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## CertaPro Franchisee Taking Male-Dominated Field by Storm - An article by Nancy E Williams, Black Enterprise

Nancy Williams profiles the life of a very successful patent attorney that was looking for a career change and more importantly, a lifestyle change.

Leisa Lundy found a franchise ownership opportunity that might not have matched up with her passions or interests but fulfilled her life in another way. Becoming a franchise owner gave Leisa the freedom of a business owner while following the steps of a strong, established franchise system.

She saw a need for their service in her Manhattan neighborhood and decided to fill that need herself. Teaming up with CertaPro, she built a successful business while having a lot of fun doing so. Learn more about Leisa's story in the above article!



## What Millennial workers look for in a leader - An article by: Glenn Elliott & Debra Corey, Great Leadership

Millennials are an important demographic in the workforce. This article breaks down the Top 10 things they look for in a leader.



## Two Distinct Types of Work-Life Balance – An article by Leah Fessler, Quartz at Work

It's important to analyze the balance you seek between work and life. Leah breaks it down into two specific types, determine which balance you seek.



## Good Reasons to Buy a Franchise!

by Natalie Barnes, President of Business Alliance, Inc.

*Have you have dreamed of owning your own business but need support and predictability? A franchise can offer just that! Below are the top ten reasons why a franchise may be just the right choice:*

- ONE:** It's your *DREAM* to own your own business!
- TWO:** It should be *PREDICTABLE*!
- THREE:** You can *VERIFY* what the corporate office is saying about the opportunity from the current and previous franchisees.
- FOUR:** It can be *SCALABLE*!
- FIVE:** You can choose the *BUSINESS MODEL*!
- SIX:** You have *COURAGE*!
- SEVEN:** You can *AFFORD* the investment and can qualify for funding if necessary.
- EIGHT:** You have the *DRIVE*!
- NINE:** The *PROCESS* of discovery helps you make a competent, educated decision.
- TEN:** Options for you that are the right fit are shown by a qualified *REGISTERED FRANCHISE CONSULTANT*!

FOR MORE INFORMATION ON FRANCHISING  
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