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Home Care Franchises Seek Growth Opportunity

- An article by Tim Mullaney, Home Health Care News

Some of the giants in Home Care Franchising are seeing the benefit of franchised locations and making efforts to convert their independently owned territories to franchises.

Tim Mullaney talks with Development heads at franchises like BrightStar Care to get their side of the story.

The current growth and future projected growth in franchising have created this strategic shift in Home Care business ownership. Over the last year or so, several franchises have made concerted efforts at converting their corporate-owned units to franchises and the trend is catching.

Purchasing a corporate owned center benefits both the new franchisee and the franchisor with the quick ramp-up and the proprietary rights. For those looking at "hitting the ground running", these type of opportunities are perfect.



More Black Americans are Becoming Franchise Owners - An article by: Jeffrey McKinney, Black Enterprise

Franchising is a great industry for EVERYONE, multiple franchises even offer discounts on entry fees for minorities and women!



Why Franchising is A Great Way for Women to Become Business Owners – An article by Nicole Lyn Pesce, Moneyish

Nicole highlights the key aspects on why Franchising is attracting so many female franchisees!



Three Key Points to Know when Working with a Franchise Consultant

by Natalie Barnes, President of Business Alliance, Inc.

A strong franchise consultant should align your financial and lifestyle goals and show you companies that make sense for “you”! Here are three points that help us show you the “right” companies!

- We need to understand your **WHY**! Why are you exploring franchise ownership? Is there a specific franchise that you are interested in, and why? Are there some franchises you do not like, and why? Why now?
- **WHAT** you like and don’t like is critical. What do you like about some companies over others? What categories are you drawn to for personal reasons? What have you liked about your previous jobs or business? What have you not liked? What are your financial goals? What are your lifestyle goals?
- We need to understand **HOW** will you buy a franchise? Do you need funding? How do you see yourself as a franchise owner? And if applicable, how is your family, partner, or friends going to be involved?

Be in business for yourself, not by yourself! A franchise model can bring structure, support, and predictability IF you work with a strong franchise consultant. We will guide you through a methodical process of discovery.

