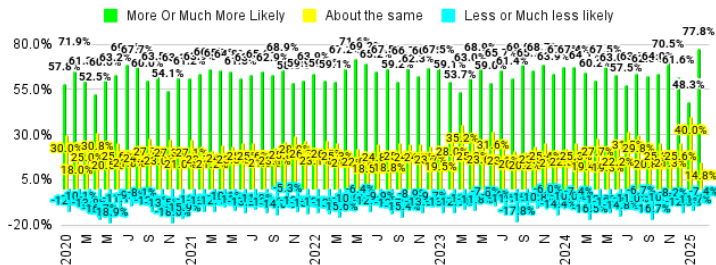


How likely are you to start a business now compared to 3 months ago?

Source: FranchiseInsights.com Startup Sentiment Index™ February 2025



Entrepreneurs Believe Now is a Much Better Time for Their Franchise Startups

More individuals leaving full-time jobs bodes well for franchise development in 2025. Surveys in the last week of February showed 63.4% of aspiring business owners either agreed or strongly agreed that *“now is a good time to start a business,”* with optimism about conditions now and in the near future. In the same survey, 81.5% of respondents see conditions for business and franchise startups *“the same or better in three months.”*

- **Future business conditions:** Despite the uncertainty of lots of economic and policy changes ahead, 81.5% of respondents see conditions no worse – *staying the same or getting better* in three months.
- **Access to funding:** 72.2% of entrepreneurs were concerned about finding adequate funding, and those who see funding “harder or much harder” to obtain in the next three months rose to 29.6% of respondents.
- **Current Employment:** Of the franchise-seeking survey respondents, 53.7% are currently employed full-time, higher than January’s 53.3% and inching closer to the record 61.7% in June 2024.
- **Age Cohorts:** Gen-X remains the largest share, at 50% of respondents, down from the record 63.9% seen in June 2024. Gen-Y or the Millennial age cohort followed at 30.8% of respondents.

Source: [Entrepreneurs Believe Now is a Much Better Time for Their Franchise Startups](#)



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MAY 2025



If you were offered a minimal overhead franchise opportunity that allowed you to design your own schedule, champion businesses in your community and build relationships within a nationally brand-recognized and supportive infrastructure, wouldn't you jump on it?

That's precisely what business partners and friends Morgan Murphy and William Grinnell did when presented with the chance to invest in a Money Pages franchise – a franchise that operates in a \$76 billion industry.



At Footprints Floors, our onboarding training and ongoing support will go a long way to launching your business the right way. Beforehand, however, you will need existing business know-how and passion for business operations to truly succeed. Whether you gained this through climbing the corporate ladder to a management or executive-level position or prior experience starting your own business, knowing exactly what it'll take to run a business will help you launch and scale as quickly as possible.



May Means More Time—and More Freedom: Discover the Flexibility of Franchising

As the days get longer and the weather warms up, it's natural to start thinking about how you're spending your time. Maybe you're craving more freedom in your schedule, more time with family, or the ability to work on your own terms. If that sounds like you, franchising could be the opportunity you've been looking for.

One of the biggest benefits of becoming a franchise owner is the flexibility it offers. Unlike traditional 9-to-5 roles, franchising puts you in the driver's seat. You choose how to structure your days, build your team, and scale your business—while still enjoying the support of a proven brand and system.

Whether you're looking for more time outside, more time with loved ones, or just more control over your career, franchising allows you to align your business with your lifestyle—not the other way around.

This May, take a moment to picture what your ideal day looks like. Then ask yourself: What's stopping you from making it real?

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.