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How to Start a Home Service Franchise - An article by Neighborly

Formerly known as the Dwyer Group, Neighborly is a network of premier home service franchise brands.

Their article highlights the type of candidate that is the right fit as a service brand franchisee. Beyond that, it shows the type of owner they will be, what role they will have as the owner, and the support that will be available to them.

The industry is so fragmented with brands servicing each sub-sector that there is always room for growth. Communities large and small will always have a demand for the services provided.

It will dive deeper into the requirements and investment that one should expect when taking on this journey. Find out what it takes to be a service brand franchisee and see if it might be something you'd be interested in!



Communicate Like Aristotle -An Interview with Author, Carmine Gallo - Wharton

Now more than ever, communication skills have become vitally important to business success. Reaching back through history can provide some insight into re-vamping communication skills.



Customer Retention in the Age of Distraction – An article by Marie Rosecrans, Forbes

Making sure your company connects with customers and tends to their needs, can help you keep them!



The Economic Significance of Franchising

By Natalie Barnes, president Business Alliance, Inc. *The Great American Franchise Resource*

Choosing to own a franchise can be for the purpose of supporting your family, meeting your financial goals, and achieving your lifestyle goals.

But franchising also contributes to your community and your country! The International Franchise Association publishes a “National Economic Impact” report each January showing the significance of franchising to our economy. Take a look:

NATIONAL ECONOMIC IMPACT		
	In Franchises	Because of Franchises
establishments	733K	N/A
jobs	7.6M	13.3M
payroll	\$269.9B	\$565.8B
output	\$674.3B	\$1.6T
GDP	\$404.6B	\$925.9B

*the above taken from www.franchiseeconomy.com

Is franchising right for you and your family? Will it meet your financial and lifestyle goals? Talk to a Registered Franchise Consultant to find out if it is “right for you”!

FOR MORE INFORMATION ON
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