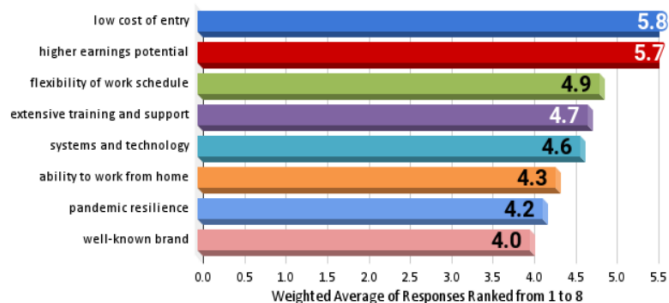


## Which Franchise Characteristics Are Most Important to You?

Source: FranchiseInsights.com Startup Sentiment Index™ June-August 2025



### Work Schedule Flexibility is the Most Desired Franchise Characteristic After Financial Considerations

Consistent with over five years of survey data on characteristics that make franchises attractive to individuals, “low cost of entry” and “higher earnings potential” have consistently been ranked most important by individuals seeking business ownership.

Control over working conditions – including “flexibility of work schedule” and “ability to work from home” were often the two next most important characteristics since the onset of the pandemic in 2020. But in data from the summer of 2025, “ability to work from home” dropped to sixth place in importance.

“Extensive training and support” and “systems and technology platform” took fourth and fifth places.

In the monthly FranchiseInsights.com [Small Business Startup Sentiment Index™](#), respondents are asked to rank eight franchise characteristics in order of importance to their ultimate selection, along with a “not important to me” option for each. The data presented are weighted averages of the responses ranked by individual respondents.

*‘Extensive training and support’ and ‘systems and technology platform’ edged out “ability to work from home” in recent surveys.*

“Well-known brand” ranked lowest and was indicated as “not important” to almost 20% of respondents, suggesting openness to newer concepts or lesser-known brands, or potentially reflecting the lack of capital for an established concept.

Source: [Work Schedule Flexibility is the Most Desired Franchise Characteristic After Financial Considerations](#)



Email: [colin@cmfranchiseconsulting.com](mailto:colin@cmfranchiseconsulting.com)

Phone: 888-325-8056

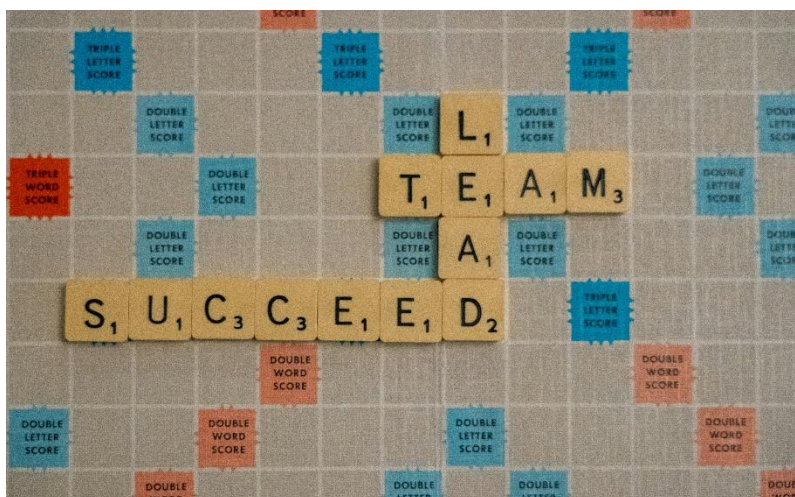
NOVEMBER 2025



In a world where environmental concerns are at the forefront, more and more homeowners are looking for ways to make their homes cleaner, healthier, and more energy-efficient. If you’re looking to capitalize on the growing demand for eco-friendly solutions, opening a Green Home Solutions franchise could be a pathway to success. Green Home Solutions offers an innovative and highly relevant service, making it an ideal choice for entrepreneurs who are passionate about sustainability.



In today’s dynamic market, the demand for reliable, efficient supply solutions continues to grow across industries, and entrepreneurs are always seeking a business opportunity that meets this demand. One such opportunity is opening a Supply Pointe franchise, a unique business model that taps into the ever-expanding field of supply chain management and services. But, what’s even more exciting about becoming part of the Supply Pointe franchise family is the chance to also explore other incredible franchise opportunities that can complement or expand your portfolio. Let’s take a closer look at why Supply Pointe is such an attractive franchise investment and how it can play a pivotal role in your business journey.



## Beyond Veterans Day: Unlocking the Proven System for Franchise Ownership

For franchise candidates exploring their next career move, November provides a natural focus on the unique success story of veterans in franchising. The transition from military service to owning a business can seem daunting, but the franchise model—with its emphasis on a structured system, proven processes, and brand standards—is uniquely suited to the skills developed in the armed forces. Veterans are highly adept at leadership, teamwork, following standard operating procedures, and executing a mission under pressure, all of which are essential ingredients for running a successful franchise unit. Therefore, whether you have served or not, looking at how veterans succeed in this space can offer valuable insight into the core qualities required to thrive as a franchisee.

Beyond the transferable skills, the franchising community actively supports those who have served. Many top franchise brands offer Veteran Incentive Programs, which often include significant discounts on the initial franchise fee. As you consider your options this month, inquire about these incentives, as they can substantially lower your overall start-up investment. When conducting your due diligence, you should seek out and speak with veteran franchisees within the systems you're considering. Their stories can provide some of the most compelling evidence of a franchisor's support and the practical pathway from being an employee or service member to becoming a successful business owner.

### FOR MORE INFORMATION PLEASE CONTACT:

Colin at CM Franchise Consulting

Email: [colin@cmfranchiseconsulting.com](mailto: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.