



Looking to the Future

Now is a good time to consider business ownership. The International Franchise Association (IFA) recently released its annual Economic Outlook Report detailing the franchise industry's projected economic forecast for 2021. IFA President and CEO, Robert Cresanti stated that "Through quick adaptability, scalable technology, and a focus on in-demand products and services, the franchise sector has shown its resilience time and time again. "

Some highlights of the report include:

- Labor: a quick recovery with unemployment rates under 5% by year-end
- Economy returning to pre-pandemic payroll level well before year-end 2022
- Low interest rate environment for foreseeable future
- Total number of franchised establishments is expected to grow at a rate of 3.5%, a net gain of 26,000 businesses with a total of 780,188 franchise establishments in 2021, 6,585 units higher than 2019's pre-Covid level
- Franchising sales are expected to experience their highest upswing since the last recession.

Download full report [here](#)

What do you see YOUR future looking like?

It takes time to gather as much information and explore franchise requirements and what is available. Our goal; take the time and make an informed decision.

As your franchise consultant, we are here to save you time as you navigate your way through the process. Don't hesitate to reach out with any questions or find out more about the top-rated industries to be in post-COVID!



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Ziggie's Coffee is One to Watch

While some people stumble into an idea that becomes a business, Ziggie's cofounders Brandon and Camrin Knudsen were intentional about their journey into entrepreneurship. Since 2004, they've seen slow and steady growth and most recently their drive-thru model is leading an explosion in their growth plans. [Read more here](#)



Why I Chose a Service Brand

In this article Keegan Trudgen, franchisee of PuroClean explains why he selected a service brand franchise. He points out that in the restoration and remediation industry, you are a community superhero, helping home and business owners during a time of need. He also notes that the biggest advantage is that the business is recession-resistant because when people need PuroClean's services, they need them regardless of the economy. [Read more](#)



You may be asking yourself, “How can I afford a business”? I’m happy to say that Funding IS available now more than ever before! Our lending partners know franchising and the best funding option for you. Currently the SBA is offering loans for new and existing franchise businesses with loan forgiveness options. Feel free to contact me for more details.

FOR MORE INFORMATION ON FRANCHISING 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.