



The Value of Franchising: Local Ownership, Strong Jobs, and Community Impact

Franchising plays a vital role in the U.S. economy — yet its full impact is often misunderstood. While franchise brands are widely recognized, the individuals behind them are local business owners who live, work, and invest in the communities they serve.

To better understand the economic and social contributions of franchising, the International Franchise Association released a new report, *The Value of Franchising*, prepared by Oxford Economics. Drawing on a survey of nearly 3,000 franchisees and a rigorous econometric analysis comparing franchised and non-franchised businesses, the report highlights how franchising uniquely combines trusted brands with local ownership to create jobs, expand access to entrepreneurship, and strengthen communities across the country.

Franchising Is a Cornerstone of the U.S. Economy

The scale of franchising's economic contribution is significant. Today, there are more than 830,000 franchise establishments operating nationwide, supporting 8.8 million direct jobs and generating approximately \$550 billion in U.S. GDP. These businesses span dozens of industries, from home services and health care to retail, hospitality, and education — with fast food representing less than one-quarter of all franchise establishments.

Importantly, franchising is fundamentally a small business model. More than 80 percent of franchisees own a single location, and 94 percent of franchised establishments employ fewer than 50 people. Nearly half of all franchised brands operate 25 units or fewer, underscoring that franchising is not dominated by large corporations but powered by local entrepreneurs.

Source: [The Value of Franchising: Local Ownership, Stronger Jobs and Community Impact](#)



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HOODZ offers an exceptional pathway into the commercial kitchen cleaning industry, providing comprehensive training and support for entrepreneurs with zero prior experience. Our robust system ensures that anyone with determination, drive, and a passion for building a business can transform their career and establish a thriving enterprise in a specialized market with consistent and reliable demand.

At HOODZ, we believe that a lack of industry experience should never hold you back from pursuing your entrepreneurial dreams. That's why our franchise opportunity is built to empower individuals from all backgrounds to flourish in the specialized field of commercial kitchen cleaning.



A BELFOR (B) COMPANY

When disaster strikes, people need help—and that's where businesses like 1-800 WATER DAMAGE come in. Specializing in water damage restoration, mold remediation, and other essential disaster recovery services, 1-800 WATER DAMAGE is a franchise that offers both a strong demand for services and the satisfaction of helping others rebuild their lives.

Franchising offers a low-risk path to business ownership by providing you with a proven business model, established brand, and ongoing support. 1-800 WATER DAMAGE is a fantastic example of how franchising can give you the tools you need to succeed, all while entering a growing, recession-resistant industry.



The Heart of the Model: Relationship Building in Franchising

Success in the franchising world hinges on the ability to cultivate deep, authentic connections. At its core, franchising is not simply a business transaction, it is a long-term partnership built on guiding individuals through a major life transition. By prioritizing active listening and mutual respect, the franchisor-franchisee relationship transforms from a corporate agreement into a trusted alliance. This foundation of trust serves as the essential bridge between an entrepreneur’s professional goals and the proven system of a brand, ensuring that everyone feels supported throughout the journey of business ownership.

Within the broader ecosystem, the most successful franchise systems act as master connectors. Effectiveness depends on maintaining a strong rapport between the home office, local owners, and the customers they serve. When all parties invest in these relationships, they gain the collective insight needed to drive innovation and long-term growth. In this industry, the strength of the community is the ultimate measure of value—strong local ties and a service-first mindset are what turn a single location into a thriving, sustainable legacy.

FOR MORE INFORMATION 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.