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BrightStar Care CEO Shelly Sun Talks High-End Home Care and More - An article by Erik Prado, Home Health Care News

Hear how BrightStar Care's CEO went from an executive at a subsidiary of United Airlines to the CEO of one of the premier senior care franchises.

Erik Prado of *Home Health Care News* creates a detailed, in-depth look at the rise of Shelly Sun. Highlighting career failures and achievements on her way to the elite class in Senior Care franchising.

Shelly gives great insight into the growth of the senior care industry in the world of franchising and how it creates to our National economy.

Senior care is becoming a dominant force in the franchising world and BrightStar is a key company at the core of its meteoric rise.

Learn more about Shelly's projection for the future of Home Care franchising and the vision she has for BrightStar!



[Should You Get a Long-Term or Short-Term Business Loan?](#) - An article by: Meredith Wood, allBusiness

Find out what the best options are when it comes to financing your business. A plan that fits your vision makes all the difference!



[The Leader Who Heard](#) - An article by Leadership Freak

Sometimes the most important aspect of a leader, is their ability to listen. How do leaders respond to what their subordinates have to say? Read this take on the matter by Leadership Freak!



JUMP! Three Reasons the Franchise Model Works! Natalie Barnes, President, Business Alliance, Inc.

You may be a natural entrepreneur or someone who has always dreamed of owning their own business. Either way, or somewhere in between, you owe it to yourself to jump in and review the franchise model. A franchise can benefit the high-risk tolerance person to the more conservative person who needs predictability and support?!

But not all franchises are created equal. The “best” model is based on your goals. Let’s review three key reasons why the franchise model can benefit you.

1. The Interdependent Relationship!

The relationship between the franchisor (corporate office) and the franchisee is a “win-win”. The franchisor offers a proven system and supports the franchisee to be successful. And in return, the franchisor gets a percentage of that success in royalty fees.

What the franchisee wants: support, predictability, proven system, and success! And of course, the franchisor wants the same thing!

2. A Proven System with Strong Support!



I must address that the proven system is for established brands only! And this is huge!

Imagine starting a company with the ability to have a realistic forecast of growth, group purchasing power, marketing, and site negotiation. In addition, you have support from other franchisees and the corporate office to help you maneuver through the ups and downs of business. Why? Because they have been there and it is beneficial for a brand to have all franchisees successful!

The more successful the franchisees, the stronger their brand becomes.

3. Funding Options and Availability!



Buying any business, franchise or not, is expensive. When that business is a franchise, there often are more funding opportunities available to the buyer.

The franchise may be an SBA Approved Registry brand, meaning the FDD has already been approved by the SBA which may shorten the loan processing time. And an SBA loan is just one of many options!

There are companies that specialize in funding franchises. Depending on the person and the franchise will depend on the options they have to get a loan to buy the franchise company.

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