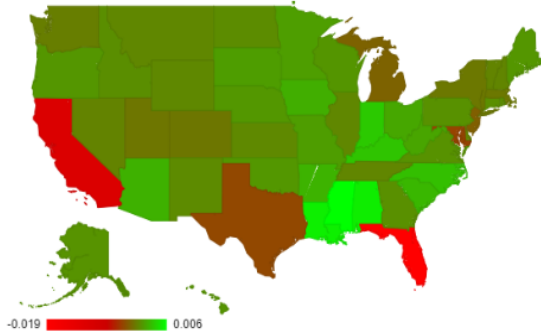


Change in Share of Franchise Interest, from Q1 2023 to Q1 2024
Color scaled from -1.94% (FL) to 0.59% (MS) @FranchiseInsights.com analysis, June 2024



Franchise Interest Resumes Migration To The South and East for Franchise Development

In a year-over-year analysis, interest in franchises shifted to the south and east according to new data from FranchiseInsights.com. By comparing quarterly shares by state for the first quarter of 2023 to the first quarter of 2024, there was a continuation of the shift in the mix of where aspiring franchisees were expecting to locate franchises – from north to south, and west to east. In the color-scaled map above, highest increases in state share in that period are shown in green, and decreasing share shown scaled to red. Ranging in values from under two percent in either direction (1.94% loss from Florida to 0.59% growth in Mississippi).

This is almost a mirror image of the pandemic [shifts in franchise interest from 2020 to 2022](#) that we showed earlier, and somewhat of a [reversal of the northward and eastward trends](#) spotted in an April 2023 article. In the latter article, Florida had grown and Mississippi decreased in interest.

Note that the state locations shown are where the prospect was **searching to buy franchises**, which in most cases is the prospect's current state of residency.

Source: https://www.franchiseinsights.com/franchise-prospects/franchise-interest-resumes-migration-to-the-south-and-east-for-franchise-development/?utm_medium=email&utm_source=FI&utm_campaign=newsletter&utm_term=Which%20states%20are%20growing%20in%20franchise%20interest&utm_content=email&cm_mmc=Act-On%20Software-_-email-_-Which%20states%20are%20growing%20the%20most%20in%20franchise%20interest-_-Which%20states%20are%20growing%20in%20franchise%20interest



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July 2024

FASTSIGNS® Make Your Statement™

As an active member of both VetFran and DiversityFran, as well as through the brand's Diversity and Inclusion committee, FASTSIGNS' recognition underscores its commitment to fostering a diverse and inclusive culture. Factors considered include incentives to help franchisees from underrepresented groups join the system, diversity among franchisees and within the leadership team, and other programs or initiatives undertaken related to DEI.

[Read More](#)



PET SUPPLIES PLUS®

Minus the hassle.

As more than [six million pets are surrendered each year](#), there is a critical and immediate need for adoptions to take place across the U.S. To combat this growing issue, and in recognition of National Adopt a Shelter Pet Day (April 30), Pet Supplies Plus and Wag N' Wash have launched a nationwide initiative to help 15,000 dogs and cats get adopted in 2024. Year to date, the brands have helped more than 3,214 pets find their forever homes.

[Read More](#)



FUNDING BASICS

Understanding the 5 Cs of Financing is essential for both borrowers and lenders. For borrowers, it helps in preparing a strong loan application by addressing and improving aspects such as credit history, financial stability, and collateral. For lenders, the 5 Cs serve as a risk assessment tool to make informed lending decisions and set appropriate terms and interest rates.

In practice, the weight given to each C may vary depending on the type of loan, the lender's policies, and the specific circumstances of the borrower. A thorough evaluation of these factors allows both parties to make sound financial decisions and establish a mutually beneficial lending relationship.

- **Character** (Credit history and experience)
- **Capacity** (Ability to repay the debt, DTI and/or DSCR)
- **Capital** (Ability to pay deposit and/or funds in reserves)
- **Collateral** (Assets, equity, secured)
- **Conditions** (Use of funds, terms, rates)

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.