleaning (**Men in Kilts**) reflected on the list. There will always be new food companies popping up—some based on popular culinary trends like **Zinga! Frozen Yogurt** and others based on menu staples like **Deli Delicious**.

If you're looking to join a newer franchise brand, there is a wide range of investment opportunities open to you. You can buy a **Fitness Revolution** franchise for as little as \$12,500 or buy a **Sky Zone** (an indoor trampoline park) for upwards of a million dollars.

In recent years, franchisors have made much more of an effort to lower costs for franchisees—at both the initial investment stage and for ongoing operations. This is a big change from 10 years ago when most franchisors focused more on the company's bottom line and assumed a profitable system automatically meant healthy franchisees.

Most of the CEOs at our top-rated franchises tell us they are taking a close look at the expenses side of the business to see how they can lower them and improve unit-level profitability.

Bottle & Bottega CEO Nancy Bigley, a former Dunkin' Donuts executive, told us they recently added a real estate expert to their corporate team to help franchisees find the right leases at an affordable price.

“Every month that a franchisee is not in their studio they lose valuable revenue, so shortening that window is huge for them,” Bigley said. “As you try to grow a business, it's all about unit economics and how good you are at creating awareness and excitement to grow your business while keeping costs controllable.”

The time investment needed to run a franchise also varies, with some concepts

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FEATURED
Franchisee

Lisa Riley

Pinot's Palette
Tulsa, Oklahoma

How long have you been a franchisee?

I joined Pinot's Palette in 2011, one year after the company began franchising.

Do you own more than one location?

Yes, I own three locations—Riverwalk, Cherry Street, and Broken Arrow—in Tulsa, Oklahoma.

How did you fund your investment?

I took out a loan. I used family savings, and I was also able to get a loan from a local federal credit union. I had used them in the past. The credit union was interested in branching out their portfolio in local small businesses, and it was perfect timing for us to contact them for a small business loan.

What attracted you to your franchise and not another, more recognized brand?

I liked that Pinot's Palette didn't sell a franchise to just anyone. They interviewed me just as much as I researched and interviewed them. After looking at all of the paint and sip franchises that were out there, I thought that Pinot's Palette was the most professional and forward thinking. The company was also technology driven for being an art studio.

I felt like I could help the brand grow by getting in early and that my input was valued. Also, I liked that the concept was something positive in the world. Prior to being a business owner in this industry, I was a customer, and I enjoyed it so much. It is so rewarding to operate a business where customers say thank you and appreciate the service we provide.

What are the advantages to being a franchisee at a newer concept?

I got in at the right time for my market. Over the course of three years, I opened three studios in Tulsa, and it was exciting to bring this new entertainment option to a local community that had not yet experienced it.

What are the disadvantages to being a franchisee at a newer concept?

Where the company is today compared to only a few years ago, there is so much more support. Many of the standard practices that are in place are thanks to a few early adopters who saw the potential in the company and who wanted excellence. Personally, I like being a trailblazer. Being one of the first franchisees in the system, my studios were a litmus test for what was going to work nationwide.

Are there special considerations someone should make if they're considering a brand that's less than 5 years old?

I think it's important to have a team-oriented mindset. Even though I operate my studios here in Tulsa, I am very big on sharing information with other franchisees to help them improve their studios, just as I look to other studios to better my own.

What advice would you give to someone considering buying a franchise?

You have to be a motivator, and you have to believe in yourself when others question what you're doing. Most importantly, set goals for yourself that are attainable, and as soon as you accomplish your goal, set another. Also, you shouldn't be afraid to think outside of the box, but also learn how to identify those quality ideas.

For more information about opening a Pinot's Palette location call (713) 777-5112 or visit www.PinotsPalette.com/fbr50.



THE LIST

Best of the Best: Today's Top Emerging Franchises

*View this company's
full satisfaction report at:
www.FranchiseBusinessReview.com

"The franchisor is continuously looking to improve systems and efficiencies and provide excellent support for the franchise owners."

— Men in Kilts franchisee

"When asked by others if I get my money's worth in paying royalties, I can always answer an emphatic 'yes' and provide many reasons why."

— WOW 1 DAY franchisee

	Survey Date	Startup Investment	Cash Requirement	Total Units
* Qualicare Family Homecare — more on back cover In-home senior care	April 2013	\$74,700 – \$130,450	\$100,000	53
Fitness Revolution Fitness	December 2013	\$12,509 – \$121,909	\$12,509 – \$121,909	166
* FirstLight HomeCare — more on p. 9 In-home senior care	May 2014	\$85,281 – \$128,659	\$65,000	118
* Crunch Fitness Fitness	December 2013	\$300,000 – \$1,400,000	\$300,000 – \$400,000	98
* Amada Senior Care — more on p. 7 In-home senior care	January 2014	\$92,210 – \$171,654	\$50,000	30
Men In Kilts Window cleaning	August 2014	\$48,400 – \$126,900	\$100,000	12
* Pinot's Palette — more on p. 3 Wine & painting studio	February 2014	\$74,200 – \$173,500	\$80,000	92
YESCO Visual business communications	April 2014	\$50,000 – \$240,000	\$60,000	35
Best In Class Education Centers — more on p. 2 Tutoring	July 2014	\$69,500 – \$114,100	\$40,000	26
The Exercise Coach Fitness	August 2014	\$95,000 – \$236,000	\$95,000 – \$236,000	23
Sit Means Sit Pet services	April 2014	\$21,125 – \$93,850	\$15,000	82
9Round Kickboxing Fitness	April 2013	\$52,700 – \$70,800	\$18,000	151
Bottle & Bottega Wine & painting studio	April 2014	\$63,200 – \$125,600	\$63,200 – \$125,600	14
* WOW 1 DAY PAINTING Painting	January 2014	\$90,000 – \$140,000	\$90,000	26
Orange Theory Fitness Fitness	February 2014	\$327,600 – \$634,100	\$327,600 – \$634,100	109
Chicken Salad Chick Quick-service restaurant	August 2014	\$242,000 – \$508,000	\$125,000 – \$250,000	24
The Grounds Guys Landscape management	August 2013	\$72,490 – \$205,090	\$60,660 – \$185,160	173
Go Mini's Portable storage	October 2013	\$224,604 – \$453,000	\$100,000 – \$300,000	70

	Survey Date	Startup Investment	Cash Requirement	Total Units
CarePatrol Assisted living placement services	May 2013	\$58,000 – \$72,000	\$49,500	115
Realty ONE Group Real estate	August 2014	\$30,000 – \$195,000	\$30,000 – \$195,000	31
Engineering For Kids Engineering education	Sept. 2013	\$35,125 – \$90,626	\$35,000 – \$55,000	102
* Mosquito Shield — <i>more on p. 8</i> Mosquito control services	July 2014	\$73,100 – \$91,800	\$73,100 – \$91,800	27
Sky Zone Indoor trampoline park	February 2014	\$850,987 – \$2,537,439	\$600,000	76
* Taziki's Mediterranean Cafe Quick-service restaurants	Sept. 2013	\$410,000 – \$737,000	\$250,000	38
Mosquito Joe — <i>more on p. 2</i> Mosquito control services	July 2014	\$63,850 – \$119,250	\$30,000 – \$55,000	39
Welcomemat Services Printing & marketing services	June 2014	\$52,400 – \$79,550	\$75,000	38
Kid's Closet Connection Children's consignment	January 2014	\$12,000 – \$17,000	\$12,000 – \$17,000	40
Zinga! Frozen Yogurt Quick-service restaurant	Sept. 2013	\$277,000 – \$497,500	\$200,000 – \$400,000	25
You Move Me Moving services	January 2014	\$138,000 – \$187,200	\$125,000	34
Fuzzy's Taco Shop Quick-service restaurant	June 2014	\$330,260 – \$704,210	\$330,260 – \$704,210	78
Deli Delicious Quick-service restaurant	July 2014	\$150,000 – \$350,000	\$75,000	22
CareBuilders at Home In-home senior care	August 2014	\$68,750 – \$97,000	\$75,000	13
Above Grade Level In-home tutoring services	October 2013	\$51,515 – \$76,595	\$40,000	22
MAX Fitness Fitness	March 2014	\$58,695 – 207,080	\$58,695 – \$207,080	26
Iron Tribe Fitness	July 2014	\$305,000 – \$438,500	\$305,000 – \$438,500	38

“Everyone at our corporate office truly wants all of the franchisees to succeed. They are available whenever I need assistance.”

– Welcomemat franchisee



Photo courtesy of Go Mini's.

Who Makes A Good Franchisee?

The skillsets and attributes of successful franchisees vary widely and may depend on the type of business and/or the industry. **Fitness Revolution** franchisees, for example, are typically fitness-oriented people with a background in personal training whereas Men in Kilts franchisees don't necessarily have a background in window-cleaning. Some sectors, like child services or senior care, are more people-driven and therefore require more in the way of empathy and interpersonal skills. Other sectors, like food, may require some knowledge and experience in the industry to succeed.

Regardless of the sector or business model, there are certain necessary skills and attributes that carry across all of franchising. Here's what franchisors across the board tell us they look for in franchisees:

- Strong people management skills
- Networking ability
- Marketing experience
- Operational expertise
- Passion
- Enough money to finance both start-up and the early months of operation
- Willingness to follow a franchise system

It should go without saying that if you're buying into a franchise, you need to be passionate about following the franchise model, yet many franchisees tell us their biggest mistake in their first year of business was not following the system.

Older/bigger franchise systems are more likely to have a very clear, ingrained process for all aspects of running the business, so if you are someone who wants more involvement in the set-up and design of your business, you may want to consider a newer, smaller brand that encourages creative thinking and individuality.

"We hang our hat on innovation," said Pinot's Palette president Charles Willis. "We have so many smart people coming into our system—people from corporate America and Fortune 500 companies, and we welcome their input."

Even with the most flexible brands, it's important that prospective franchisees know franchising really is about following a system.

"I've found in my 20 years of franchising that franchisees who don't follow the proven systems, who try to re-invent the business, don't positively collaborate with their franchisor or take guidance and are not fully engaged in their business are not ideal franchise candidates," said Bottle & Bottega's Bigley.

Continued from page 2.

allowing franchisees to be "part-time" while maintaining a regular full-time job—at least in the beginning. These franchises, of course, come with a part-time salary.

If you're considering a franchise investment, it's very important that you know what you're getting into, the time commitment, and the franchisor's expectations in terms of your participation in the business. Must you run the business full-time? Are you required to have a partner? Can you be a hands-off manager with a staff who handles the day to day?

Bottle & Bottega's Bigley says they expect franchisees to be full-time operators right from day one.

"To be as successful as possible, we want franchisees to be fully engaged in the business and its growth. We are not an absentee ownership or part-time business model," Bigley said.

FirstLight HomeCare requires two full-time people from Day 1—one to focus on networking in the community and selling their services and the other to focus on running the office and hiring caregivers.

Every franchisor has different expectations for their franchisees, so it's very important you clearly understand what's required of you from the very beginning.

FACTORS TO CONSIDER WHEN BUYING AN EMERGING FRANCHISE

No matter what type of business you open—franchise or independent, up and coming or 50 years old—there's risk involved, but buying a franchise from an emerging brand can come with more risk if you don't do your homework.

"When investing in a newer industry concept it's risky because you don't know if it will sustain the test of time," said Bottle & Bottega franchisee Meg LeFaivre. "It's exciting to be part of a growing industry, but expect to be flexible to change and adapt along the way."

Emerging franchises (and smaller brands) often come with a smaller corporate office and fewer resources, which can equate to less support for operators. Franchisees may struggle as the first in their market. With no prior brand recognition, it's completely up to them to market their business, gain brand recognition, and, for franchisees of new concepts like "paint and sip," they constantly have to explain what it is they do.

“Initially, educating others on our business concept was, at times, challenging,” LeFaivre said. “But since this industry has been getting more popular and is catching the attention of the media, it’s becoming easier for people to make the connection.”

On the other hand, franchisees new to a market have the opportunity to establish their reputation and image with no pre-conceived ideas of what they do or how they operate.

Franchisees and franchisors both told us there’s more openness to franchisee input at a new brand, which might be an advantage for someone looking for the stability of franchising with the entrepreneurial feel of a start-up.

“With the WOW 1 DAY model, it’s brand new so there’s probably more flexibility for a franchisee than if you’re entering a mature system,” said franchisee Brent Sharpless. “For me, it’s been valuable to be one of the original franchise partners. It’s been really valuable because we can think outside of the box a little more than some franchises would allow.”

Conducting thorough due diligence is important with any franchise opportunity, but it’s even more important with a new brand. Unfortunately, it can also be more difficult to clearly assess the strength of the franchise system and support.

You will need to work harder to learn all there is to know about the franchise company—looking closely at the individual backgrounds

of the leadership and asking detailed questions about the strategic vision for today, tomorrow, and five years from now.

“In evaluating newer concepts, I needed to look harder for evidence that the brand had merit, traction, quality, and some level of security,” said **Mosquito Shield** franchisee Tina Brogan.

It takes a lot more than a healthy flagship store to be a successful franchise system, but we sometimes see new franchise companies that are based solely on that—the success of one or two stores. It’s imperative that the franchise structure, training, systems, and leadership be set up to support growth.

In the end, there are both pros and cons to buying an up-and-coming franchise brand—as there are with any type of business investment. Investors need to find the franchise system that’s built for growth—both of the franchisee and the corporate office—and the brand that best suits their needs and personality type.

“Evaluate enough FDDs to be able to flag pro and con points of comparison,” advises **Mosquito Shield** franchisee Brogan. “Do your standard due diligence, but add as a factor an evaluation of the actual day-to-day tasks and activities necessary for success versus your own natural workplace personality characteristics. These will more accurately dictate your happiness and ultimate success.”

What To Look For In A Younger Franchise System

If you’re looking to invest in a newer franchise, here are some of the factors you should consider:

- **Financial stability of the franchisor**
- **Systems and structure** (Is the franchise more than one successful flagship store? Why are they franchising the concept and what support systems have they put in place to ensure healthy growth?)
- **Sustainability of the resources**
- **Initial training AND ongoing training and support** (For newer systems, what is their plan for supporting/training franchisees after 5 or more years in business? These franchisees still need training and support, just a different kind, so the franchisor should be planning now to meet those needs later on.)
- **The experience of the corporate office** (In many new systems, the executive team actually has years of franchising experience, which means, although the brand is new, the leadership is not.)

FEATURED Franchisee



Teresa Yoder

Santa Clarita, CA
Amada Senior Care
Franchisee since 2013

What attracted you to your franchise?

My beliefs were in line with the business practices of Amada Senior Care, as it pertained to complete concern and attention to family and senior needs, and what was best for THEM, not necessarily just profit driven. I also felt Amada corporate was dedicated to the success of the franchisees, including the willingness to continue to develop future growth potential for the brand.

What are the advantages to being a franchisee at a newer concept?

More individualized attention, focused training, wide open territories, and fresh ideas.

What are the disadvantages to being a franchisee at a newer concept?

Lack of brand recognition. Lack of robust national advertising campaign.

Are there special considerations someone should make if they’re considering a brand that’s less than 5 years old?

I feel it is important to look closely at the management team and determine their dedication and “buy in” to the franchisees. Also, their willingness to “think outside the box,” in order to explore additional revenue and referral sources.

I also think you need to find a happy medium. I found that a franchise that is too new will not have the support and established model that can be counted on to work. But one that is too big has become complacent and is a franchise churning “machine.” Amada was in the “sweet spot,” in my opinion, in that there was a lot of room for growth, yet offered the professional training and attention needed to get a good start.

For more information on Amada Senior Care opportunities, call (949) 614-0166 or visit www.amadaseniorcare.com/fbr.





Photo courtesy of Mosquito Shield.

FRANCHISEE SATISFACTION

The franchise brands comprising our Top Emerging Franchises list are those companies whose franchisee satisfaction is above our benchmark score, which is an average of all the brands we survey each year. Many of the companies on our list make their full satisfaction reports available to prospective franchisees. You should ask for these reports, as they contain a wealth of detailed information about each section of our survey (Training & Support, Leadership, Franchisee Community, Financial Opportunity, and Core Values).

In general, the areas where we tend to see lower satisfaction are **marketing, communication, and financial performance.**

When you're researching a franchise, the ins and outs of the **marketing** program are important—especially with a newer franchise that might require increased local marketing efforts. Common complaints related to marketing are that the franchise brand doesn't do enough marketing at the local level and marketing fees aren't justifiable (at least in the eyes of the franchisee). You'll want to answer a number of questions related to marketing:

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Satisfaction with financial performance has a lot to do with having realistic expectations. Be sure you understand the profitability model of your business.

How does the franchisor approach marketing and does it meet your expectations? How is the marketing budget used (and do they share that budget with franchisees)? What do local and national efforts look like? Do they provide local support and training or do they leave that up to the franchisees (sometimes, it makes sense to leave local efforts up to the franchisee but you should know this going in)?

You'll also want to look at the franchise's plan for long-term support and training. We often see franchisees at the 3- to 5-year mark becoming less satisfied or less engaged. When looking at a particular franchise concept, potential franchisees should carefully research what they'll be getting out of the brand not just at start-up but three, five, and ten years out. This can be difficult for an emerging brand that doesn't have any long-time franchisees.

"Knowing this, we put a heavy focus on relationships, communication, and support from Day One," said Bottle & Bottega's Bigley. "We recently launched two new franchisee committees (Marketing & Technology) to ensure that, as we grow, we continue to have the franchisee's voice on key projects. We are also beginning work on new training tools for more seasoned franchisees to better support them with higher level needs that will come with their growth."

Communication is always a big topic of discussion in our survey. As a prospective franchisee, you should carefully research a franchisor's communication (methods, frequency, two-way communication, level of franchisee input, etc.). You may get a sense of a system's communication strengths and weaknesses as you conduct your research—are they quick to respond to your questions, do they provide lots of materials online and in-person? Remember, however, that the person you're communicating with is most likely a salesperson who has a stake in the game and who won't be your point of contact once you're a franchisee. Ask for examples of how the corporate office communicates with franchisees on an ongoing basis, and talk to current

franchisees about the accessibility of the executive team and whether they *listen* as much as talk.

Satisfaction with **financial performance** has a lot to do with having realistic expectations. Be sure you understand the profitability model of your business. Take a close look at the Item 19 (part of the Franchise Disclosure Document), if available, and be sure it tells the true story. Ask current franchisees what the ramp up is like, how long it took them to earn a salary, how they rate their franchisor's financial opportunity, and whether your financial expectations are realistic.

SUMMARY

The franchise sector is filled with new brands looking to sell their concept on a mass level, but a franchise system needs much more than the title "franchisor" and one or two high-performing corporate stores to be successful. If you are considering an "emerging" brand—one that has five or fewer years of experience franchising—it's important you look carefully at the franchise structure and leadership that's behind that brand. Do they have the corporate resources to properly support you? Does the leadership team have previous experience in the franchise industry? Does the concept itself have staying power?

"Do your homework. Research the industry you are interested in, do a cross comparison of leaders in the industry to find the best fit, be a client to experience the business firsthand, and be prepared to work hard, be a self-starter, and motivated to achieve your success," recommends Bottle & Bottega franchisee LeFaivre.

"In my search for a business, I evaluated several franchises newer and older, as well as private businesses," added Mosquito Shield's Brogan. "Among the top considerations always was the viability of the business. In my opinion, a newer concept offers less competition, easier market entry, and an opportunity to be part of the growth of an innovative new industry."

For more information on our research, visit www.FranchiseBusinessReview.com.

FEATURED Franchisee



Michael Senchak

Youngstown, OH
FirstLight HomeCare
Franchisee since 2013

How many locations do you own?

We have one territory fully operating and another about to begin operation. In addition, we have two territories projected to open in the 3rd and 4th quarter of 2015.

What attracted you to your franchise?

The professionalism and expertise that the corporate office exhibited during our due diligence was unmatched. As we continued to move through the discovery path, FirstLight HomeCare showed they had processes and best practices in place that no other franchise in the industry had shown. Finally, the culture and ethics of our franchise of choice was very important to us. FirstLight HomeCare demonstrated a true caring culture for the caregivers and the clients.

What are the advantages to owning a newer concept?

A newer franchise concept has allowed us to mold certain aspects of the model. Many of the other franchisees share ideas, successes, and lessons learned. This allows the franchisee to have significant ownership in the direction that the franchise is taking.

What advice would you give to someone considering a brand that's less than 5 years old?

One of the most important considerations is the type of feedback that is being given by the current franchisees. Contacting current owners is a very important part in the due diligence. Does the feedback align with what you have heard from the franchisor?

Also, what are the goals of that franchisor? Are all of the goals driven by revenue and profit? Or perhaps are they interested in building a brand and a reputation.

For more information on FirstLight HomeCare opportunities, call (513) 677-7789 or visit www.firstlightfranchise.com.



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- Brittany and Aaron, Franchise Owners

“Qualicare has the resources to help someone like me who is not a healthcare professional to start running a successful homecare business.”
- Allan, Franchise Owner

“The more we get involved in it, the more reassured we are that we've made the right decision.”
- Dan and Maria, Franchise Owners

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360
case
management

★★★★
Franchisee Satisfaction Rating
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