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## Consider Emerging Brands before Buying a Franchise

An article by Chris Myers, Forbes

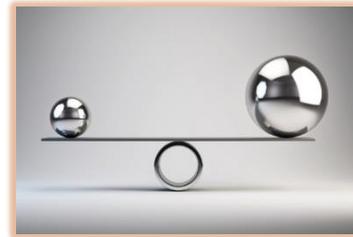
Many people only think of the popular food service giants when they think of franchising.

But Chris highlights what the people really involved in the franchise industry already know; food is just a slice of the franchising pie!

Nearly every industry you can think of has their hand in the franchising world. Not only does franchising contribute to our economy, but it is actually a major sector of economic activity. It is a staple in the world economy and it continues to grow.

Within franchising, there is a special, virtually untapped resource known as "emerging brands". Chris talks about the setbacks and benefits of working with emerging brands from the perspective of a funding partner.

Read his article to learn more!



**A Balanced Relationship between Franchisor and Franchisee** - An article by: Judy Mottl, Fast Casual

The relationship between the franchisee and franchisor is a critical factor in the success of each party. Read more from Judy in this article.



**Navigating the FDD** – An article by Chris Myer, Forbes

Chris breaks down the content and importance of a Franchise Disclosure Document. A document that all franchises are required to register by law. He'll highlight the most important items to keep an eye on.



## Confusion Overload!

Article by Natalie Barnes, President of Business Alliance, Inc.

A Google search for “franchise opportunities” resulted in “about 102,000,000 results”! How do you decipher what is rhetoric from reality, what is the best franchise to buy, and how to find the “right” one?!

Our BAI Registered Franchise Consultant do JUST that! Let’s start with the basics:

- Where do you want your business?
- How many employees do you want?
- Do you want to go to your customers or do they come to you?
- Do you want one location or many?
- How much do you want to spend on the perfect business for you? And if so, do you need funding?

These five basic questions help us understand why you are here today and exploring franchise business opportunities. **And our promise:**

- You are shown companies relevant to YOUR lifestyle and financial goals!
- You are given a methodical process to make an educated decision through the due diligence process.
- You go through the discovery process at YOUR speed!
- It is about YOU!

BAI Registered Franchise Consultants connect you with the right people, the right resources, and the right companies. **WE KNOW FRANCHISING!**

FOR MORE INFORMATION ON FRANCHISING  
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