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January 2021

January is recognized annually as, “**Financial Wellness Month**”. It’s a time for us to think about and pay attention to our financial well-being. The timing is perfect to acknowledge financial wellness because the holiday season tends to increase spending, New Year’s resolutions are staring back at us, tax season preparation is upon us and in regards to planning a budget, now is the time to do it in order to help plan for the future.

Now may also be the time to consider a change including becoming your own boss and opening a new business.

The franchise model is a great option and provides a proven system of operation, along with ongoing support from the franchise corporate office and current franchisees. In franchising, there is the franchise fee. But they stay with you! They’ve done the hard part of figuring out how your company should run, best practices, real estate, vendor relationships, and support systems.

Let’s face it: Franchises are a **good idea** with increased predictability and reduced risk. The selection and process of discovery is what we are good at. We help find the right franchise for you!

A new year means a fresh start and new opportunities. “Never underestimate the power you have to take your life in a new direction.” As your franchise consultant, I’m here to provide guidance and assistance throughout the entire process. Feel free to contact me anytime.



### Why In-Home Senior Care Franchises are Poised for Big Growth in 2021

By 2050, when almost 21 percent of the U.S. population will be over 65, more than 27 million Americans are projected to use senior care services. This rise in the population’s age, combined with the percentage of seniors choosing more affordable options of staying in their home and near their families, will send demand for in-home senior care services skyrocketing. Contact me to learn more about the senior care franchises I represent.



The staffing industry is surging right now due to high unemployment and the number of applications companies are receiving for even the most remedial positions.

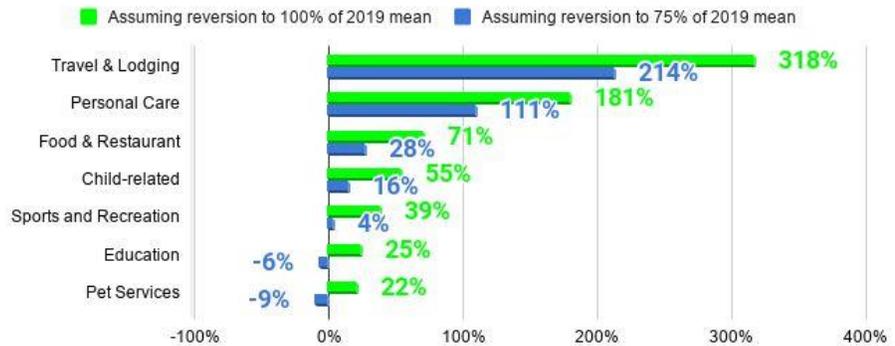
At NEXTAFF, Franchise Owners match companies with employees and charge for the service- it’s that easy! [Watch Video](#)

# Which Business Categories Will Grow Most in 2021?

Coming Boom in Travel, Personal Care, and Restaurants

### Category Upside Potential based on Return to Pre-Covid Levels

Source: FranchiseInsights.com Dec 2020



The above graph displays promising data gathered by Franchise Insights. The future removal of restrictions and safety measures put in place during the pandemic combined with vaccines and consumer confidence will likely propel a resurgence in interest in a variety of different business categories in 2021.

## FOR MORE INFORMATION PLEASE CONTACT:

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Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.