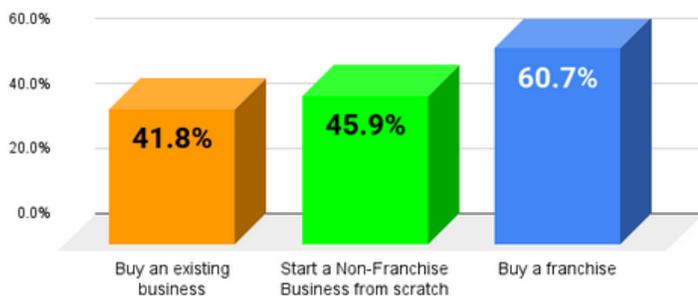


Aspiring Business Owners Prefer Franchises

What options are you considering for owning a business? Franchiseinsights.com, October, 2025



How Do the Options for Ownership Stack Up in the Eyes of Business Buyers?

Individuals seeking business ownership preferred the option to “buy a franchise” over acquiring an existing business by a wide margin in the October 2025 Startup Sentiment survey. While over 60.7% indicated interest in the franchise purchase option, only 41.8% were interested in buying an existing business for sale.

Starting up a (non-franchise) business from scratch is under consideration by 45.9% of respondents, also more than the “purchase existing business” option. The totals add up to more than 100% since survey participants could choose more than one option, if they are considering multiple options.

In the October 2025 survey, 47.5% agreed that “now is a good time to start a business”, with optimism about conditions ahead. Further, 74% of respondents see conditions for business and franchise startups “the same or better in three months” and are planning their timelines accordingly.

For a host of reasons, aspiring business owners prefer franchises over startups or existing businesses for sale.

While reasons for these preferences for startup options were not collected in the survey, the benefits of and support of a network of successful franchise owners and recognized brands are well-documented, with more than 821,000 franchise units expected in the U.S. in 2025 according to the International Franchise Association.

Startups of entirely new businesses fail for a myriad of reasons – insufficient capital, faulty business plan or product, poor location, competition, or failure to.

Source: [How Do the Options for Ownership Stack Up in the Eyes of Business Buyers?](#)



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JANUARY 2026



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Mr. Appliance, part of the Neighborly Family of home service brands, has established itself as a trusted name in the field. Here's why you should consider becoming a franchisee for this established and growing brand:

High Demand for Appliance Repair Services in today’s world, home appliances are an essential part of daily life. From refrigerators and dishwashers to washing machines and ovens, these appliances are used regularly, making them prone to breakdowns. As appliances age, the need for repair services increases, ensuring consistent demand for businesses like Mr. Appliance.



A Fresh Start: Why the New Year is Prime Time for Franchising

The turning of the calendar brings more than just resolutions; it brings a unique sense of entrepreneurial clarity. As the holiday noise fades, many professionals find themselves auditing their career satisfaction and craving a path that offers both autonomy and a proven blueprint. Starting a franchise in the new year allows you to capitalize on this “reset” mindset, providing a structured ramp-up period while consumer spending habits often shift toward self-improvement, home renovation, or health- sectors where franchises historically thrive.

Beyond the psychological boost, the beginning of the year is strategically advantageous for navigating the logistics of business ownership. Securing financing, finalizing site selection, and completing corporate training during the first quarter often aligns grand openings with the high-energy of spring and summer markets. By stepping into a system with established branding and support, owners bypass the “blank page” paralysis that plagues many startups, ensuring that by the time next December rolls around, you aren’t dreaming of a change - you’re managing a growing asset.

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.