



“ Every great journey begins with a small step, and every successful path begins with a single idea.

Aspiring Business Owners Choose Franchises Over Startups or Businesses For Sale

In a February 2024 survey, aspiring business owners preferred the option to “buy a franchise” over buying an existing business by more than a two-to-one margin. While 65.3% indicated interest in the franchise purchase option, only 31.6% indicated an interest in buying an existing business for sale.

Starting up a non-franchise business was chosen second most often as an option, by 54.7% of respondents. The totals add up to more than 100% since survey participants could choose more than one option and are considering more than one.

While reasons for the preferences were not collected in the survey, the benefits and support of a network of successful franchise owners and recognized brands are well-documented, with more than [792,000 franchise units in the US](#). Startups of entirely new businesses fail for a myriad of reasons – poor business plan or product, insufficient capital, or failures in execution. Purchases of existing businesses can require much more capital up front with many of the same risks and no network of training and support typically available to franchisees.

Source: [Aspiring Business Owners Choose Franchises Over Startups or Businesses For Sale — Franchise Insights](#)

cm FRANCHISE
CONSULTING

Email:

Colin@cmfranchiseconsulting.com

Phone: 888-325-8056

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PIRTEK is a unique B2B franchise and one of the few industrial franchises available. Where there’s industry, there’s demand for hydraulic and industrial hose replacement. Countless pieces of equipment operate via hydraulics or pneumatics, requiring regular hose replacement. PIRTEK franchise owners reap the benefits of that ongoing need, building successful businesses and creating the lifestyle they’ve dreamed of.

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Shane Evans returned as CEO of San Antonio-based Massage Heights, the massage and wellness franchise she founded in 2004 when she couldn’t find relief for her own pain.

Trying out new massage techniques and bringing in new technology such as artificial intelligence tools for skincare are among the initiatives Evans is evaluating, along with expanded brand partnerships that help extend Massage Heights’ focus on holistic treatments.

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The Business Format Franchise Model Continues to Grow.

Franchises used to have limited options and usually related to a popular food chain or a licensed or distribution format such as the Singer sewing machines or the automotive dealerships such as Ford.

The business format franchise model did not emerge until the late 1900's. Today we have thousands of options offering a complete method to do business. This includes support, business and marketing plans, and operations manuals.

How do you choose what franchise model is best?

As a franchise consultant, we get to know your strengths, your desired location, your budget for funding options, and your goals. And based on the requirements and availability of the franchises that fit your qualifications, we strive to find that perfect match.....the ***right fit***. Contact us today to find out more about options available for you.

FOR MORE INFORMATION PLEASE CONTACT:

Colin at CM Franchise Consulting

Email: colin@cmfranchiseconsulting.com

Phone: 888-325-8056 or 651-294-9101

Referrals are always appreciated! Feel free to share my contact information with others who may be looking into a franchise opportunity.