

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

FranchiseConnect®

VOL 05 • ISSUE 01

JAN/FEB 2023

SPECIAL SECTION: HOME SERVICES FRANCHISE

INVEST IN YOURSELF

**WHY ARE HOME SERVICE
FRANCHISES SO POPULAR
RIGHT NOW?**

**PROACTIVE
CUSTOMER SERVICE
FOR FRANCHISE
CONSULTANTS**

**FOCUS ON THE HOME
SERVICES INDUSTRY**

**THE HOME SERVICES
INDUSTRY ON THE
MOVE-UP!**

**MEET THE PEOPLE
BEHIND THE BRANDS**

**CASEY'S
CLEANING**



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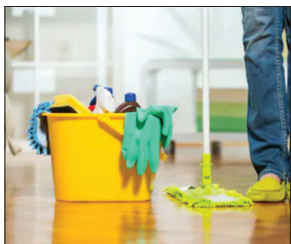
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"A MAN
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ADVERTISING
TO SAVE
MONEY IS LIKE
A MAN WHO
STOPS A
CLOCK TO
SAVE TIME."

– Henry Ford



JAN/FEB – WINTER 2023

Home Services

- ▶ **TOP 100**
- ▶ **Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



MAR/APR – SPRING 2023
Meow. Woof. Chirp. Peep. Squeak.

Pet Franchises

- ▶ **TOP 100**
- ▶ **Pet Franchises**
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MAY/JUN – LATE SPRING 2023

Education Franchises
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Food, Drink, and Restaurant Franchises

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MAR/APR – SPRING 2023

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**AMERICA'S BEST BUSINESS
OPPORTUNITY MAGAZINE**

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WHY ARE HOME SERVICE FRANCHISES SO POPULAR RIGHT NOW?

In 2023, the home service industry is thriving and home service franchises are becoming increasingly popular. This is because the home service business is worth \$506 billion and is predicted to rise by 53% by 2024. Companies in this category benefit from a few natural advantages that make the sector particularly appealing to business owners.

One reason for the high demand for home services is the rise of online and mobile booking services. Americans expect to be able to find and compare home service providers easily online. Additionally, home services are always required, as things around the house are routinely damaged, worn out, or broken. Many home services preserve or even raise a home's value, making homeowners proud of their home and willing to invest in its upkeep.

Another reason for the popularity of home services is that Americans have less time on their hands. With longer work hours than any other industrialized nation, Americans prioritize outsourcing household tasks to professionals. Dual-income households, which account for 46% of all households, have more money for home maintenance and improvement.

As the baby boomer generation matures, more people are prioritizing their enjoyment of life and outsourcing the stress of home maintenance. This trend is expected to continue as baby boomers control 70% of all discretionary money in the United States, with 45% having a disposable household income of \$100,000 or more.

Investing in a home services franchise offers numerous benefits. The franchisor has already created a tried-and-true method that you can simply use after going through their training program and receiving ongoing assistance. Your franchisor will help you with critical areas such as training and operational procedures, as well as marketing. You'll be in business for yourself, but not by yourself.

Investing in a home services franchise also means that you do not need to have the technical abilities required to manage the business properly. The franchisor will train you or the company model allows you to outsource the real labor to others. Most franchisors look for entrepreneurs with great interpersonal skills and a good business head on their shoulders so that they can create a team that accomplishes the actual work.

In conclusion, the high demand for home services, coupled with the numerous benefits of investing in a home services franchise, makes this sector a lucrative opportunity for entrepreneurs looking to start their own business.

You can get more detailed information about home service franchises when flipping through this issue's pages. In our next issue, we will focus on pet franchises. If you are interested in this sector, don't miss our next *Franchise Connect* magazine.

Stay safe and healthy.



SITKI KAZANCI / Founder-Publisher

THE HOME
SERVICE
BUSINESS IS
WORTH \$506
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BY 53 %
BY 2024.





DIRT DON'T HURT: OUTDOOR FRANCHISES TO GET YOUR HANDS ON

Check out these outdoor franchises in the booming home services industry.

By Christopher Conner

One of the easiest markets to break into is that of home services. The demand is ridiculous—there are over 142 million housing units in the U.S., according to census data. Within every property, potential is dripping: Plumbing, electrical, landscaping, cleaning, decorating, pressure washing, remodeling; it goes on and on. Outdoor-based franchise concepts are excellent for those who love to get their hands dirty, plus they have

the added bonus of not being confined to the homeowner's availability, which means there's less worry about schedules aligning.

The fantastic thing about any home service business is that many of them require low startup capital, do not require a brick-and-mortar location, and can be kicked off quickly. Insurance, vehicles, and any initial equipment will be your largest needs, a far cry from hundreds of thousands of dollars worth of build outs, leasing negotiations, construction halts, and staffing that other franchise concepts demand before

the doors ever open. Most outdoor-based franchises are extremely scalable, and you can run multiple crews at a time, every day.

Here are just a few of the areas in the billion dollar home service industry that could work for any entrepreneur.

EYE-CATCHING FEATURES

For those wanting to add a conversation starter that doubles as a relaxation spot, the newest trend is stock tank pools. Atlanta-based company, Stock Tank Life, gives its franchisees a simple step into this wildly



EXPERT ADVICE

popular backyard add-on. There's low competition in this emerging market, meaning franchisees who buy in now will be some of the first installers in most areas. The skill set needed to operate this business can be learned quickly. Learn more about Stock Tank Life at www.stocktanklifefranchise.com.

LOOK TO THE TREES

Sexy Trees is another excellent option. The name alone captures the attention, but there is more to the business than great branding. The concept offers several revenue streams while still staying focused. Tree removal, pruning, and care are the backbone of the business, followed by stump grinding and removal. Beyond the home, this business is applicable to any property with trees! Check them out at www.sexytreesfranchise.com.

MOVING UP

If you want recession resistance in a business, opt for one that will save people money with preventive measures. Roof Eraser, a high-value roof cleaning service known for saving homeowners thousands of dollars in roof repairs, has recently launched its franchise, meaning territory availability is still robust. Franchisees can opt to have Roof Eraser as a full time operation or add on the services to an existing business. Either way, Roof Eraser boosts curb appeal and the life of a roof, drawing in customers with the promise of affordability and a strong customer service reputation. Annual gross profit and annual revenue details can be found on www.rooferaser.com.

MAKING A SPLASH

HGTV reports that adding an in-ground pool can boost a property's value to the tune of 5 to 8%, on average. Not only can a pool increase future profits for a homeowner, but they are enjoyable in several ways in the present. Individuals are ready and willing to pay big bucks to create a water oasis such as this. Brighton Pools, a



highly validated pool builder based out of Maryland, offers a franchise to meet this demand. Pool design and installation, pool repairs and maintenance, and pool remodeling services draw customers in for the first step and then retain them for years. The franchise is backed by an incredible brand reputation that is more than 70 years old. More information can be found at www.brightonpools.com.

If you love all things nature, a nature-based franchise may be the perfect option for your next business move. Franchise Marketing Systems works with all of the above brands plus hundreds more. We've worked across all industries including medical and healthcare, education, entertainment, retail, food service, and home service.

Visit our website to learn more about how Franchise Marketing Systems can help you find the business of your dreams. If you're currently a business owner who is curious about franchising, our team is happy to speak with you for a free, no-obligation consultation. Connect with us at www.fms-franchise.com.



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's team has expanded to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies. For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



PHOTO BY MONKEYBUSINESS

THE DO'S AND DON'TS OF INVESTING IN A FRANCHISE THIS YEAR

Evaluate yourself to see if you're ready to take the plunge.

By Kimberley J. Daly

Investing in a franchise can be a great way to advance your learning curve of starting a business, learn how to grow into a successful business owner, and have the leverage, tools and support to really scale your business to build wealth and the life of your dreams. But franchising is not a bulletproof guarantee of success in business. If you are ready to invest in yourself and your future and are considering exploring franchise opportunities, here are some important do's and don'ts to consider before you invest.

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BUSINESS ADVICE

Don't invest in a franchise if you

- expect someone else to make you successful,
- think it is the franchisor's job to find your customers, get your phone to ring, or make you money,
- can't afford to lose money—financially or emotionally,
- can't put in whatever time is necessary to build your future,
- are not properly capitalized,
- need to make money immediately,
- have no patience,
- are not a leader or don't want to become one,
- don't enjoy people or want to serve others,
- have no faith in yourself, in others, and in God,
- are not open to learning and growing in every aspect of your being and life,
- don't want to be challenged,
- want comfort, or
- are not a goal setter and have no vision for your future that is bigger than what you can accomplish by just doing what you currently do.

Do Invest in a franchise if you

- are ready for the best adventure of your life,
- are ready to be uncomfortable
- are ready to be 100% accountable to your results—even when they are not what you hoped they'd be,
- can afford to invest money,
- can afford to lose money—because sometimes things have to go wrong before you understand how to make them go right,
- have the time to invest to build your business—whatever that means—either yourself or through people, systems, and tools,
- are decisive without consulting a lot of other people,
- are ready to own your results every single day—even when they are not what you had hoped for,



- want something that money can't buy—inner strength that comes from growing, struggling, working it out, and staying committed,
- can trust the process, timing, and yourself,
- are excited to serve others because you know that it is in giving that you will receive, and
- have a vision for your future where once you learn and grow and have the experience that is necessary to be successful, you can be the owner, have the business, and live the life you are dreaming about today!

For help identifying the right franchise and learning how to explore options with confidence, please reach out to Kim Daly, franchise consultant at kim@thedalycoach.com. ▶



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.



PROACTIVE CUSTOMER SERVICE FOR FRANCHISE CONSULTANTS

Offer prospective franchisees a choice.

By Nancy Friedman

It seems most people in sales aim to deliver proactive customer service. Whether you refer to it as cross-selling, suggestive selling, or as we like to say, soft questions selling.

A basic component of effective customer service, especially in the franchise industry, is to offer customers additional choices, without confusing them.

Some people selling franchises may fear being perceived as pushy or assuming. No one wants to offend the upcoming franchisee. To successfully ask questions you need to know the right technique.

The key is to remember to ask if your prospective franchisee has any need for other services or products you are offering that they may not have heard about.

These can be free services that your franchisor is promoting or other things.

It's also critical to think about how you like it when somebody is telling you about an offer which complements another product you've been looking at.

To successfully ask the soft questions, think about this: Offer your prospective client products or services they can use.

If you don't suggest helpful ideas, you are then denying them something they might need. It's important that we do not deny our prospective franchisees a choice that's critical, and it's being proactive.

An example of a soft question is, "By the way, are you aware of...," and then add the optional feature. There is no assuming in sales. Again, don't deny your prospective clients a choice.

Another soft way to get into good questioning and proactive customer service would be to ask, "Would you be interested in taking advantage of ..." and include the franchisor's offer.

Another good question for proactive customer service is, "Did you know the franchisor is offering...?" Soft questions are seldom rejected.

And the best part is if your franchise prospect needs the services, they'll give you a positive response. If they don't, they will give you a soft turn down.

That's one of the better things about asking soft questions, you won't feel rejected.

The important thing is to remember that when you ask soft questions, you are not denying your prospective franchisee the choice of having access to a product or service that could benefit them.

To improve the level of service you deliver, do not deny your prospect a choice. ▀



Nancy Friedman is founder and chairman of Telephone Doctor®, an international customer service training company, helping companies communicate with their customers in St. Louis, MO. A speaker at franchise conferences, as well as corporate America, she specializes in sales, customer service and communication skills. Now offering and specializing in Zoom programs. Fun and fast! Call (314) 291-1012, or call Nancy direct at (314) 276-1012 or email nancy@telephonedoctor.com.

COVER
STORY

HOME SERVICES FRANCHISE INDUSTRY REPORT 2023

By Elizabeth Adams

Building a Better Future

In recent years, the home services industry has seen significant growth, and this trend is expected to continue in the coming years. As homeowners seek out professionals to help with tasks ranging from cleaning to landscaping, the demand for home services franchises has continued to rise. In this report, we will explore the state of the home services industry and how franchises are driving growth and innovation.

The home services industry continues to grow.





HOME SERVICES FRANCHISES INDUSTRY REPORT 2023

INDUSTRY OVERVIEW

The home services industry is a broad sector that includes a variety of services, such as cleaning, lawn care, pest control, and home repair. According to a report by IBISWorld, the industry is worth over \$640 billion in the United States alone and employs over 7 million people. With the increasing popularity of home ownership, the demand for home services is expected to only grow in the coming years.

One of the key drivers of growth in the home services industry is the aging population. As the baby boomer generation continues to age, the need for services that help them maintain their homes and properties is increasing. In addition, more people are working longer hours and have less time to

devote to household chores, making home services an essential part of modern life.

THE ROLE OF FRANCHISES

Franchises play a significant role in the home services industry. They offer entrepreneurs the opportunity to start a business with a proven model, established brand recognition, and ongoing support.

In the home services industry, franchises have become increasingly popular in recent years. According to Franchise Direct, there are over 100 home services franchises operating in the United States, and the number continues to grow. Some of the most popular franchises in the industry include the following:

Merry Maids: A cleaning service franchise

that offers a range of services, from one-time cleanings to ongoing maintenance.

Mosquito Squad: A pest control franchise that specializes in mosquito and tick control.

The Grounds Guys: A lawn care and landscaping franchise that provides a range of services, including mowing, trimming, and fertilizing.

Mr. Handyman: A home repair franchise that offers a wide range of services, including plumbing, electrical, and carpentry.

THE ADVANTAGES OF FRANCHISING

For entrepreneurs looking to enter the home services industry, franchising offers a number of advantages. One of the most significant benefits of franchising is the ability to start a business with a proven model. Franchises have already developed a business model that works, and entrepreneurs can take advantage of this by following the model and avoiding the trial and error of starting a business from scratch.

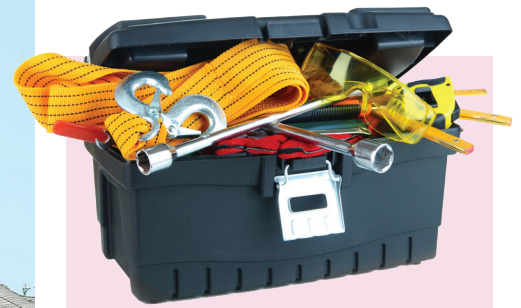
In addition, franchises provide ongoing support to their franchisees. This can include marketing support, training programs, and access to resources and technology that may not be available to independent contractors. Franchises also provide a recognizable brand name, which can help attract customers and establish credibility.

For consumers, franchises provide a level of consistency and quality that is not always found with independent contractors. Franchises have established processes and standards for their services, and franchisees are required to adhere to these standards. This helps ensure that customers receive a consistent level of service, regardless of which franchise location they use.

TRENDS AND INNOVATIONS IN THE INDUSTRY

As the home services industry continues to grow, new trends and innovations are emerging. One of the most significant trends is the use of technology to streamline operations and improve customer service. Many franchises are investing in technology, such as mobile apps and online scheduling systems, to make it easier for customers to book services and for franchisees to manage their operations.





YOU CAN PURSUE YOUR IDEAL CAREER

There is currently and will always be a high demand for home services. It is a market with ongoing needs.

Not every franchise idea for home services is the same. Among the many aspects you should carefully take into account are brand recognition, initial costs, market demand for the good or service, franchise fees, prospective revenue, and contract provisions.

Finding the home services franchise opportunity that will most likely help you achieve your financial and personal goals by sifting through the many franchise possibilities that are available may at first seem overwhelming. However, performing thorough due diligence, which includes reading the franchise disclosure document (FDD) and speaking with franchisees of the franchises you are interested in, will help you focus and significantly raise your chances of choosing the best franchise for you.

Most families' most valued possession is their house. As home services franchisees, you will provide families peace of mind while saving them time by assisting them with maintaining and enhancing their homes.

Another trend in the industry is the focus on sustainability and eco-friendliness. Many franchises are adopting green practices, such as using environmentally friendly cleaning products and implementing recycling programs, to appeal to environmentally conscious consumers. In addition, some franchises are incorporating renewable energy sources, such as solar panels, into their operations to reduce their carbon footprint.

Franchises are also exploring new service offerings to meet changing consumer demands. For example, some franchises are offering disinfection and sanitization services in response to the Covid-19 pandemic. Others are expanding into new service categories, such as home automation and smart home technology, to provide customers with a more comprehensive set of services.

CHALLENGES FACING THE INDUSTRY

While the home services industry is experiencing significant growth, there are also challenges facing the industry. One of the biggest challenges is finding and retaining qualified staff. With low unemployment rates, it can be difficult for franchises to find and hire workers with the necessary skills and experience.

In addition, franchises must navigate an increasingly competitive market. As more and more franchises enter the industry, competition for customers can be fierce. Franchises must find ways to differentiate themselves from their competitors and offer unique services that appeal to consumers.

Another challenge facing the industry is the impact of the gig economy. With the rise of platforms like TaskRabbit and Thumbtack, consumers have more options for finding independent contractors to perform home services. Franchises must find ways to compete with these platforms and offer a level of convenience and quality that cannot be matched by independent contractors.

LOOKING TO THE FUTURE

Despite the challenges facing the industry, the future looks bright for home services franchises. As the demand for home services continues to grow, franchises have the opportunity to innovate and expand their offerings to meet changing consumer demands. With the right strategy, franchises can overcome the challenges facing the industry and build a successful and profitable business.

In conclusion, the home services industry is a rapidly growing sector with significant opportunities for entrepreneurs and franchises. Franchises play a crucial role in the industry, providing a level of consistency and quality that is not always found with independent contractors. As the industry continues to evolve, franchises must stay on top of trends and innovations to remain competitive and meet changing consumer demands. With the right strategy and a commitment to quality, home services franchises can build a better future for themselves and their customers. ▮

WHY INVEST IN A HOME SERVICE FRANCHISE?



The home service industry has seen a significant increase in revenue over the past few years, with more than 5 million people employed in the industry in the U.S. and over 500 million jobs completed each year. The industry is expected to continue growing due to the high demand for home services, with over 90 million Americans expected to buy homes within the next 10 years.

Starting a home service franchise is a great way to tap into this growing market. One of the biggest advantages

of investing in a home service franchise is the low cost of goods and the ability to start the business within just a few weeks. Many home service franchises can be operated from home, and some require only one or two workers for tasks like window cleaning or drywall repair.

While some home service franchises may require the use of branded vans, the added cost can be beneficial as it increases brand recognition with each job completed. Many franchises also offer a mix of services for both residential and business clients, providing opportunities to earn revenue from multiple sources.

Investing in a home service franchise also provides the benefit of leveraging the brand name of a well-known company, even if the franchise serves only the local area. This can help the franchise generate revenue and support the local economy.

Starting a home service franchise can be a lucrative opportunity for both new and experienced business owners. However, starting a business from scratch can be challenging, especially without prior experience in the industry. Buying

a home service franchise provides the advantage of a proven business model, saving time, and avoiding costly mistakes.

Many of the best-selling home service franchises offer specialized services that homeowners are unable or unwilling to do themselves. These franchises can provide essential services that maintain a house's condition and generate revenue.

The cost of a home service franchise can vary, ranging from \$15,000 to \$2 million or more, depending on the franchise size and type. However, most home service franchises can be started for between \$100,000 and \$250,000. Franchises with a physical location or showroom may be on the higher end of the cost scale.

The home service industry is a thriving market with significant growth opportunities for entrepreneurs. Investing in a home service franchise can provide a quick and cost-effective way to enter the industry and take advantage of the high demand for home services. With the right franchise and business strategy, success can be achieved, and financial goals can be realized.



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Finding the right franchisees is one of the most challenging and critical aspects of building a successful franchise.

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PHOTO BY SHUTTERSTOCK

Steady-Eddy Franchise Industries

Some businesses remain in demand even during economic downturns.

By Melissa Lewis

If you are considering business ownership, the state of the economy is something you are probably keeping a close eye on. You worry about how an economic downturn could affect your business and livelihood.

In general, franchises tend to fair relatively well during recessions compared to non-franchised businesses, due to their proven business models and network of support and resources.

I've been a part of the franchise industry

since 2001. I was around for the economic downturn after 9/11, the Great Recession of 2008, and the Covid-19 pandemic. I've seen the ups and downs and some businesses struggle while others succeed.

Through all these changes, there are five steady franchise industries for reliability in any economy.

HOME SERVICES

The home service industry is huge. It is a \$457 billion market and continually growing.

During recessions, people tend to

travel less and spend more time at home. They tackle home improvement projects they've been putting off and make their home more comfortable since they are spending more time there.

Bear in mind, people aren't likely to do big \$20,000 kitchen remodels, but smaller home improvement businesses include:

- Painting,
- carpet and flooring, and
- windows and blinds.

There are some home services and repairs that people will always need, no matter what the state of the economy. If

The home service industry is huge. It is a \$457 billion market and continually growing.

a pipe breaks in your home, you repair the damage. There isn't another option. Some businesses that are always in demand are:

- restoration services (fire, water, smoke, etc.);
- plumbing;
- heating, ventilation, air conditioning; and
- roofing.

In franchising, we call these types of businesses “dull normal.” They aren't sexy, but they are services people will always need, making them steady and solid.

BUSINESS SERVICES

Business services describe work that supports a business. These services increase productivity, profitability, and efficiency for businesses. And that is always in demand, especially during difficult economic times.

There are a wide variety of businesses in this industry:

- Expense reduction
- Staffing
- IT consulting
- Print fulfillment
- Shipping and delivery
- Marketing and advertising

Cleaning and repair franchises also fall under business services. Retail stores will always need windows cleaned, buildings and sidewalks power washed, utility services, parking lots paved and repainted, etc.

HOME HEALTH CARE

One thing you can count on: people are always getting older. Senior care—and more specifically, in-home health care for seniors—is in high demand.

Today, 77 % of adults 50 and older want to age in place and remain in their homes as long as possible. By 2030, all of the nearly 70 million baby boomers will be between the ages of 65 and 85. That's a huge consumer base for in-home health care services.

The in-home care franchise industry is growing at a rate of 10% annually. Seniors don't need only medical care, in-home



care can also include services such as:

- health care,
- personal care,
- household chores,
- money management,
- meal services, and
- home modifications.

Health and senior care businesses are one of the top six recession-resistant franchises. Even during the Great Recession in 2008, health care industry employment grew by 6.6%.

This is a needed industry, and you don't need medical experience to start a senior care franchise.

MOVING AND CLEANING SERVICES

The average American moves 12 times during their lifetime. Whether they are downsizing, upsizing, moving across town, or across the country, people are always moving. They need help cleaning out their homes and moving their belongings

many times throughout the stages of their lives.

The moving industry makes \$86 billion in annual revenue.

During recessions, people tend to downsize their homes or move to more affordable neighborhoods. And during the pandemic, we saw huge migrations of people moving out of cities and/or upgrading to bigger homes as they transitioned to working from home.

Junk removal services often go hand in hand with moving, but many people need them in other instances, too:

- Estate cleanouts
- Office/business cleanouts
- Home renovations
- Home decluttering
- Hoarder cleanouts

The same is true of cleaning services. People will often hire cleaners when they move out of an old home or into a new one. Cleaning services are also used

Franchise customers tend to be relatively affluent people with middle to high levels of income.



PHOTO BY KURHAN / SHUTTERSTOCK

after the junk has been removed from an estate or hoarder cleanout. There are other types of cleaning services, such as medical cleaning, carpet cleaning, even crime scene clean up.

FITNESS AND BEAUTY

Fitness and well-being will always be important, no matter what state the economy is in. Today, 62% of Americans say that health and wellness activities would be the last thing they cut back on during a recession, preferring to cut back on travel and going out instead.

Fitness centers fulfill physical, emotional, and social needs that are priorities for many people. During the 2008 recession, gyms and fitness clubs remained steady and actually saw 2.2% growth.

I found that during the 2008 recession, instead of forgoing gym memberships, people placed more importance on the value of their memberships. Instead of a

pilates membership and a yoga membership, they would choose fitness centers that offered a variety of services at an affordable price.

You may think that beauty services are considered frivolous spending during a recession, but you'd be surprised. The lipstick effect is a term that was coined during the recession of 2000. It refers to the observation that people continue to spend money on small indulgences, like beauty services, during economic downturns. These services make people feel good without putting a significant strain on their finances:

- Hair maintenance and styling
- Manicures and pedicures
- Facial treatments
- Massages
- Botox treatments

Franchise customers tend to be relatively affluent people with middle to high levels of income. They aren't hit as hard

by economic fluctuations. Their lifestyles don't change as drastically, and they continue to spend during recessions.

Steady-eddy industries typically aren't sexy, but they will always be in demand and make for good, reliable business. If you're interested in business ownership but worry about economic volatility, get in touch, and we can discuss the best steady, secure franchising opportunities for you. ▶



Melissa Lewis' straight-forward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people. Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.



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A transformed market has opened opportunities.

PHOTO BY S. KAWEE

FOCUS ON THE HOME SERVICES INDUSTRY

By Brian LaCour

The home service industry is a \$506 billion market in the U.S. Americans complete 511,345,000 home service jobs each year, about 16 jobs per second.



The coronavirus crisis has transformed the home service market, with people investing more of their time and money into transforming their homes to suit new lifestyles. We have seen a sharp shift away from spending on restaurants or vacations toward renovations and HVAC services—an undeniable indicator that this industry is about to experience major growth like never before! Large businesses are quickly jumping on board as well as small operations that see this moment in history providing unprecedented development potential for them too.

The home service industry is a vital part of the economy, powering our residential and commercial spaces with essential services like painting, cleaning, landscaping, and construction. From installing new windows to clearing debris from a

job site, these businesses are crucial for keeping homes and businesses running at top speed!

As the home service industry flourishes, so does competition for top-tier talent. Making sure you're able to attract and retain your most talented employees calls for offering competitive salaries and benefit packages along with a wholesome work environment. To further this advantage, investing in training programs that stay updated on trends is critical—enabling businesses providing these services to remain ahead of their competitors while continuing down the path to success!

A few of my top choices:

Residential maid service that delivers reliable non-toxic and eco-friendly, floor-to-ceiling house cleanings. This provides a

Americans complete 511,345,000 home service jobs each year, about 16 jobs per second.

dependable and guaranteed clean that lets individuals live their lives without worrying about the cleanup. The market size, measured by revenue, of the residential cleaning service franchises industry, is \$899.9 million. The average total investment is \$50,000–\$125,000.

Home improvement companies that provide services for the housing stock of North America are gaining momentum. The industry revenue is expected to rise at an annualized rate of 1.7% to \$96.6 billion over

THE HOME SERVICE INDUSTRY IS A VITAL PART OF THE ECONOMY.

five years. A kitchen remodeling franchise total investment is \$72,000–\$129,000. A roofing franchise total investment is \$75,000–\$250,000. Senior care service franchises help patients achieve their goal of staying independent and healthy, allowing them to reside at home for as long as possible. This is a great option for those who want to create a secure, solid, and highly profitable business that makes a difference in your community. The total investment for a senior care franchise is \$77,000–\$150,000.

These are just a few home-based franchise ideas that are currently available. If you want additional information on which concept would best fit your skill set and/or would perform best in your area, please feel free to contact us for a complimentary consultation. ►



Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise

Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.



PHOTO BY EVABLANCO

MEET THE PEOPLE BEHIND THE BRANDS

Casey's Cleaning
Since 1986



YOUR TRUSTED HOUSE CLEANERS SINCE 1986

By Christina Huang

The art of multitasking: "Thank you, but I cannot work those hours. I have to get my children off the school bus." How many of you have run into a similar situation? The job offer was substantial, but the hours were impossible because of other life responsibilities. As a single mom to two young children, Cindy Nacca created Casey's



Cleaning Service out of necessity. However, she didn't just want to provide for her family; she wanted a career that would allow her to be at every baseball game and school show. Being present in her children's lives was equally important

as providing for them. With Casey's Cleaning Service, she created the work-life balance her family deserved. Now, after 30 years of growing her business to multiple counties in New Jersey, it is time to share the knowledge and wealth with others looking to do the same.

Start your own essential cleaning business from home in 30 days or less.

We recently learned more about Cindy and Casey's Cleaning Service journey.

Could you tell us about yourself and how long you have been doing business?

When I began, I was married with a newborn and a 2-year-old. My husband was in and out of work, and I needed to have steady income where I could make money and tend to my babies at the same time. I needed to supplement my bus driving salary.

What attracted you to the line of work you're in, and how did you get started?

I was blessed to have a bus driving job that allowed me to bring my young babies with me. I needed to supplement my bus driver salary. I had time between runs. I needed an inexpensive start-up business that I could operate while keeping my babies with me and keeping my bus driving job. Low overhead made cleaning houses a perfect fit for my family.





Why should someone choose Casey's Cleaning over other similar home service franchises?

We don't require that you get real estate to start. A desk in your house will work just fine. We don't require a brand new car, or any certain make and model; you can start with the car you have. We don't require any large purchase of equipment, making start-ups extremely affordable. We have a cleaning routine that is fast and efficient. Payroll will be your largest bill. By following our plan, there is no wasted time. We did all the trial and error. We know what works, and we know what doesn't. And most important, you get 36 years of experience, training, and ongoing support.

What's the most satisfying part of your job?

Cleaning is a necessity to some and a want to others. People are thrilled when we are finished. Some just can't do it and some just don't have the time. I like to make them happy. When a senior feels better simply because her house is clean, it is very satisfying.

What's the best piece of advice you've ever been given when it comes to success?

My dad once told me, "You're not just a girl." He was correct. I was born in the early 60s; times were different. However, there is still work to be done in this area. We are moving forward, and women are more accepted as business owners, but it still annoys me when people think a man owns this business. But I decided to take it with a smirk on my face, "Nope, just a girl." I often refer back to this advice whenever I doubt myself, when I think I may dream too big, when I plan on jumping to the next level. Of course I can do it. I can do anything. I am not just a girl. That advice gets me through the fear part and onto the doing part.

Are there any new projects or endeavors you're working on that you're extra excited about?

Yes, we are currently taking our manual and starting franchises in New Jersey and Florida. We want to show how easy it is to open and how quickly it takes off. They are all for sale as established franchises.

Where do you see your franchise in 5 years and 10 years?

We are new to the franchise game, but we are well under way to selling many new and established Casey's Cleaning businesses. In 5 to 10 years, I see Casey's Cleaning in every state and starting around the world.

What's the biggest challenge or most difficult moment you've faced in your job?

This isn't a very stressful life. Problems are fixable. People appreciate what we do. Running it is easy; it can be done anywhere. I have run it on vacation, visits, shows, etc. You have freedom when owning this business. You can run it all with just your phone.

Is there anything else that you'd like to share with us about Casey's Cleaning?

I can't think of a better time in history than now to buy into a Casey's Cleaning franchise.

The cleaning industry has been an essential service through the pandemic and going strong. We were never shut down. Clean is what most people are thinking about now.



It has become a matter of safety rather than just getting the dust bunnies. Most people want a deep disinfecting cleaning job. Homes, offices, businesses, health care worker homes, Covid-19 affects everyone, and everything will need to be thoroughly cleaned.

You can have your own Casey's Cleaning up and running within a month. With Covid-19 here to stay, more residents and business owners will put cleaning as a priority. This industry will see blistering growth. Don't let this opportunity pass you by. We provide unlimited support and training every step of the way, because when you're a Casey's Cleaning Franchise, you're family. ▶

For more information:

www.caseyscleaningfranchise.com
cindy@caseyscleaning.com
 (609) 548-2660. Call or text anytime.



SERVICE-BASED FRANCHISES: THE FORGOTTEN COUSIN

Low start-up costs and high returns are some of the advantages of this niche.

By Tom Scarda

Service-based franchise businesses are popular for Americans looking to start their own business. These lesser-known concepts provide a wide range of services, from home cleaning and maintenance to beauty and wellness to pets' and children's services, to name a few. The popularity of these franchises among franchise consultants like me is due to several positive characteristics and attributes, including ease of operation, low start-up costs, and above-average returns in many cases.

Compared to a traditional brick-and-mortar store—a service business investment can be a quarter of the price compared to retail. At the same time, it could make the same return or even more in many cases. However, conceptualizing a service business is

challenging. In most cases, there is no store to visit to understand how the model works. I will attempt to paint a picture for you here.

Most service franchises are home, professional office, or warehouse based. The service is performed in or at the customer's

home or office. However, some services can be in a traditional retail setting. For the most part, personal services fall into the retail category. Services such as hair care, weight loss, and massage are a few examples. For this article, I am focusing on the services that do not require a brick-and-mortar store.

As an industry, we look back at the Great Recession in 2008 through 2010 and the recent pandemic. We have found that certain service-based businesses did well, and some expanded exponentially. For example, a knee-jerk reaction regarding home cleaning may lead to individuals stopping that type of service when family budgets get tight. However, statistically and counterintuitively, the opposite is true. Some families put off large expenditures such as European vacations but kept quality-of-life services during economically down times. It gave people a sense of normalcy.



Service-based franchise businesses are popular for Americans looking to start their own business.

One of the most significant advantages of a service-based franchise business is that they are relatively easy to operate. Many of these franchises provide extensive initial training and ongoing educational opportunities for their franchise owners. Many concepts have in-house call centers and customized plug-and-play marketing campaigns. Many companies support franchisees with franchise coaches who ensure owners have the necessary skills and knowledge to run the business effectively. This level of support makes it easier for new business owners to get started, as they do not need to have experience in the service industry.

Another benefit of service-based franchises is their low start-up costs. Usually, heavy equipment is not needed, and there are no retail real estate leases, construction costs, or public utilities needed for these franchises. Many of these franchises require a relatively small investment, which makes them accessible to a wide range of aspiring business owners. This low investment also means franchisees can start generating revenue sooner, which can help offset upfront costs.

Most service-based franchises offer a proven business model that is not a fad or trend. Many are needed or emergency services that receive inbound inquiries. This type of customer acquisition means that franchisees can rely on the success of the franchise model to ensure their own success. Many of the service franchise companies have all systems dialed in and have tested and refined their business model. By conducting deep due diligence, new franchisees can be confident that they are investing in a business that is likely to succeed if the company's systems are followed.

One of the key attributes of service-based franchise businesses is their flexibility. Many of these businesses can be run from home, which makes them an excellent choice for owners who want the freedom to work at their own pace. This flexibility also means that franchisees can choose to work part time or full time, depending on



PHOTO BY PROSTOCK-STUDIO

their personal circumstances, in coordination with the franchise company's growth strategy.

Another encouraging characteristic of service-based franchise businesses is their scalability. Because of technology, many of these businesses can be easily scaled up as they grow. In addition, the various marketing systems allow franchisees to increase their exposure, revenue, and profits. Technology such as search engine optimization is a useful tool. It makes it easier for franchisees to expand their business into new markets and territories.

In conclusion, if you are considering owning your own franchise business, keep an open mind and consider the service sector. Service-based franchise businesses are not the first to come to mind for aspiring franchise owners. However, they are a popular choice for entrepreneurs after an in-depth due diligence process that incorporates a

compare and contrast analysis against retail opportunities. These businesses offer ease of operation, low start-up costs, higher margins, a proven business model, flexibility, and scalability. Every company has risks. However, service-based franchises are an excellent investment for people looking to start their own businesses with the least risk possible.

To learn more about which low-investment, high-margin franchises are available in your area, contact Tom Scarda or visit his website: www.TheFranchiseAcademy.com. ▶



Tom Scarda is a franchise coach and advisor. He was the number one franchisee of the year with his first franchise concept and failed miserably in his second franchise. The lessons learned from failure are what make him such an expert. Tom is the author of the number one bestseller *Franchise Savvy*

and hosts The Franchise Academy Podcast. www.TheFranchiseAcademy.com

TOP 100 HOME SERVICE FRANCHISES

| FRANCHISOR | FOUNDED | FRAN. SINCE | INITIAL INVESTMENT | CONTACT | PHONE | WEB ADDRESS |
|--|-------------|-------------|---------------------------|--------------------|---------------------|---|
| Casey's Cleaning Franchise | 1986 | 2019 | \$5000 and a vehicle | Bill Nacca | (609) 548-2660 | www.caseyscleaningfranchise.com |
| Bloomin' Blinds | 2001 | 2014 | \$87000 - \$162000 | Kelsey Stuart | (214) 995-1062 | www.bloominblinds.com |
| City Kitty | 2000 | 2017 | \$35,000 - \$45,000 | Adrienne Kawamura | (206) 778-4717 | www.citykittygrooming.com |
| Stratus Building Solutions | 2005 | 2006 | Varies based on Territory | Rob Lancit | (516) 551-4773 | www.stratusclean.com |
| Lawn Doctor | 1967 | 1967 | \$116,465 - \$141,815 | Eric Martin | (800) 989-1903 | www.lawndoctor.com |
| Surface Experts Franchising LLC | 2018 | 2018 | 133,090 | Geoff Batchelder | (925) 218-2332 | www.surfaceexperts.com |
| Mosquito Hunters | 2014 | 2018 | \$91,187 - \$116,187 | Eric Martin | (800) 989-1903 | www.mosquitohunters.com |
| ecomaid | 2010 | 2019 | \$110,990 - \$136,379 | Eric Martin | (800) 989-1903 | www.ecomaids.com |
| Fibrenew | 1985 | 1987 | \$89,000 | France Larouche | (800) 345-2951 | www.fibrenew.com/franchising |
| Premier Pools & Spas | Paul Porter | 2014 | \$50,000 | Bart Zacks | (615) 623-9747 | www.premierpoolsfranchise.com |
| Paul Davis Restoration | 1966 | 1970 | \$576,000 | Mike Hopkins | (904) 868-8744 | www.pauldavisbusiness.com |
| DetailXPerts Franchise | 2002 | 2008 | \$68,500 | Angela Williams | (877) 317-9737 | www.detailxpertsfranchise.com |
| Honey Do Franchising Group | 2002 | 2008 | \$86,300 - \$133,200 | Brad Fluke | (423) 383-1358 | www.Yourhoneydo.com |
| United Water Restoration Group | 2008 | 2015 | starts at \$150,000 | Maria London | (386) 562-0871 | www.uwrgfranchise.com |
| Pet Butler | 1983 | 1988 | \$30,711 | Kandra Witkowski | (844) 777-8608 | www.petbutlerfranchise.com |
| Frost Shades | 2021 | 2021 | \$48,000 | Thomas Scott | (615) 483-4923 | www.frostshadesfranchise.com |
| The Flying Locksmiths | 1984 | 2015 | \$165,299 | Geoff E Batchelder | (925) 218-2332 | www.flyinglocksmiths.com |
| WaveMAX Laundry | 2012 | 2016 | \$234,455 | Geoff Batchelder | (925) 218-2332 | www.wavemaxlaundry.com |
| The Maids International | 1979 | 1979 | \$36,000 initial deposit | Josh Minturn | (402) 558-5555 | www.maids.com |
| Deck Medic, Inc. | 1990 | 2016 | \$50,000 | Jeff Konopack | (708) 670-9140 | mydeckmedic.com |
| Dryer Vent Squad | 2019 | 2019 | \$50,000 | Thomas Scott | (888) 379-3704 | www.dryerventsquadfranchise.com |
| Clozetivity | 2021 | 2021 | \$75,000 | Thomas Scott | 888-CLOZETIVITY | www.clozetivityfranchise.com |
| Wow 1 Day Painting | 2010 | 2011 | \$67,500 - 129,500 | Adam Winnett | (844) 369-8899 | www.wow1day.com/franchise |
| Pillar To Post Home Inspectors | 1993 | 1994 | \$40,445 - \$49,645 | Eric Steward | (877) 963-3129 | www.franchise.pillartopost.com |
| Made in the Shade Blinds and More | 1994 | 2013 | \$60,000 - \$70,000 | Eddie Miller | (504) 420-5721 | www.madeintheshadeblindsfranchising.com |
| CertaPro Painters | 1992 | 1992 | \$179,500 | Tom Monaghan | (800) 693-5859 | www.Certapro.com/franchise |
| Spring Green Lawn Care | 1977 | 1980 | \$42,332 | Mark Potocki | (815) 230-1296 | www.springgreenfranchise.com |
| Good Eggs | 2002 | 2005 | \$105,735 | Stephanie Jerome | (847) 693-2029 | www.brightstarfranchising.com |
| Oxi Fresh Carpet Cleaning | 2006 | 2006 | \$46,465 - \$76,390 | Jordan Keith | (720) 963-6197 | www.oxifresh.com |
| StretchLab Franchise | 2015 | 2017 | \$171,375 - \$290,625 | Anthony Geisler | (949) 346-3000 | www.stretchlab.com/franchise |
| Steel Coated Epoxy Floors | 2018 | 2019 | \$40,000.00 | Mitch Cypers | (801) 603-0889 | www.SteelCoatedFloors.com |
| Shack Shine | 2015 | 2016 | \$67,600 - \$129,050 | Jeremy Ennis | (866) 909-3686 | www.shackshine.com |
| Senior Helpers | 2002 | 2004 | \$49,500 | Annie Long | (443) 948-6167 | www.seniorhelpersfranchise.com |
| Restoration 1 | 2007 | 2012 | \$84,500 - \$193,125 | Todd Bingham | (859) 509-7283 | www.restoration1.com |
| Outdoor Lighting Perspectives | 1995 | 1998 | \$30,000 - \$50,000 | Stephanie Ryan | (804) 353-6999 x316 | www.outdoorlightingfranchise.com |
| Maid Brigade | 1984 | 1985 | \$100,000 - \$125,000 | Joel Lazarovitz | (800) 722-6243 | www.maidbrigade.com |
| Lapels Dry Cleaning | 2000 | 2001 | \$125,000 | Michael Eisner | (781) 829-9935 | www.lapelsfranchise.com |
| Jantize America | 1988 | 1990 | \$10,000 | Paul Dorsey | (704) 503-7141 | www.jantizefranchise.com |
| Joe Homebuyer | 2015 | 2019 | \$20,000 - 40,000 | Lynsie Oborn | (385) 233-5146 | www.joehomebuyer.com/franchise-opportunity |
| Izsam Constr. Cleanup & Comm. Cleaning | 1998 | 2016 | \$60,000 | Dan Bennett Sr. | (402) 707-2148 | www.izsam.com |
| HomeVestors of America, Inc. | 1996 | 1996 | \$70,000 - \$363,250 | Bonnie M. DePasse | (972) 619-0097 | www.homevestors.com |
| Home Clean Heroes | 2017 | 2018 | \$117,525 - \$134,060 | Joe O'Brien | (804) 410-4376 | www.Homecleanheroesfranchise.com |
| Five Star Bath Solutions | 1996 | 2002 | \$25,000 - \$35,000 | Lynsie Oborn | (385) 233-5146 | www.bathsolutionsfranchising.com |
| Concrete Craft | 2008 | 2008 | \$141,790.00 | Jonathan Thiessen | (949) 404-1100 | www.concretecraft.homefranchiseconcepts.com |
| Conserva Irrigation | 2012 | 2017 | \$30,000 - \$50,000 | Russ Jundt | (804) 353-6999 x402 | www.irrigationfranchise.com |
| Bluefrog Plumbing & Drain | 2015 | 2015 | \$127,130 - \$370,915 | Todd Bingham | (859) 509-7283 | www.bluefrogplumbing.com |
| Budget Blinds | 1993 | 1995 | \$125,340 | Jonathan Thiessen | (949) 404-1100 | www.franchise.budgetblinds.com |
| Archadeck Outdoor Living | 1980 | 1984 | \$30,000 - \$50,000 | Stephanie Ryan | (804) 353-6999 x316 | www.archadeckfranchise.com |
| AdvantaClean | 1994 | 2006 | \$140,100 | Jonathan Thiessen | (949) 404-1100 | www.advantacleanfranchise.com |
| Advanced Renovation Services | 2015 | 2020 | \$55,000 - \$125,000 | Nick R. Walpert | (702) 981-7310 | www.AdvancedRenovationServices.com |
| Eco Countertops USA | 2008 | 2015 | \$47,500 | Steve Wolkoff | (317) 938-1400 | www.ecocountertopsusa.com |

INDEPENDENT GUIDE TO THE BEST FRANCHISES

| FRANCHISOR | FOUNDED | FRAN. SINCE | INITIAL INVESTMENT | CONTACT | PHONE | WEB ADDRESS |
|--|---------|-------------|-----------------------|------------------------------|-----------------------|--|
| Floor Coverings International | 1988 | 1988 | \$152,000 - \$220,000 | Amy Schlosser | (404) 786-0395 | www.flooring-franchise.com |
| Gotcha Covered | 2009 | 2009 | \$75,000 - \$95,000 | Hannah Leutert | (720) 446-5010 | www.gotchacoveredfranchising.com |
| HomeHealth24x7 | 2015 | 2015 | \$9,000 | Simon Censon | (888) 984-2210 | www.franchise.homehealth24x7.com |
| Interim HealthCare The Gift of Hospice | 2011 | 2011 | \$165,000 | Wendy Olayvar | (858) 737-7482 | www.interimhealthcare.com/thegift |
| Lawn Creations | 1979 | 2019 | \$19,900 - \$23,900 | Edmund Tucker | (419) 843-3867 | www.lawncreationsusa.com |
| Spaulding Decon | 2005 | 2016 | \$139,000 | Laura Spaulding | (813) 298-7122 | www.spauldingdecon.com |
| Supreme Kourts Franchising | 1958 | 2019 | \$150,000 - \$250,000 | Tom Neuman | (732) 978-0488 | www.supremekourts.com |
| The Inspection Boys Franchise Inc | 2017 | 2017 | \$56,075 | Matthew Rivera | (800) 819-4403 | www.bit.ly/InspectionBoy |
| The Junkluggers | 2004 | 2013 | \$105,535 - \$230,760 | Kristy Ferguson | (800) 584-5865 | www.bit.ly/theJunkluggers |
| Re-Bath | 1978 | 1991 | \$139,900 - \$308,000 | Rose Miller | (480) 754-8976 | www.rebathfranchise.com |
| The Cleaning Authority | 1977 | 1996 | \$71,458 - \$167,834 | Brittney Holobinko | (443) 602-9154 | www.thecleaningauthority.com |
| Pestmaster Services | 1979 | 1991 | \$36,400 - \$85,400 | Jeff Van Diepen | (800) 525-8866 x 205 | www.pestmaster.com |
| Handyman Matters | 1998 | 2001 | \$93,277 - \$137,472 | Jameka Spencer | (303) 984-0177 x 9308 | www.HandymanMattersFranchising.com |
| HandyPro | 1996 | 2000 | \$70,640 - \$128,643 | Dick Bass | (248) 893-6799 | www.HandyPro.com |
| HEITS Building Services | 2003 | 2003 | \$90,750 - \$188,200 | David Heitner | (201) 288-7708 | www.HEITS.com |
| Aladdin Doors | 2004 | 2012 | \$32,400 - \$99,950 | Patrick Rutten - Al Abdelaal | (847) 310-3515 | www.AladdinDoorsFranchise.com |
| AmeriSpec | 2006 | 2006 | \$156,430 - \$296,295 | Marnie Hankins | (901) 597 7527 | www.amerispec.com/franchiseopportunities |
| Anago Cleaning Systems | 1989 | 1991 | \$11,265 - \$68,250 | Adam Povlitz | (303) 997-0746 | www.AnagoMasters.com |
| Chem-Dry | 1977 | 1978 | \$67,645 - \$185,757 | Douglas Smith | (615) 806-8099 | www.chemdryfranchise.com |
| College Hunks Hauling Junk and Moving | 2003 | 2007 | \$89,800 - \$208,700 | Kathy Schilling | (920) 253-6630 | www.collegehunksfranchise.com |
| Furniture Medic | 1992 | 1992 | \$80,799 - \$90,136 | Chris Beck | (706) 208-9233 | www.furnituremedicfranchise.com |
| Glass Doctor | 1962 | 1977 | \$127,300 - \$265,500 | Ronnie Musick | (254) 759-5861 | www.GlassDoctorFranchise.com |
| Merry Maids | 1979 | 1980 | \$89,619 - \$125,023 | Christina Rodgers | (800) 633-5703 x 5994 | www.merrymaids.com |
| Mr. Rooter | 1968 | 1972 | \$74,975 - \$182,140 | Sam Thurman | (254) 759-5820 | www.mrrooter.com |
| You Move Me | 2012 | 2012 | \$78,500 - \$169,500 | Cameron Wears | (866) 266-5865 | www.youmoveme.com |
| Squeegee Squad | 1999 | 2005 | \$58,975 - \$145,450 | Jack Ruegsegger | (866) WASH-NOW | www.squeegeesquad.com |
| Bar-B-Clean | 2011 | 2013 | \$36,950 - \$50,070 | Bryan Weinstein | (818) 470-6350 | www.bar-b-cleanfranchise.com |
| Fish Window Cleaning | 1978 | 1998 | \$87,300 - \$150,700 | John English | (636) 530-7334 x 241 | www.fishwindowcleaning.com |
| Mr. Appliance | 1996 | 1996 | \$60,800 - \$139,515 | Brad Knieriem | (254) 759-5821 | www.mrappliance.com |
| Rytech | 1995 | 1996 | \$135,330 - \$170,764 | Steven Seabaugh | (706) 372-0057 | www.rytechinc.com |
| WIN Home Inspection | 1993 | 1994 | \$28,745 - \$36,870 | Chuck Kincade | (615) 721-2813 | www.winfranchising.com |
| Window Genie | 1994 | 1998 | \$92,800 - \$172,500 | Ken Fisk | (800) 700-0022 | www.windowgeniefranchise.com |
| ServiceMaster Clean | 1947 | 1952 | \$93,698 - \$294,433 | Jared Klepko | (901) 356-3679 | www.servicemasterfranchise.com |
| Mr. Electric | 1994 | 1994 | \$98,600 - \$234,750 | Ronnie Musick | (254) 759-5861 | www.mrelectricfranchise.com |
| Maid Right | 2013 | 2013 | \$90,625 - \$138,000 | Gregg Quisito | (678) 336-1780 | www.maidright.com |
| Footprints Floors | 2008 | 2013 | \$65,500 - \$91,600 | Mike Edwards | (303) 552-4863 | www.footprintsfloors.com |
| 911 Restoration | 2003 | 2007 | \$70,100 - \$226,900 | Idan Shpizear | (747) 233-6275 | www.911restorationfranchise.com |
| Molly Maid | 1979 | 1979 | \$111,700 - \$156,200 | Brian Dungan | (254) 745-5019 | www.mollymaidfranchise.com |
| Renue Systems | 2002 | 2003 | \$119,711 - \$227,470 | David Grossman | (917) 328-6661 | www.renuesystems.com |
| Premier Pools and Spas | 1988 | 2014 | \$38,000 - \$97,500 | Bart Zacks | (916) 345-0125 x 101 | www.premierfranchiseinfo.com |
| Mr. Handyman | 2000 | 2000 | \$117,500 - \$149,100 | Nancy Haverty | (734) 822-6729 | www.mrhandymanfranchise.com |
| HomeTeam Inspection Service | 1992 | 1992 | \$44,800 - \$64,800 | Matt Cook | (800) 755-4847 x 125 | www.hometeamfranchise.com |
| Dryer Vent Wizard International | 2004 | 2006 | \$59,650 - \$136,900 | Jason Kapica | (248) 306-3114 | www.dvwfranchise.com |
| Renew Crew | 1993 | 2001 | \$35,675 - \$83,025 | Marcia Mead | (804) 353-6999 x 306 | www.renewcrewclean.com |
| Rainbow International Restoration | 1981 | 1981 | \$172,170 - \$278,595 | Stephen Schiller | (254) 759-5825 | www.rainbowinternational.com |
| Junk King | 2005 | 2010 | \$89,850 - \$175,440 | Darlene Viering | (888) 888-5865 (JUNK) | www.franchising.junk-king.com |
| Outdoor Living Brands | 2008 | 2008 | \$29,000 - \$97,750 | Christie Wang | (804) 823-7554 | www.outdoorlivingbrands.com |
| N-Hance Wood Refinishing | 2001 | 2003 | \$51,970 - \$167,023 | Dwayne Tanner | (615) 988-3754 | www.nhancefranchise.com |
| Puroclean | 1990 | 1991 | \$72,765 - \$192,615 | Clay McKee | (954) 379-5833 | www.PuroCleanOpportunity.com |

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**BOOST YOUR COURAGE INSTANTLY:
DON'T LET FEAR STOP YOU**



Here are some strategies to put fear behind you.

By Patrick Laforet

If you're not actively pursuing your dreams, fear is likely to blame. Fear can stop you from taking the actions necessary to achieve success.

In these times of closures, layoffs, and work suspensions, we need to make sure fear doesn't overtake us. Fear is the enemy, not the situations we find ourselves in.

Some people are experts at plowing through fears, while others could use a few tips. You'd be shocked by how much your life would change if you could just increase your courage by 10%! That's all it takes.

Courage creates action, which boosts your courage even higher.

FOLLOW THESE STRATEGIES TO INCREASE YOUR COURAGE AND ACCOMPLISH MORE:

1. Visualize success. Fear comes from imagining the worst, so one solution is to imagine a positive outcome. It's important to make the visualization as real as possible. Use all of your senses to create a realistic scene. Imagine how you'll feel when you're successful.

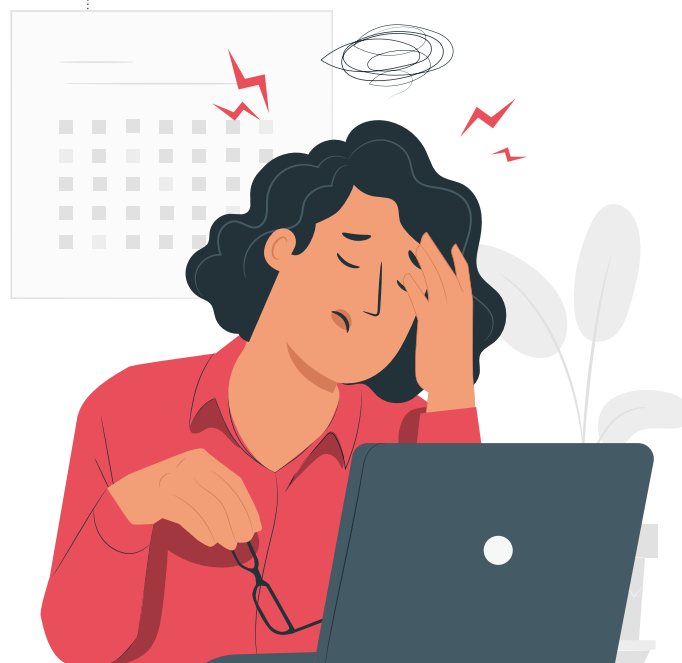
Do this regularly and it will make a difference. Employing this technique even one time can be enough to take the edge off your fear and allow you to act.

2. Imagine your child is watching you. (I love this one!) It's easy to take the easy way out when you're alone. Have you ever noticed that the presence of an audience can make you a little bolder? No one wants to lose face in front of their peers.

Now, imagine that your child is watching you. Who wants to be afraid in front of their own kid? No one! Tell yourself that you're going to set a good example. Behave the way you'd want your child to behave.

3. Call on your alter ego. You have multiple personalities. There's the personality you use at work. There's another personality you use with your friends. Another you use at home. And yet another you'd use at a job interview.

IMAGE BY STORYSET



You can have a personality that is bold and brave. Become that person. Give him or her a backstory. Feel the way they would feel. Do what they would do. Just be that person. Pick up the phone, send out messages, or do research that will help you. Many other people are stuck at home just like you and are answering calls like never before.

4. Ask yourself what a brave person would do. Choose that course of action. Think of someone you know who's brave and contemplate how they would handle your situation. If you know someone who is courageous, ask them what they would do if they were you.

5. Imagine you only have a week left to live. If you knew you were done in a week, you wouldn't be afraid of anything. You'd have a different perspective on life, and nothing could bother you. If you're going to die soon, would you care what some stranger thought of you or your failure? Of course not.

6. Focus on the regret you'll feel if you fail to act. Instead of thinking about failure, think about the consequences of never trying. Regret is a painful pill to swallow. Give yourself the chance to be successful.

The last thing anyone wants is to spend the latter part of life wondering is, "What if?"

7. Change your physiology. Breathe deeply. Stand up straight. Look straight ahead. Stand the way an emperor would stand. Imagine yourself as the most successful and powerful person in history. How would you stand, breathe, and think? Do that.

Is fear limiting your choices in life? What would you do if you were free of fear? Fortunately, you don't have to eliminate your fear by 100% to see a drastic change in your life. It just takes a small boost in courage to get the ball rolling.

When you're faced with fear, try using one of these techniques and notice what happens. Take action and learn a new way of approaching the world—without fear!



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients. Author of *Job Search Secrets 2020*: Pat is also the owner of www.911forjobhunters.com, where he delivers online training and coaching. Email him at plaforet@stoakley.com or visit our site for more free resources.



Typical business success indicators include your company's growth, the amount of money it provides you, and your ability to retain control of the business for yourself or your offspring. Because entrepreneurs do not all start businesses for the same reasons, there is no single norm. It's best to create your own definition of a successful business.

PHOTO BY SHUTTERSTOCK

WHAT QUALIFIES AS A SUCCESSFUL BUSINESS?

By Sitki Kazanci

Every entrepreneur wants to run a successful business. Still, it can be hard to say precisely what that means beyond keeping the doors open and making a product to fight global warming. How can you become a millionaire? Are you a billionaire? Some business owners need a clear idea of what a successful company looks like. It will be easier to reach your goals if you define them clearly.

BUSINESS SUCCESS AND SHAREHOLDERS

According to the *Harvard Business Review*, success for a publicly traded company is often defined as maximizing shareholder value. People and organizations often purchase

stock in your company with the expectation of profit. Focusing on shareholder value is one way for many organizations to measure whether or not they are successful.

Entrepreneurs and startups face unique challenges. You, your partners, and a few investors may be the only proprietors. Your vision of a successful firm includes everyone making money, but most entrepreneurs desire more than a healthy profit margin.

Many entrepreneurs struggle because they don't know what that something is or how to get there. Assume your definition of "success" is providing the highest quality items in the business or having a healthy, diverse corporate culture. If you share this with your management team, they might make concessions or set up human resources policies that help the company grow but are outside your idea of success.

DETERMINING SUCCESS

One of the first questions is whether your primary value is liquidity, growth, or control. You want to grow your business because you are ambitious or want to help more people. Liquidity lets you take money out of the company to pay for your expenses or to give to charity. If control is your primary goal, you should avoid actions that benefit the firm at the expense of your business.

Once you know what you want, you should think about how you will measure your success. You can use different financial metrics to figure out if your business is making money, so focus on a few key metrics. For example, successful liquidity can be measured by how much cash you demand from the company to fund the rest of your life. If you value control, comparing your debt to your income can show you if

Every entrepreneur wants success. It's hard to define beyond keeping the doors open and providing a product to prevent global warming.

you risk giving your creditors too much power.

Other, more personal aspects of entrepreneurship should be considered. Can you pass on your business to your children? How much do you want your company's operations to reflect your values? Are there any lines of business in which you would have moral reservations, even if they were profitable? The better you understand what makes a business successful, the better you can tailor your policy.

ModestAds advises you to consider what type of successful job life would make you happy. One definition of a business winner is someone who wakes up every day thrilled about their career. Even if the activities for the day are complex, the prospect of doing them should be stimulating rather than scary.

MAKING A STRATEGY

According to Business News Daily, no matter your definition of success, the standard business recommendations for turning your firm into a winner apply. Hard work, perseverance, and planning are required for success. Start planning once you've determined what's important to you.

- Set one-, five-, and ten-year objectives. Where do you want your business to be based on your definition of success? How near are you to realizing your vision?
- Investigate your industry. In the context of your competitive climate, how realistic are your goals? If you're a small-town baker, you can rise to the pinnacle of your field. It is considerably more challenging to dethrone Disney or Microsoft.
- Are your objectives SMART (specific, measurable, attainable, relevant, and timed)? If not, attempt to change that. If your goals aren't transparent and easy to measure, it will be hard to tell if you're reaching them.

Consider the steps to attaining your goals after you've defined success and created a list of goals to go with it. Delegate part of that responsibility to your team. Certain aspects of your strategy will require outside assistance, such as technical work or marketing, so share



your vision with those who can help. Divide and assign goals however works best for you and your company. Everyone in your company should share your idea.

MEASUREMENT AND MOVEMENT

Setting goals and deciding on a course of action is not enough. To be a successful business owner, you must check in frequently to assess how well you're meeting any key performance indicators you've set for your organization. Any review method that works is suitable as long as it is used regularly. Examine whether you've fulfilled your objectives and done so on schedule. If you've fallen short, you must know how far you failed and what went wrong. Correct your course accordingly.

Legal business advice suggests looking at your long-term plans once a year. Consider more than just how well you're performing

on your goals; also, consider whether you still believe in them. When you started your business, expansion was your first focus, but now you want more liquidity to enjoy your free time. Perhaps experience has shown you that some of your goals could be attainable.

If your goals are no longer serving you, there is nothing wrong with changing them. Review the goal-planning process again, and create a new agenda of SMART goals appropriate for where you are today. Nobody but you gets to define your success, and you can change it anytime.

Plan a celebration if you're still dedicated to your goals and your review shows you're on track to meet them. Compliment and reward yourself, as well as your employees. Winning is something to be proud of, and celebrating accomplishments gives everyone energy as you set your sights on the next goal. ►



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THE HOME SERVICES INDUSTRY ON THE MOVE-UP!

Here's a look at what's bolstering this industry.



PHOTO BY GPOINTSTUDIO

By Lynne Shelton, Esq.

The home services industry is certainly on fire and has been booming since 2020. The segment includes different business types such as residential cleaning, roofing, painting, plumbing, home improvement, decorative

finishes and everything in between. The home service industry is currently valued at \$506 billion and is expected to see an overall growth of 53% by 2024. So why is this industry so hot right now? Well it's because of very solid sales performances. That along with the fact that these businesses were deemed to be essential during

the Covid lockdowns, which has allowed them to continue to grow. "Coming out of Covid, people are continuing to spend a lot of time in their homes and are realizing updates they want or need to make sure the home is clean, safe, and really comfortable", as reported by 1851 Franchise author Katie Porter.



DecoArmor Designs

You should always do your due diligence on how a brand specifically relates to what you want out of your franchise business.

Let's take a look at one of the verticals that is bolstering this industry. The home improvement segment has had a fabulous year. We see franchise brands such as Archadeck Outdoor Living booking in an impressive 35.7% sales growth increase followed by a whopping 28% and 26% increase for Screen Mobile and the Flying Locksmiths. Budget Blinds has the largest total number of units reporting 1,279 franchisees at the end of 2021, and still showed a 19.8% increase in their sales growth percentage.

Newcomer DecoArmor Designs provides patented decorative finishes that look like stone, woodplanks, brick, and stacked stones but are actually made out of polyurea which is lightweight and almost indestructible. It reported its final "soft opening" type testing for over 200 units rolling out this year; the vertical does not show it slowing down any time soon.

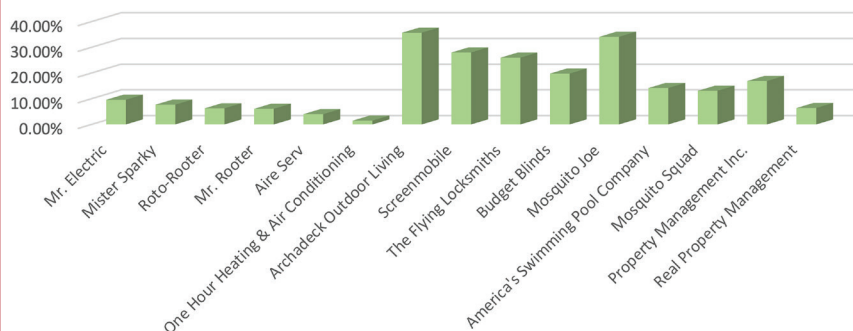
THE HOME IMPROVEMENT SEGMENT HAS HAD A FABULOUS YEAR.

The outdoor services vertical saw similar incredible growth with Mosquito Joe's booking a 34.1% sales growth

with an amazing second place for Property Management Inc booking a 16.9% growth rate, and a not-so-distant third also having an incredible year with a 14.2% sales growth for America's Swimming Pool Company.

In most years a single-digit sales growth rate was expected and certainly still applauded. This year these growth rates seem small compared to the other verticals when evaluating the electrical / HVAC and plumbing franchise systems. However, we saw a 9.6% increase for Mr. Electric, a 7.7% for Mr. Sparky, a 6.3% for Roto-Rooter, and a 6.1% for Mr. Rooter, which are all still incredible growth rates for franchise systems. Roto-Rooter made it up to the ranking of number 67

Home Improvement Sales Growth %



in the top 400, last year and had a total of \$1.468 million in global sales.

Franchise consultants the International Franchise Professionals Group (IFPG) produces a weekly top report. For a recent week, IFPG uses its internal data collected from its portal to identify which home service franchises had the most activity in the past week. This ranking system does not base its top rankings on franchise sales, franchises success rates, or number of units open. They use the ranking system to help identify new and upcoming franchise systems. They showed top interest rankings for EverLine Coatings, followed by Koala Insulation, Superior Fence and Rail, Floor Coverings International, and All Dry to be in the top five.

Whether it's a brand new rising franchise system or one that has over 1200 franchises across the globe, you should always make do

your due diligence on how that brand specifically relates to what you want out of your franchise business.

Christina McAmis, attorney at Shelton Law & Associates reports that franchise disclosure document reviews are up as well. "This is a good thing for the industry. Entrepreneurs are becoming smarter about protecting their investments. Before they ever get started, they are ensuring that their counsel and other trusted advisers are weighing in on protecting their futures. That is just smart business no matter what brand you are looking at."

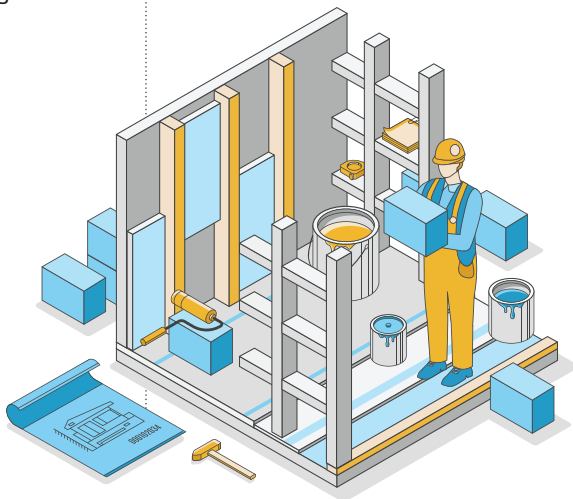


Ms. Shelton was the chief operating officer of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and chief executive officer of an international nonprofit company specializing in training entrepreneurship to young adults.

SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel services for a flat monthly fee.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, site selection, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.





Invest in Yourself

We frequently disregard ourselves as an investment. Make time for personal growth.

By Sara Jensen

You may be restricting your actual potential if you do not invest in personal development. Personal development has an impact on all aspects of your life, not simply your professional or personal life. It's remarkable how few individuals try to better themselves. These are the same people who question why their lives aren't going anywhere.



Here are some pointers to help you on your way:

01 Consider how you would like to shape your life

You won't be able to decide what kind of life you want to live until you have a vision. You must strike a balance between the types of changes you want professionally and emotionally. The two will eventually converge. This attribute will become a part of both if you see yourself being more helpful to others. Certain parts of your personal development may appear to be unique to your personal life, but they may eventually spill over into your professional life. If you wish to improve your community leadership abilities, you might simply include this in your professional career. The idea is to recognize and imagine how this new skill will seem.

02 **Examine Your Present Situation** Determine where you are with your life as it currently exists before making any adjustments. Assess your skills and shortcomings to help you develop a strategy for making the necessary improvements.

03 **Set Objectives** Create some goals after you've identified your talents and shortcomings. These should include both high-level goals and action steps. Most importantly, establish precise deadlines for these action tasks.

04 **Consider Your Options** There may be legitimate reasons why specified tasks or goals are not met. Create alternative steps instead of abandoning the complete personal growth strategy. Take caution not to rely solely on these phases because they are more accessible than the primary aims.

05 **Assess Your Progress** When you reach a milestone, evaluate your performance in relation to the action plan steps. This is a key stage, and it is critical to be practical and truthful. The best method to address this is to delegate this task to someone else. It may be difficult to hear, but the rewards will be well worth it.

06 **Maintain Simplicity** If you include a slew of unattainable targets in your plan, you will almost certainly fail. This is not to say you should not try to push yourself. It simply requires being honest with yourself about your talents. ►

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WHY BORING BUSINESSES ARE ATTRACTING SO MANY

By Jon Ostenson

Hot, trendy, upstart businesses are out. Boring is in. Every day I hear a similar thread from clients hailing from Los Angeles to Long Island and many of the cities in between. There is a

common desire to mitigate risk while having the ability to capitalize on unlimited revenue via business models that require limited overhead, allowing for margin accretion as the business scales.

As I shared in my recently released book, *Non-Food Franchising*, would-be business

owners are seeking opportunities best described as “needs based, Amazon resistant, Covid resistant, and in large part recession resistant.” The majority are also asking for opportunities that require the fewest number of employees in driving the highest possible return on investment.

In the recent past, there has been a clamoring for self storage, car washes, and laundromats. These are examples of boring businesses that don’t require many employees and yet check some of the characteristic boxes. However, in some cases these businesses have become saturated in respective markets. These three examples also require significant capital investment at the onset. Because of this, my clients have largely been gravitating toward businesses that meet many of the same non-sexy criteria and yet carry more of a variable cost model, i.e., capital is incrementally outlayed as the revenue base expands. For instance, there may be no



PHOTO BY NATEEMEE



**Boring businesses
can lead to exciting
returns.**

PHOTO BY ZAMPZNUITTONOVI

customer-facing retail build-out required, which allows for tying up less capital and more geographic freedom.

So, where have our clients and so many others been turning for options that check their boxes? In large part, home and property services. From water mitigation to insulation,

concrete paving to dumpsters, we have seen a strong desire for businesses that occupy a market niche that is largely unpenetrated by other large players.

The industries are often highly fragmented, and their entry into the market would represent the ability to bring a white collar approach to a blue collar industry.

Some of the opportunities are business to business, some are business to consumer, and some are a hybrid of both. In some cases, they provide for recurring revenue, and in others, they may be higher one-time sales. There is an expansive variety of options within what has been estimated to be a \$600 billion market.

So, who are these newly minted property services business owners? We provide a number of client case studies in our new

book, but here are a few examples: A dentist in Des Moines (line striping/parking lot paving), a pharmacist in Buffalo (garage renovation), a Silicon Valley executive in San Francisco (property management), a multi-business owner in Columbia, SC (dumpsters), a Smoothie King owner in Macon, GA (fence and railing), doctors in Dallas (temporary walls for construction renovation). The examples go on and on. For instance, we had seven different clients purchase a great gutter business in 2022—from doctors to insurance agents to a Wall Street attorney. All types of backgrounds are getting involved in these boring businesses!

Another interesting shift has taken place. While 50% of our clients, historically, have purchased franchises as a semi-absentee or semi-passive owner, we saw this increase to roughly two-thirds this past year. This means that more and more are looking to keep their day job while launching and operating a franchise via a manager as a side

hustle. With the lack of attractive investment options, including real estate, it is no surprise that we are seeing so many investors exploring non-food franchise opportunities—often for the first time.

In summary, non-sexy cash-flowing businesses are the new sexy. Trendy has made way for understandable, boring businesses, and a variety of backgrounds in a wide expanse of geographies are flocking to them. While it is impossible to predict the future, from where I sit, I don't see this direction changing any time soon. The logic behind our clients' theses aligns very well with the opportunities that have now risen to the top. It is now with pride that many at the cocktail party will boast of the growth of their side hustles—in boring businesses. ▀



Jon Ostenson is the CEO of FranBridge Consulting, where he specializes in non-food franchise matchmaking. Jon draws on his experience as both the president of an Inc. 500 franchise system and as a multi-brand franchisee in serving his clients. Contact: jon@franbridgeconsulting.com



PHOTO BY BGSTOCK72

Adaptive & Inclusive Fitness

Mental, physical and cognitive challenges



By the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of

Personal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.



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CareBuilders at Home is a home care franchise that provides personal care, companionship, and wellness services to seniors, people with disabilities, and others in need of assistance at home. Founded in 2011 by brothers David and Stephen Savitsky, CareBuilders at Home is a values-forward company with a mission to ensure client safety, promote independence, and improve quality of life. With over 150 years of home care experience and 30 years of franchise experience, the company provides franchise partners with a full suite of administrative support services, including billing and collections, caregiver payroll funding, human resources support, caregiver benefits management, workers' compensation and general liability insurance, sales, marketing, and public relations

support, and technology to manage daily operations.

As a leading senior care franchise, CareBuilders at Home offers innovative service extensions to differentiate from its competitors and drive profitability for franchise partners. These include a Virtual Caregiver Platform that uses cutting-edge technology to provide clients with an instant connection to friends, family, and their care team; a Brain Health and Fitness Program to promote cognitive development and independence; and Personal Assistant Services for task-specific needs such as personal care, housekeeping, and transportation. With the senior care industry projected to reach \$1.7 trillion by 2028, CareBuilders at Home is an established brand that is well-positioned to meet the growing needs of the aging population.

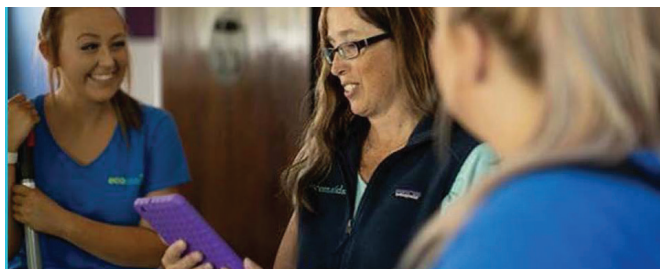
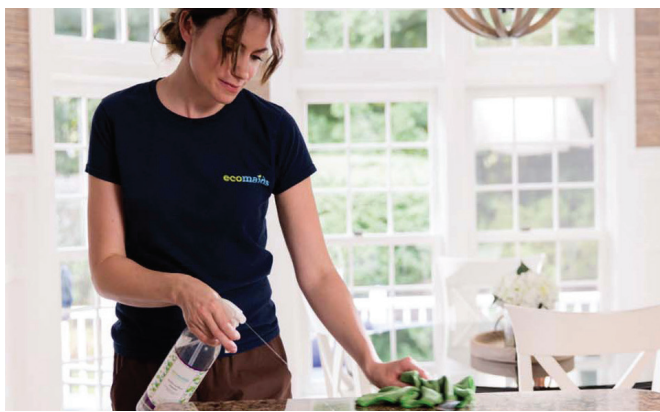


CareBuilders at Home

1983 Marcus Ave. North New Hyde Park, NY 11042
(516) 750-1609 / Lyount@carebuildersathome.com
www.carebuildersfranchise.com

ecomaid's Disrupts the Legacy Cleaning Space!

ecomaid's Rides the Green Wave Movement with 58 new Units in 2020!



ecomaid's is the leading innovator of environmentally responsible, nontoxic residential and light commercial cleaning services throughout the country. They use the highest quality, eco-friendly products certified by Green Seal and EPA Safer Choice. Success begins with a strong system. ecomaid's provides a world class media team and in-house sales center that manages the franchisees advertising and day to day sales. With their robust technology platform, a franchisee can manage their business easily and spend time where it matters; with their ecotechs and clients. In addition to ecomaid's green-forward approach to cleaning, these personal connections that the brand fosters with clients keeps families coming back. Instead of a single employee or contracted cleaners, ecomaid's sends the brand's teams of ecotechs to clean people's homes in order to speed up the process and make sure that quality remains top-notch.

While many businesses are experiencing challenging times, ecomaid's has consistently thrived due to the essential need for disinfecting and cleanliness. Consumers want to feel safe in their homes as well as in the businesses they patron. ecomaid's use of science-based protocols provides that peace of mind. ecomaid's environmentally conscious mission lets customers feel good about their services.

ecomaid's

ECOMAID'S, LLC

142 State Route 34
Holmdel, New Jersey 07733

(732) 946-4300
franchiseinformation@ecomaid's.com
www.ecomaid's.com/franchise-opportunities

Lawn Doctor Continues to Kick Grass & Expand Its Reach Throughout the Country!

Lawn Doctor Surpasses 600 Locations In 2020!

Lawn Doctor, the largest lawn care franchise in the country, is comprised of locally owned and operated businesses supported by a national brand. The Lawn Doctor family of approximately 600 franchise locations in more than 40 states uses proprietary technology and equipment, designed and built in Lawn Doctor's NJ manufacturing facility. Backed by a 100% guarantee, the licensed services provided by Lawn Doctor help maintain and improve overall condition and appearance of our customers' properties, as well as protect health and comfort with pest control services. Lawn Doctor has been offering custom lawn care, pest control, and tree and shrub care services to property owners since 1967 – and has been doing it in ways the competition simply can't match. The attention to detail and service means franchisees enjoy a customer retention rate of 80%, the highest in the industry. This incredible, long standing success is attributed to the quality of people within the organization and continued innovation to keep the brand and related solutions relevant.

While those affiliated with Lawn Doctor embrace its rich history, the brand is constantly evolving and looking forward. In fact, Lawn Doctor recently experienced its single best year in 2020 after growing same store sales by double digits. Being a mobile and recurring service with no reliance on a storefront or face to face customer interaction, the company continues to thrive by providing its essential services around the country. In a world of uncertainty, Lawn Doctor will continue to enjoy success in a recession resistant and pandemic resilient business.



LAWN DOCTOR

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Holmdel, NJ 07733

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Mosquito Hunters Is Growing Rapidly & Buzzing with Excitement

Mosquito Hunters Surpasses 100 locations in 2020!

In addition to being focused on results and great customer service, Mosquito Hunters strives to provide immense value to its franchise partners. Mosquito Hunters understands the importance of both lead generation and speed to lead in this fast-paced, everchanging world we live in. They have a world class media team and an in-house call center that does the heavy lifting for our franchisees advertising and day to day sales. This gives their owners a unique opportunity to focus on local customer relationship building that lends itself to long term retention. The term virus has become an everyday word in our society. The Mosquito Hunters business is built to fight and prevent mosquito,

tick and flea born illness and virus. By treating pest breeding grounds using the Mosquito Hunters scientifically proven application program, a human and pet friendly barrier is created around a customer's property.

With people spending more time at home and outdoors, the Mosquito Hunters are able to provide peace of mind and one less thing for their customers to worry about. While many businesses struggled to adapt to the Covid environment, Hunters experienced double digit growth in 2020. Their mobile, recurring, no contact with customer needed program is considered an essential service that has proven to be extremely resilient in the midst of a pandemic.



MOSQUITO HUNTERS

142 HWY 34
Holmdel, NJ 07733

855 4-A HUNTER
franchiseinformation@mosquitohunters.com
www.mosquitohunters.com

Join A Trusted Brand With Benefits

Start your own cleaning company with little startup costs, complete support, and ultimately, financial freedom.

Casey's Cleaning Services offers owners the experience and guidance of over 30 year's experience in residential, rental property, hospitality and light commercial cleaning services. Our founder started Casey's Discount Cleaning Service in 1986 with a bucket, mop, broom and a strong desire to deliver on an in-demand service. Cindy Nacca developed an important level of trust with her clients, quickly adding additional staff to support demand. Her crews were focused on providing attention to detail, consistency and professionalism that clients need and want from a reliable cleaning service.

If you have these same qualities and are dedicated to establishing your own cleaning business, Casey's Cleaning Service has the right training, support, and systems to help you get open, operating and developing clients. Our areas of development include New Jersey, Pennsylvania, and the surrounding communities, which are populated with hard-working residents, small business owners, as well as private Airbnb rental properties that need a reliable service provider to provide cleaning services weekly, bi-weekly, and monthly.

PERKS OF OWNING A CASEY'S CLEANING BUSINESS

Simple Start Up

A simple start up with low-overhead, relatively no inventory and smaller investment than other businesses.

Recurring Revenue and Simple Growth Method

Enjoy the perks of repeat customers, and have the ability to grow with multiple smaller crews.

Flexible Lifestyle

Clients book from early morning to late evening including residential and commercial properties.

Personalized Vehicles

Branded, professional vehicles with logos, phone number, and more.

A History of Success

Family owned and operated since 1986 – with a proven track record of satisfied clients. Cindy's daughter and son have grown up in the business and are now part of the team.

Proven Marketing Strategies

Casey's Cleaning uses the latest technologies and predictable marketing strategies to help you scale your market into the leading cleaning company.



CASEY'S CLEANING FRANCHISE LLC

124 Carriage Way
Forked River, NJ 08731

(609) 242-1466
cindy@caseyscleaning.com
www.caseyscleaningfranchise.com

BY THE NUMBERS

THE U.S. REMODELING INDUSTRY IS WORTH AROUND **\$99 BILLION.**



10.5% OF ALL BUSINESSES ARE FRANCHISES, ACCORDING TO THE U.S. CENSUS BUREAU.



THE MOST POPULAR SERVICES IN THE HOME SERVICES INDUSTRY INCLUDE **LANDSCAPING AND YARD WORK, HOUSE CLEANING, AND PEST CONTROL.**

SOURCE: STATISTA

IN THE UNITED STATES, THE HOME SERVICES MARKET WAS VALUED AT **\$558 BILLION** IN 2018 AND IS EXPECTED TO GROW AT A CAGR OF **18.6%** FROM 2019 TO 2025.

SOURCE: ALLIED MARKET RESEARCH



The average hourly rate for a handyman in the United States is **\$65** per hour.

SOURCE: HOMEADVISOR



THE AVERAGE COST OF A RESIDENTIAL ROOF REPLACEMENT IN THE UNITED STATES IS **\$7,211.**

SOURCE: HOMEADVISOR



In the United States, the most common reason for calling a plumber is for help with a leaky faucet.

SOURCE: STATISTA



IN THE UNITED STATES, THE AVERAGE COST OF A BATHROOM REMODEL IS **\$10,823.**

SOURCE: HOMEADVISOR

AMAZON HOME SERVICES COVERS MORE THAN **700 TYPES** OF SERVICES!

THE GLOBAL MARKET FOR HOME SECURITY SYSTEMS IS EXPECTED TO REACH **\$74.75 BILLION** BY 2023.

HVAC (HEATING, VENTILATION, AND AIR CONDITIONING) SERVICES ACCOUNT FOR **45%** OF THE REVENUE IN THE RESIDENTIAL SERVICES MARKET.

SOURCE: IBISWORLD



IN THE UNITED STATES, THE AVERAGE COST OF A KITCHEN REMODEL IS **\$25,474.**

SOURCE: HOMEADVISOR

THE AVERAGE COST OF A RESIDENTIAL MOLD REMEDIATION IN THE UNITED STATES IS **\$2,340.**

SOURCE: HOMEADVISOR



THE GLOBAL MARKET FOR HOME ELEVATORS IS EXPECTED TO REACH **\$15.6 BILLION** BY 2027.

SOURCE: GRAND VIEW RESEARCH



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