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### What kinds of Businesses Do Aspiring Franchisees Already Own?

From over four years of surveying aspiring business owners, data show that between [15-26% of aspiring franchisees already own at least one business](#). The percentage varied over the pandemic years and exhibits some seasonality, but consistently represents a significant slice of candidates for franchise development.

What are the businesses that they currently own? They range from personal care (spas, barbering and hair braiding) to advertising, marketing, sales, consulting and legal services. They are as disparate as cleaning services and children's entertainment. Restaurant owners are numerous. In short, they are a reflection of the breadth of the franchise industry itself.

In the franchise industry, the pursuit of scale economies can be seen in the fact that [over half of all franchises are owned by multi-unit operators](#).

Source: <https://www.linkedin.com/pulse/what-kinds-businesses-do-aspiring-franchisees-already-reme/?trackingId=8zMTHhAmSmGMLdCSP6t0kw%3D%3D>

Hand & Stone Massage and Facial Spa, the nation's leading luxury massage and facial spa franchise, announced today the brand's significant achievements thus far in 2024. Building on a year of strong growth, the momentum has continued seamlessly, due in large part to strategic initiatives focused on enhancing franchise owner success and driving increased client memberships year-over-year, setting the stage for continued success and additional ownership opportunities.

[Read More](#)

## POSTNET

"We are excited to be named to Entrepreneur's Top 100 Franchises for Diversity, Equity and Inclusion because it confirms our commitment to creating workplaces that are vibrant and encouraging to all team members," said PostNet Vice President of Retail Network Development Bill McPherson. "At PostNet, we believe diversity and inclusion are essential drivers of our innovation and success, and our entrepreneurial and collaborative spirit is enhanced when many different people, perspectives and backgrounds are aligned."

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### ***The Genesis of Franchising***

Franchising, in its essence, finds origins in ancient civilizations where merchants formed alliances and shared agreements to expand their reach. The concept gained momentum during the industrial revolution when businesses sought to replicate successful models. The birth of iconic brands and the standardization of operations marked the inception of modern franchising.

### ***Economic Impact in the USA and Canada***

Today, the franchise industry stands tall, boasting over a million establishments combined in the USA and Canada. These enterprises span diverse sectors, from food and retail to healthcare and services. Collectively, they've etched an indelible mark on the economic landscape, contributing substantially to GDP and employment.

The franchise industry serves as an economic powerhouse, providing employment opportunities to millions and fueling economic growth. Its impact resonates in communities across both countries, fostering innovation, driving competition, and offering aspiring entrepreneurs a pathway to business ownership.

**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.