



Benefits of Franchising

It's no surprise that many people considering opening a business on their own, turn to franchising. There are a number of advantages to joining the franchising industry. The following are some of the benefits that provide a good rationale for starting a business by purchasing a franchise.

Lower Risks

Most business experts agree that a franchise operation has a lower risk of failure than an independent business. The statistics on this vary depending on the definition of failure. Whatever statistics are used, they consistently suggest that a franchise is more likely to succeed than are independent businesses.

Established Product or Service

A franchisor offers a product or service that has sold successfully. Three factors will help you predict the potential success of a franchise. The first is the number of franchises that are in operation. The second predictor is how long the franchisor and its franchisees have been in operation. A third factor is the number of franchises that have failed, including those bought back by the franchisor.

Name Recognition

Established franchisors can offer national or regional name recognition. This may not be true with a new franchisor. However, a benefit of starting with a new franchisor is the potential to grow as its business and name recognition grow.

Start-up Assistance

The most difficult aspect of a new business is its start-up. Few experienced managers know about how to set up a new business because they only do it a few times. However, a franchisor has a great deal of experience accumulated from helping its franchisees with start-up. This experience will help reduce mistakes that are costly in both money and time.

Proven System of Operation

An attractive feature of most franchises is that they have a proven system of operation. This system has been developed and refined by the franchisor.



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Investing in a Senior Care Franchise

I represent a variety of different senior care franchises and found this article to be very interesting. I'm often times asked, "How much money can you make as a Senior Care Franchisee?" According to the Franchise Business Review's FBR survey of over 1,700 senior care franchisees representing 18 brands they found that Senior Care Services franchisees earn an average pre-tax income of \$123,000, which is second highest among all franchise sectors. It's important to remember that this is an average.

Carefully review the item 19 within the Franchise Disclosure Document and speak with franchisees at the brand you are interested in to get a better idea of how much you might make investing in a franchise. [Learn more here!](#)



5 ways you can overcome uncertainty to be successful

Uncertainty and taking a risk differ says LaRae Quy. In this article she discusses how many of us have missed tremendous opportunities and experiences because we have chosen to walk away when faced with uncertainty? You may have experienced this yourself when considering if owning a franchise would be right for you. She lists 5 ways you can be mentally tough and not let uncertainty hold you back. [Read more!](#)

Have you owned your own business? Have you had a job your entire life and dream of owning your own business?

My clients come from a diverse background of business competency and experience. Whether you need an established, strong supported and predictable franchise or one that is younger and emerging, let me save you time and explore a franchise model in alignment with YOU!



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.