



Client Requirements

In the last decade, franchising has expanded to include an ever-widening variety of businesses, products and industries. Its application to new concepts and emerging industries will only increase in this decade.

We seek to work with clients that meet the following requirements:

- The business is successful - both financially and in terms of having its concept or method of operation "together;" the length of time that the business has been operation is relatively unimportant. (Occasionally we work with clients who have a concept but no operating business. In these cases, we work with them "from scratch" and assist in the development of the prototype unit, while at the same time preparing their franchise program. After the prototype is launched and "debugged," we make adjustments so that the program comes together in a timely fashion.)
- The business is in an industry or field that is expected to grow over the next several years or has a new twist if it's in a mature field.
- The business is "interesting," as perceived by a prospective buyer.
- The management of the company possesses the ability to grow with the franchise program.
- Prospective buyers of the franchise should realistically be able to recover their investment within a reasonable period of time from the earnings of the business.

- Prospective buyers (provided they have the right background and personality profile) should be able to be trained in the day-to-day operations in a reasonable period of time.

If a business meets these requirements, it can usually be franchised. (A simple test of franchiseability is to determine if you could open company-owned branch units [if you so desired] managed by a company manager. In most cases, franchising is a very similar process, except that, instead of a company manager, you'd have a "dedicated" manager.) Franchising is another way to grow -- other people put up the investment capital to open a business similar to yours.

The sale of franchises is relatively unaffected by the economy. In fact, arguments can be made that franchising does quite well in a weaker economy, since the potential buyer is possibly stagnating at his present position, is eager to control his own destiny, and has assets available (such as equity in home or a severance package) which can be used to buy a franchise.