



# 2012 GUIDE TO TODAY'S **TOP** FRANCHISES



[www.FBR50.com](http://www.FBR50.com)



# 2012 TOP

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Hurricane Grill Wings



Identifies Best-in-Category **Award Winners**

\*View this company's full satisfaction report at: [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com)

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# GUIDE TO TODAY'S TOP FRANCHISES

*The FBR50 is the only awards program to look at actual franchisee satisfaction data and rank companies based on that.*

## FBR's Top 10 Franchises

Home Instead Senior Care  
Fitness Revolution  
Sotheby's International Realty  
Heaven's Best Carpet Cleaning  
Cruise Planners  
European Wax Center  
MaidPro  
FocalPoint Coaching  
Precision Concrete Cutting  
Weed Man

## Most Popular Sectors by Franchisee Satisfaction

- 1 Cleaning & Maintenance
- 2 Fitness
- 3 Health & Beauty
- 4 Pet Services
- 5 Senior Care

## Introduction

In 2005, Franchise Business Review set out to identify the top brands in all of franchising based on our annual survey of franchisees. Originally dubbed the "FBR50" because it included only 50 companies, the list has grown to include more than 150 companies spread out across three categories (small, medium, and large franchise businesses). In addition to providing the base for our awards program, our annual survey supplies us with a considerable amount of data, as well as a unique view of franchising from the inside.

We will take a close look at that data in this report. We will explore what concepts and franchise models are most popular in 2012, what's involved from an investment and financing standpoint, what skills and attributes contribute to a franchisee's success, and how franchisee satisfaction has fared in the past year. We will also forecast where we think franchising is going, and we'll identify the top franchises based on our franchisee satisfaction research.

## Methodology

The data for this report was compiled as part of Franchise Business Review's annual Franchisee Satisfaction Awards, which recognize the top franchise brands based on overall franchisee satisfaction. Now in its 7th year, the FBR50 is the only awards program to look at actual franchisee satisfaction data and rank companies based on that.

To compile the data for this report, we surveyed over 22,000 franchisees, representing more than 300 brands and 135,000 franchise units/locations. Our survey is open to all North America-based franchise companies at no cost.

(Not all brands are willing to survey their franchisees, which may be a red flag in and of itself.)

Our survey is given to all active franchisees within a system. Franchisees answer 33 benchmark questions ranking their franchise system in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 19 questions ask franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community.

From this data, we identify our list of Top Franchises, which includes companies with above average satisfaction among the companies we surveyed. We also interviewed senior executives and franchisees at many of the franchise companies. Their experiences enabled us to back up our data with first-hand insight.

## Models/Concepts

The most popular franchise sectors by satisfaction (the categories with average satisfaction 5% to 10% higher than other categories) are Cleaning and Maintenance, Fitness, Health and Beauty, Pets, and Senior Care. However, the variety of business types seen in our list of Top Franchises (a luxury real estate business, a waxing center, and a business consulting firm, to name a few) proves that no particular franchise model guarantees better franchisee satisfaction over another.

Despite a few misses (the downfall of **Curves** being the most notable), the fitness sector thrived in 2011, and it will likely remain strong in 2012. In fact, so

many fitness companies were added to the Top Franchises list this year that we added a new category just for them (they had previously been included in our Sports & Recreation category). **Fitness Revolution**, a personal training concept new to FBR's awards listing, placed second on the overall list.

Senior care and lower investment concepts (those requiring an average initial investment of under \$100K) continue to be popular in 2012 as they have in past years and therefore represent a significant portion of our list. **Home Instead Senior Care** holds the #1 spot for the second year running (this is their sixth consecutive time in the top 10).

The number of food franchises on the list also increased significantly in 2012, despite the fact that franchisee satisfaction in the food and hotel sectors *in general* is running close to 10% below average. For food franchises that are doing it right—**Firehouse Subs**, **Voodoo BBQ and Grill**, and **Auntie Anne's**, for example—franchisee satisfaction remains high in spite of what might be happening at other brands within the sector.

### Investment

Franchising offers a wide range of investment options for prospective franchisees. Some concepts require less than \$50,000 to get started, while others cost a million dollars or more.

Franchise Business Review's Top Franchises ranking has always included a number of low-cost opportunities, and this year is no different. Companies like **JumpBunch** and **FocalPoint Coaching**, which require average initial investments of \$50,700 and \$57,475, respectively, make our list year after year. There are also many mid-range investment concepts (e.g., **BrightStar** and **Christian Brothers Automotive**), as well as higher-end investments (e.g., **Aaron's** and **Jack in the Box**) that have made our list multiple years, proving that there's no clear correlation between investment size and franchisee satisfaction.

### Median Investment by Category\*

Advertising & Sales	\$56,000
Automotive	\$193,351
Business Services	\$105,000
Child Services	\$50,700
Cleaning & Maintenance	\$55,000
Financial & Tax	\$100,528
Fitness	\$67,844
Food & Beverage	\$362,250
Health & Beauty	\$392,438
Home Services	\$95,113
Pet Services	\$92,675
Real Estate	\$207,775
Specialty Retail	\$228,600
Senior Care	\$66,148
Services	\$96,250
Sports & Recreation	\$118,313
Technology	\$80,075
Travel	\$15,635

\*Based on median investment of 2012 award-winners within each category.

*The variety of business types seen in our list of Top Franchises proves that no particular franchise model guarantees better franchisee satisfaction.*

The average investment of the top 10 overall franchises on our list ranges from \$10,545 to \$339,025, with the average initial investment of the top 10 being \$119,568.

The size of the initial investment typically depends on the real estate and equipment needed to run the business. Many of the lower cost franchise concepts are businesses that can be run from the home, at least initially. Businesses that require a bricks-and-mortar location are obviously much more expensive, with full service restaurants and private childcare centers being among the most costly to set up and run.

Acquiring financing remains a challenge, and both franchisees and franchisors have been affected by this.

"[The financial situation] puts a higher standard on our concept in general because differentiation and competitive distinction is absolutely critical in this environment," said Mary Obana, President and co-founder of **Koko FitClub**, a fitness concept that blends technology with customized personal training. "For us, it's really been about making sure people are capitalized for success. Our financial requirements have actually gotten higher."

Concepts requiring a mid-level investment (around \$150K) seem to be the most difficult to finance because they are often not small enough to be financed from a personal savings, yet they are not big enough to qualify for other funding (an SBA loan, for example). And as people have lost equity in their homes over the past four years, so too have entrepreneurs lost a possible cash outlet for their businesses.



"Our investment level got hurt in terms of the ability to start up for our franchise candidates," said Rich Wilson, president and CEO of **CertaPro Painters**, which has an average initial investment of \$141,500. "In '04-'07, people were using home equity to at least augment their initial cash outlets. Now, almost exclusively on our new franchise start-ups, it's going to be 401k rollovers."

401k rollovers have become an increasingly popular way to finance a franchise investment over the last few years. Many people don't even realize that there are programs available to them that can leverage their retirement savings for a business investment opportunity, without incurring early withdraw penalties. Franchise Business Review has partnered with two highly reputable financial companies—**Directed Equity** and **Guidant Financial**—that specialize in these types of financing programs (more information is available at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com)).

In light of the financing challenges, a number of franchisors at all levels of investment have created new ways to make financing a franchise possible or to make running that franchise less expensive. Some franchisors (e.g., **Snap-on Tools**) provide internal financing options while others have strong relationships with preferred third-party lenders.

Many franchisors have taken a hard look at their franchise models in an effort to reduce costs. This is especially true in the food sector, which has traditionally been a higher investment model. Thanks to the economy, real estate and equipment are less expensive than they were five years ago, and franchisors and franchisees can negotiate much better terms.

"We have not changed anything with our investment model," said Jim Carpenter, president and CEO of **Wild Birds Unlimited**. "What we have done is make sure that the initial investment that franchisees are spending their money on is working harder than ever. We've studied the opening expenses, the opening



Photo courtesy of TGA Premier Junior Golf

*One major change that we've seen in the past few years is that franchisors are really focusing more on unit-level economics and franchisee profitability.*

campaigns, things like that, and we've worked hard to make the investment work harder."

Mary Obana says franchisees are drawn to the **Koko FitClub** concept because the majority of the investment (workout equipment and technology) is a fixed cost that remains constant over time, unlike businesses that have widely variable costs and are subject to price fluctuations.

"A lot of our owners love the predictability of the model. It's less vulnerable to a lot of these external variables that, to a lot of retailers, have a negative impact on their margins," Obana said.

Franchisors are being much more upfront with company financial information early on in the franchisee recruitment process. Many of the companies we talked to have beefed up their Financial Disclosure Documents (FDD) in the past couple of years in order to provide more accurate information to prospective franchisees.

"We have a really robust Item 19, so it enables the franchisee to go to the bank with a good knowledge of the past performance of our franchise system," said Jim Carpenter of **Wild Birds Unlimited**. "In the last year, we also added the adjusted net operating income for our franchisees."

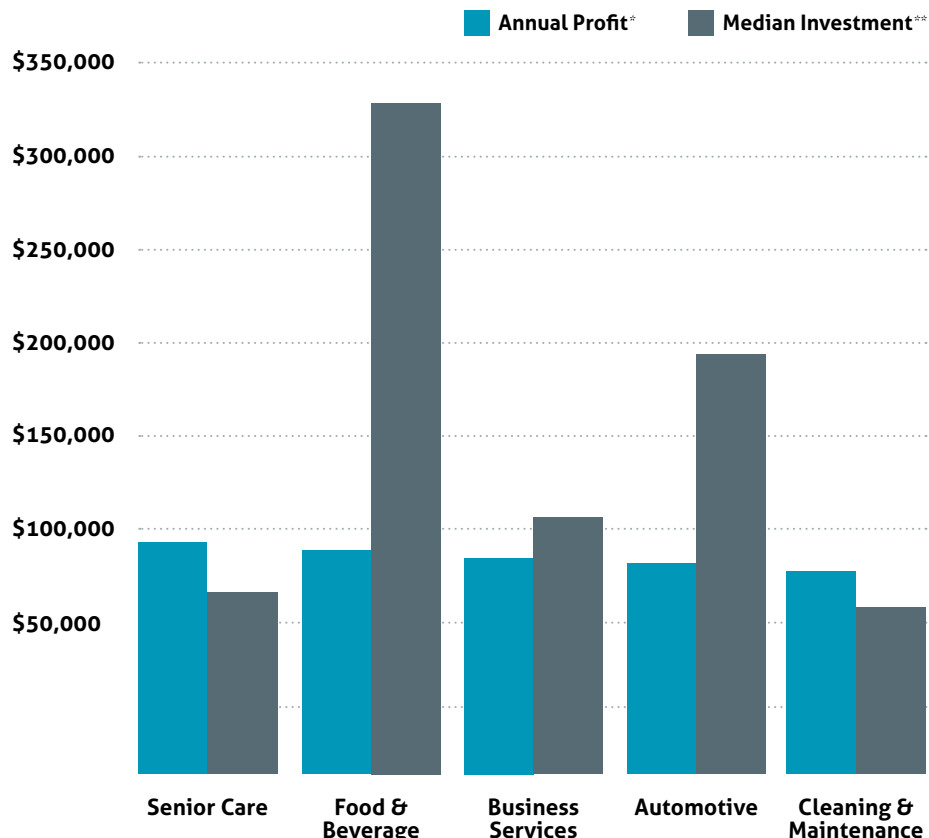
Franchisors are also providing prospective franchisees with more information to prove to banks that their concept works. In fact, many franchise companies are using FBR's Franchisee Satisfaction Reports to help educate local and national lenders about the success of their franchise opportunity.

### Profitability

Business profitability and potential return on investment are both usually top-of-mind with anyone looking to invest in a franchise, yet they are extremely difficult to project. There are still many franchise companies that refuse to disclose any meaningful financial figures in their FDDs. And even if they do, it will likely be gross revenue figures, which say very little about the potential profitability of a business.

Also, while profitability is critical to any business, you must consider the whole financial picture of the business to accurately evaluate it. This evaluation should include the total upfront investment and any future capital investments that may be required. For example, annual profit of \$50,000 from a business that cost you \$75,000 to start is very different than \$100,000 annual profit from a business that cost you \$500,000 to start. And finally, you really need to understand the long-term potential resale value of your business before you can fully understand the bigger financial picture. All that said, we provide this franchisee profitability research, as well as

### Top 5 Most Profitable Sectors vs. Median Initial Investment



\*Annual Profit is based on average annual pre-tax earnings information reported by franchisees in Franchise Business Review's satisfaction survey. This data includes multi-unit owners and is not an estimate of individual unit performance. \*\*Median Investment is the median initial investment level of the award-winning franchise companies within a given category, and not the median of the entire industry segment.

the cautions and footnotes that follow. Based on our research, year-over-year profitability across all sectors is up 2% year-over-year, evidence that the economy continues to recover. Our current data shows the average franchisee reports annual gross revenue of between \$250,000 to \$500,000, with average net profits of \$66,000. Our overall Top 50 companies for 2012 have an average profitability of \$74,000 (12% above average).

It's important to note that these average profitability figures can be misleading, and we caution anyone looking to invest in a franchise to do significant due diligence on the financial model of any business they are considering. Most new franchise business, regardless of industry category, will take several years to achieve profitability, even for the most successful franchisees. As a rule of thumb, we advise prospective franchisees to have significant cash reserves in the event that their new business takes longer to

achieve profitability compared to what they are projecting.

Further Caution: The above profitability figures include both new franchisees and franchise operators that have been in business for 10+ years, as well as people that own multiple franchise locations/units. While these averages may be helpful for benchmarking certain categories, they should not be used to set financial expectations for your business. For example, while the senior care franchise sector is reporting above average annual profitability (\$92K on average), it may take you 5+ years of operation, and investing in several locations to come close to achieving such numbers, if at all. Thirty-six percent of the franchisees we surveyed were operating non-profitable businesses, and median profitability across all franchise categories is in the \$25,000 to \$50,000 range (again, seasoned operators and multi-unit owners significantly skew the averages).

One major change that we've seen in the past few years is that franchisors are really focusing more on unit-level economics and franchisee profitability.

"We made a very concerted effort at the end of 2008—primarily for defensive measures—to use our support staff to approach our franchisees not only through annual planning but also through monthly trends and quarterly budget reviews. That has helped profitability at the unit level dramatically," said Rich Wilson of **CertaPro Painters**.

Unit-level profitability is something that is obviously important to franchisees but franchisors haven't always had it top of mind. Now, because of the economy and pressure from franchisees, franchisors are finally responding, and it's showing in our research as franchisees are rating support higher than a few years ago.

The flip side to this is that franchisees are rating market competitiveness lower. Local Market Competitiveness has dropped from rating of 66 in 2010 to a rating of 59 in 2012—an 11% decrease in just one year.

### Market Analysis

The franchising sector is much more optimistic going into 2012 compared to a year ago. The economy is improving, unemployment is down, the stock market is stable (at least today), and both franchisors and franchisees are hopeful about what the future may bring. That said, franchisors are still 30% more optimistic than franchisees based on our Annual Franchise Outlook survey (conducted fall 2011). According to that same survey, the majority of franchisees (57%) are optimistic about this year, and they expect gross revenue increases of 6% to 10%, and increases in net profits of 1% to 5%.

While optimism in franchising is high, so too is caution. Franchisors and franchisees alike are approaching business partnerships with more restraint than they did in the past. Prospective franchisees are being more thorough with their due diligence efforts than ever before, and franchisors are being very selective of who they sign on to be franchise operators.

"We take care to determine whether franchisees have the financial capacity to actually grow in a marketplace and to survive," said Mike Good, CEO of **Sotheby's International Realty**. "The key to us is does someone have the capacity to survive another year or so if the market conditions would deteriorate in real estate."

In its annual Franchise Business Economic Outlook report, the International Franchise Association says the number of franchise establishments will increase by 2% in 2012. If this projection plays out, this will be the first time this number has increased since 2008.

We also forecast conservative growth for 2012, but our projections, while conservative, are higher than what other franchise experts are predicting for the franchise sector as a whole. Historically, the award-winning franchise companies appearing on our annual ranking significantly out perform their competitors, and we expect this to remain true this year.

### Franchisee Success Attributes

Obviously, the skills and attributes needed to be successful in a franchise depend to some degree on the type of business and the sector. Some sectors, like child services or senior care, are more people-driven and therefore require more in the way of empathy and interpersonal skills. Other sectors, like food, may require some knowledge and experience in the industry to succeed.

"We are very picky about the franchisee and their match with our system because we very much rely on a local store owner to know what's happening with the birds in their area," said Jim Carpenter of **Wild Birds Unlimited**. "They have to really have a passion for taking the products that we sell and making them match what's happening in a local area."

Regardless of the sector or business model, however, there are certain necessary skills and attributes that carry across all of franchising. Franchise brands across the board tell us they look for people with strong people management skills, as well as networking, marketing, and operational expertise.



Photo courtesy of Auntie Anne's

*The award-winning companies we've seen emerge from the economic challenges of the past few years are stronger, better, and more transparent, and their franchisees are more satisfied.*

### Franchisee Satisfaction

Many of the award-winning companies that make our list year after year have managed to raise their franchisee satisfaction even higher this past year, which means our baseline franchisee satisfaction score in 2012 is higher than it has ever been. Last year, we saw overall franchisee satisfaction improve by 8% over 2010. In 2012, overall satisfaction continued to go up, but by a much smaller percentage (2% overall and 3.5% among our award-winners).

We also surveyed more franchisees than ever before. The reason for this is likely twofold: Prospective franchisees are researching franchise opportunities more thoroughly in the tight economy, which means they are actively requesting franchisee satisfaction data. Franchisors are quickly seeing that surveying franchisees is no longer an option; it's a must. Transparency is the business buzzword of the decade, and franchising is no different.

The other reason that we think franchisors are more willing to have their franchisees surveyed is that, in general, franchisees are more optimistic. There's less hesitancy on franchisors' part to survey because they think franchisees are happy.

### Summary

All signs point to 2012 being a recovery year for the economy in general and for franchising. While the past few years may have presented challenges in the way of profitability, competition, and financing, the last year has seen improvements in all of these areas, and we project that trend will continue in 2012.

Regardless of the franchise concept, sector, or investment level, the award-winning companies we've seen emerge from the economic struggles of the past few years are stronger, better, and more transparent, and their franchisees are more satisfied. In short, "the best of the best"—our annual award-winners—are getting even better. They were impacted less by the recession than other franchise brands, and they are recovering and growing at a faster pace now.

Of course, no matter how great a franchise company sounds, it is always important for prospective franchisees to thoroughly research any business opportunity from multiple levels—not just to confirm that the business is healthy but also to ensure that the culture and fit is right for them.

For more information about Franchise Business Review's research or the companies in this report, visit: [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com).



## TOP FRANCHISES

### Advertising & Sales

#### Proforma

**Startup Investment:** \$4,730 - \$53,195

**Cash Requirement:** \$29,500 - \$48,095

**Domestic Franchises:** 723

With over 30 years of experience, Proforma remains focused on providing solutions to businesses for their graphic communications needs. A leading provider of promotional products, printing services, business documents, and ecommerce solutions, Proforma is one of the top five largest companies in our industry.



#### Our Town America

**Startup Investment:** \$74,800 - \$105,450

**Cash Requirement:** \$89,000

**Domestic Franchises:** 39

Our Town is America's premier welcoming organization. Since 1972, we have been connecting new movers with the businesses they are searching for by mailing warm gifts from neighborhood businesses in a premium gift certificate package. Thousands of satisfied business owners throughout the United States attest to the success and effectiveness of our program, while dozens of locally owned Our Town franchises validate our success as a viable business opportunity.

**For more information on Our Town America, call (727) 345-0811 x232 or visit [www.ourtownamerica.com](http://www.ourtownamerica.com).**

#### Money Mailer

**Startup Investment:** \$43,470 - \$70,530

**Cash Requirement:** \$27,500

**Domestic Franchises:** 238

Money Mailer is the perfect franchise for sales professionals who want to help local businesses succeed. Our integrated media approach with direct mail, internet and mobile-powered franchisees led to a 12% increase in ad sales in 2010. Coupon redemption continues at record levels, and we are perfectly positioned for more double-digit growth ahead. Use our patent-pending technology, cutting-edge marketing tools and an aggressive first year launch package to get on the fast-track to success. With our internal financing, you can start your business with \$7,500 down. High repeat business potential, extremely fast startup and world class training and support are what our franchisees have.

#### Town Money Saver

**Startup Investment:** \$25,600 - \$34,400

**Cash Requirement:** \$19,900

**Domestic Franchises:** 37

Town Money Saver has been structured to provide you with the tools and management knowledge to effectively and profitably produce a monthly community publication. There is no storefront, inventory, or employees required to start your franchise. Town Money Saver handles your graphic coordination, printing, and mailing—allowing you to focus on customer relationships and growth. Exclusive territories allow you to develop long-term relationships that will result in a solid future.

## TOP FRANCHISES

### Automotive



#### Christian Brothers Automotive

**Startup Investment:** \$340,000 - \$350,000

**Cash Requirement:** \$70,000

**Domestic Franchises:** 97

Christian Brothers Automotive is a full-service auto repair franchise committed to operating with honesty and integrity. Our focus on superior customer service and "loving your neighbor as yourself," has allowed the company to grow with 100% store success in 16 years of franchising. At Christian Brothers, franchise owners have the benefit of owning their own business, with extensive support from the home office not only during start up but long term as well. You do not need previous automotive industry experience—our thorough training program and home office coaching will direct you with tools toward success.

**For more information on Christian Brothers Automotive, call (855) 866-9222 or visit [www.christianbrothersfranchise.com](http://www.christianbrothersfranchise.com).**



#### Snap-on Tools

**Startup Investment:** \$19,490 - \$295,796

**Cash Requirement:** \$19,490 - \$81,347

**Domestic Franchises:** 3,253

Snap-on Incorporated is a leading global innovator, manufacturer, and marketer of tools, diagnostics, and equipment solutions for professional users. Product lines include hand and power tools, and are sold through its franchisees, company-direct sales, and distributor channels, as well as over the internet.

**For more information on Snap-on Tools, call (877) 476-2766 or visit [www.snaponfranchise.com](http://www.snaponfranchise.com).**

#### Color Glo International

**Startup Investment:** \$44,500 - \$49,800

**Cash Requirement:** \$44,500 - \$49,800

**Domestic Franchises:** 109

Color Glo has developed and provided exclusive proprietary products and patented methods that, today, provide our franchisees a quality of life most people can only dream of. By forming a "dynamic partnership" with each franchisee, we are positioned in these billion-dollar markets to grow well into the future. We serve numerous industries, including auto dealers and furniture retailers.

## TOP FRANCHISES

### Honest-1 Auto Care

**Startup Investment:** \$174,200 - \$292,200

**Cash Requirement:** \$90,000

**Domestic Franchises:** 25

Every year, the average age of the 249 million operating vehicles in the U.S. is growing older. With over \$35 billion in maintenance and repairs per year, now is the time to take advantage of the great opportunity that Honest-1 is offering. The Honest-1 brand is developed through superior training, support, and a vast array of franchise offerings to fit most investment levels and situations. We are the country's most trusted family of automotive maintenance and repair centers. It is our dedication to our customers and franchisees that has made us the most powerful automotive franchise in the industry.

## TOP FRANCHISES

### Business Services



#### FocalPoint Coaching

**Startup Investment:** \$75,550 - \$121,950

**Cash Requirement:** \$49,950

**Domestic Franchises:** 60

FocalPoint Coaching, powered by Brian Tracy, specializes in training managers, entrepreneurs, and executives who are passionate about coaching, teaching, and mentoring others. Franchisees receive exceptional training, support, and the resources needed to be successful. At FocalPoint, you'll learn how to think and act like a business coach, how to find and acquire clients, and how to keep them!

**For more information on FocalPoint Coaching, call (877) 433-6225/(702) 932-3870 or visit [www.focalpointcoaching.com](http://www.focalpointcoaching.com).**



#### Sandler Training

**Startup Investment:** \$82,150 - \$98,750

**Cash Requirement:** \$150,000

**Domestic Franchises:** 168

Sandler Training is the leader in innovative sales and sales management training. We have over 235 training centers in major cities throughout the country and around the world, offering instruction in a dozen languages. Entrepreneur Magazine has ranked Sandler as the No. 1 training franchise nine times, including 2010. Our training is designed to create lasting performance improvement rather than the motivational "quick fix" typical of many seminar-based training programs. The demand for quality sales training has rarely been greater than it is today. As a Sandler franchisee, you can tap this vast market—and beyond.

**For more information on Sandler Training, call (800) 669-3537 x2005 or visit [www.sandler.com](http://www.sandler.com).**

*Business Services continued on page 10*



## Justin & Melanie Staus Mathnasium Franchisees

### Why did you decide to buy a franchise?

We moved from downtown Atlanta to Roswell, a nearby suburb, because we were expecting our first child. After relocating to Roswell, our commutes drastically increased to 60 to 90 minutes one way. This significantly increased the number of hours we were spending away from home and our newborn son. Melanie had always wanted to teach math, and, upon her return to the corporate world after her maternity leave, she decided to change careers so that she could spend more time being a mom. I had always dreamed of running my own business. We decided to pursue a tutoring franchise that would fulfill both of our desires, and Mathnasium proved to be the perfect opportunity from both an educational and business perspective.

### What is the best part of being your own boss?

One of the reasons we left corporate America is that we wanted a fulfilling career while still maintaining our financial lifestyle. You don't always reap the rewards of your efforts in corporate settings. However, there is a direct correlation between the time and money we invest in Mathnasium and the personal and financial rewards that we receive. Furthermore, we have changed the lives of thousands of students in the six years that we have been open. We feel that we now have the perfect work/life balance.

### What is the worst part of being your own boss?

The worst part of being your own boss is that you are responsible for all aspects of the business: sales, marketing, hiring and training, and customer satisfaction, just to name a few. You will never end the day with everything on your "to do" list completed. However, over time, the number of hours you are devoting to these tasks can be decreased by delegating or streamlining processes.

### What advice do you have for prospective franchise buyers?

Owning your own business can be extremely rewarding; however, it takes time, dedication, and your full commitment to reach the personal and financial goals that you have set for yourself. In our opinion, Mathnasium is a great franchise for individuals who have a passion for business, children, and math education.



### FASTSIGNS International

Startup Investment: \$169,668 - \$276,419

Cash Requirement: \$75,000

Domestic Franchises: 450

FASTSIGNS is the leader in the visual communications industry, providing a wide range of communications solutions to primarily business clientele. With over \$4,000,000 in financing available to new FASTSIGNS franchisees, the company is prepared to grow aggressively and strengthen its position as the #1 sign franchise in the U.S. FASTSIGNS focuses on four key strategic objectives year in and year out: 1) Improve franchisee profitability, 2) Improve franchisee average unit volume, 3) Improve franchisee satisfaction and 4) Increase brand awareness. **For more information on FASTSIGNS, call (800) 827-7446 or visit [www.fastsigns.com](http://www.fastsigns.com).**



### InXpress

Startup Investment: \$44,700 - \$49,700

Cash Requirement: \$80,000

Domestic Franchises: 77

InXpress is a sales-driven and business management franchise that can be the vehicle to achieve your dreams. Franchise owners focus on selling and building strong and lasting relationships with their customers. As an InXpress franchisee, you will recruit new customers and offer them discounts on all their shipping needs. Whatever they need delivered, anywhere in the world, InXpress can do it! As an InXpress franchisee, you will be provided access to a fully integrated system, with support to help you flourish and succeed. The firm foundation of an InXpress franchise and the support of a highly professional, winning team, will offer you a highly rewarding opportunity. **For more information on InXpress, call (801) 495-7894 or visit [www.inxpressusa.com](http://www.inxpressusa.com).**



### ActionCOACH

Startup Investment: \$82,500 - \$108,441

Cash Requirement: \$40,000

Domestic Franchises: 345

ActionCOACH offers consultants an opportunity to become business and executive coaches and form a home-based company providing business and executive coaching services to other companies. ActionCOACH franchisees provide a valuable service to business owners and executives, offering unique perspectives in evaluating current company structure, while helping improve business profitability. **For more information on ActionCOACH, call (702) 795-3188 or visit [www.actioncoachfranchise.com](http://www.actioncoachfranchise.com).**



### Unishippers

Startup Investment: \$75,000 - \$150,000

Cash Requirement: \$75,000

Domestic Franchises: 290

For 25 years, this business-to-business franchise has been focused on selling and servicing discounted shipping services to small and medium-sized companies. Unishippers offers franchisees access to one of the most extensive shipping supplier networks available, including UPS, and more than 30 local, regional, and national freight carriers. **For more information on Unishippers, call (800) 999-8721 or visit [www.unishippers.com](http://www.unishippers.com).**

### Sir Speedy Printing & Marketing Services

Startup Investment: \$275,000 - \$350,000

Cash Requirement: \$100,000

Domestic Franchises: 245

Sir Speedy is one of the largest providers of printing and marketing services focused on helping companies build brand awareness, generate leads, and retain customers. Services include traditional printing, copying, mailing, and graphic design, along with direct marketing, websites, online ordering, promotional products, and more.

### Handle with Care Packaging Store

Startup Investment: \$96,000 - \$165,550

Cash Requirement: \$29,950

Domestic Franchises: 53

The experts at the Handle with Care Packaging Store have been the premier solution for all their customers' shipping needs, specializing in handling items that are fragile, large, awkward, or valuable. Our expertise in this market of business-to-business and residential freight, crate, packaging and outsourced logistics positions owners of the Handle with Care Packaging Store to capitalize on this industry.

### PIP Printing & Marketing Services

Startup Investment: \$275,000 - \$350,000

Cash Requirement: \$100,000

Domestic Franchises: 104

PIP is one of the most recognized brands in business printing, copying, and mailing services. Traditional services combined with advanced marketing solutions, such as direct marketing, website design, online ordering, promotional products and more, help companies meet their business growth objectives.

## TOP FRANCHISES

## Child Services

**JumpBunch**

Startup Investment: \$31,400 - \$70,000

Cash Requirement: \$35,000 - \$77,000

Domestic Franchises: 39

JumpBunch offers structured sports and fitness programs for children from age 15 months to 12 years. The classes are typically 30 minutes long, once a week, with over 70 activity plans. Not a gym or facility, JumpBunch classes are offered as part of a child's day at school, daycare, and after-school programs, plus in YMCAs and Parks and Rec Departments. We help build healthy bodies, self-esteem, and a life-long love for sports and fitness! **For more information on JumpBunch, call (410) 703-2300 or visit [www.jumpbunch.com](http://www.jumpbunch.com).**

**Mathnasium**

Startup Investment: \$80,000 - \$107,500

Cash Requirement: \$29,500

Domestic Franchises: 303

Most kids need help with math—some desperately, while others just want to get ahead. With this ever growing demand for quality math instruction, Mathnasium Learning Centers have become one of the fastest growing educational franchises in the world. Mathnasium offers highly effective and engaging mathematics instruction for children and is the perfect venture for individuals seeking a meaningful business opportunity. Our proprietary Mathnasium Method not only helps children become more competent at math, it also builds confidence. If you're ready to start a new life chapter with a real sense of purpose, then Mathnasium may just be the perfect business for you. Rediscover your passion for math and find: Income + Lifestyle + Fulfillment. **For more information on Mathnasium, call (877) 531-MATH(6284) or visit [www.mathnasium.com/franchise](http://www.mathnasium.com/franchise).**

**Young Rembrandts**

Startup Investment: \$39,600 - \$49,600

Cash Requirement: \$50,000

Domestic Franchises: 80

Young Rembrandts is a home-based business that provides affordable art education for families. The foundation of our business model is the unique and proven Young Rembrandts Method, in addition to our original, copyrighted curriculum and solid educational disciplines, which develop art and academic skills in children. Our method gets results that surpass all expectations. A Young Rembrandts franchise provides flexibility in regard to work and family, an opportunity for franchisees to give back to their communities, and financial stability.

**CompuChild**

Startup Investment: \$18,300 - \$33,600

Cash Requirement: \$20,000

Domestic Franchises: 64

CompuChild is dedicated to preparing children for the academic challenges of tomorrow through technology education today. Classes are offered at existing child care centers, schools, and community centers. This easy to operate home-based business offers exclusive territories, low overhead and proprietary curriculum.

**TGA Premier Junior Golf**

Startup Investment: \$13,150 - \$62,200

Cash Requirement: \$13,150 - \$62,200

Domestic Franchises: 49

TGA Premier Junior Golf offers a turnkey solution to owning your own business while growing the game of golf. TGA's award-winning youth development program brings golf into elementary schools through parent-funded afterschool programs that take place on 2,500 school campuses across the U.S. As students advance through our five level programs at their schools, TGA partners with local golf facilities and transitions students to TGA camps, tournaments, and clinics at our partner courses. TGA franchisees receive the tools, training, and support needed to build a prosperous golf business. TGA has introduced golf to 150,000 youth through 47 franchises in 22 states.

**THE TUTORING CENTER**

Startup Investment: \$75,000 - \$110,000

Cash Requirement: \$39,000

Domestic Franchises: 58

Over a 15-year period of testing and refining, THE TUTORING CENTER has developed a winning formula. Our franchise opportunity is unique because you have the ability to change the lives of children while investing in your future. Running one of our centers is a personally rewarding and enriching business opportunity. In other words, you'll make a difference! Owning one of our franchises affords you recognition and a time-tested system. We take great pride in creating a successful relationship with our franchisees. It's important to us that we create an environment of teamwork. By working together and supporting your needs, you receive all the tools to run a successful business in our industry.

**COMPUTER EXPLORERS**

Startup Investment: \$23,425 - \$33,750

Cash Requirement: \$25,000

Domestic Franchises: 53

COMPUTER EXPLORERS is a recognized expert in children's computer and technology education. Their dynamic program provides software, curriculum, technology-certified teachers and staff, continuous and up-to-date training, and real-life, hands-on education. The difficult task of implementing a system that truly works is no longer a problem; COMPUTER EXPLORERS has developed that system.

Child Services continued on page 12

**Kids Love it.**  
**Parents Love it.**  
**You will too.**

- ⊗ Rapid growth market
- ⊗ No teaching experience needed
- ⊗ Strong training and ongoing support
- ⊗ Protected territories
- ⊗ No lease

JumpBunch® is a unique angle on a proven business model. We bring sports and fitness programs to a child's day at preschool, daycare, after-care, camps – and more.

410.703.2300 | [JumpBunch.com](http://JumpBunch.com)



## Images 4 Kids

**Startup Investment:** \$45,600 - \$67,100

**Cash Requirement:** \$15,000

**Domestic Franchises:** 50+

Images 4 Kids is the premier school photography franchise specializing in daycare, private school, and preschool photography. We bring studio quality photographs to school picture day, and the difference is spectacular. Our business model is based around a love of children, photography, and the need for a flexible work schedule. Images 4 Kids provides a state-of-the-art secure online system for parents to view and order their child's portraits as well as a computer management system that organizes each franchisee from the point the photo shoot is booked to delivering the final portraits to the school.

## Childrens Lighthouse

**Startup Investment:** \$440,600 - \$3,040,000

**Cash Requirement:** \$440,600 - \$3,040,000

**Domestic Franchises:** 20

Childrens Lighthouse began offering educational child care for children (6 weeks to 6 years old plus afterschool care to age 12) with its nationally acclaimed curriculum almost 15 years ago. As we offer this distinctive franchise opportunity in new markets, our experienced business model will be the foundation for improving communities through high-quality early childhood care and education.

## UCMAS Mental Math

**Startup Investment:** \$25,000

**Cash Requirement:** \$15,000

**Domestic Franchises:** 31

UCMAS Mental Math is a child development program that was pioneered in Asia in 1993 and today we have over 5,000 centers in more than 49 countries worldwide.

With over 1 million children trained worldwide, our UCMAS Learning Centers serve a real need—to boost child development and brainpower in kids aged 4 to 13 by offering Mental Math and Abacus training. Be part of a business that will make a difference to your life and to the life of kids in your community.

## TOP FRANCHISES

### Cleaning & Maintenance

#### Heaven's Best Carpet Cleaning

**Startup Investment:** \$28,900 - \$64,000

**Cash Requirement:** \$15,000

**Domestic Franchises:** 1,248

Heaven's Best Carpet Cleaning brings together the best products and services to create an excellent franchise package. With over 25 years of experience in the industry, we can get you started off on the right track. Join the franchise that has been rated #1 by Franchise Business Review for five years in a row.

#### MaidPro

**Startup Investment:** \$18,709 - \$103,959

**Cash Requirement:** \$20,000

**Domestic Franchises:** 135

MaidPro prides itself on its proven groundbreaking technology and software, creative marketing efforts, established brand identity, and stellar support to its franchisees. The company is constantly trying to reinvent new practices and refine old ones to ensure its place in the rapidly growing house cleaning industry. MaidPro offers you the advantages of rapid growth, low startup costs, manageable hours, and recurring revenue. Join a franchise that gives you control and ownership of your business with unmatched 24/7 support!

## DKI (Disaster Kleenup International)

**Startup Investment:** \$7,145 - \$102,535

**Cash Requirement:** \$30,000 - \$90,000

**Domestic Franchises:** 182

As a participant of DKI, you join one of the most exclusive disaster restoration groups in the country. Each franchise member of DKI has their own unique qualities; however, all members and internal associates share the strengths of the organization. DKI represents an unmatched opportunity for successful contractors to join together with their peers to create a dominant presence within the marketplace while providing direct value back to one another.

## Aire-Master of America

**Startup Investment:** \$34,084 - \$126,900

**Cash Requirement:** \$60,000

**Domestic Franchises:** 82

Aire-Master is a unique system of odor control and restroom fixture cleaning developed over 54 years. Aire-Master deodorizers and deodorant products actually eliminate odors. We offer complete training to build a customer base in all industries: medical, food, real estate, retail, and more. We are FDA-registered and manufacture deodorants, cleaning products, and hand soaps.

## IS YOUR HVAC SERVICE COMPANY LOOKING TO:

- Increase your commercial service revenue?
- Obtain stronger margins and steady growth?
- Maintain a renewable revenue stream and growth year after year?
- Join a world class network of more than 150 successful HVAC contractors?

For more information on franchise opportunities and how to become a member of the Linc Service Network, contact us at 724.873.2997 or email at [network.development@thelincgroup.com](mailto:network.development@thelincgroup.com).





### Anago Cleaning Systems (Master Franchisor)

Startup Investment: Masters - \$175,000,

Single Units - \$8,000+

Cash Requirement: Masters - \$50,000+,

Single Units - \$2,550+

Domestic Franchises: 34 Masters

Since 1989, Anago has been perfecting a successful system that leverages technology, plus the pride of business ownership, to put the power of commercial janitorial franchising in your hands. Whether you purchase a master franchise or unit franchise, you are helping to secure a future in a recession-resistant, exploding industry.



### Jan-Pro (Master Franchisor)

Startup Investment: Masters - \$100,000 - \$500,000,

Single Units - \$3,145 - \$50,405

Cash Requirement: Masters - \$125,000+,

Single Units - \$2,520 - \$44,000

Domestic Franchises: 10,090 Masters

This is an opportunity for a seasoned executive, professional, or salesperson to capitalize on becoming a regional franchisor. The master franchise sells and supports unit franchisees within their exclusive territory during normal business hours. The units provide the actual proprietary cleaning services to the customers. As the nation's #1 fastest-growing franchise for three years in a row (Entrepreneur 2008, 2009, and 2010), Jan-Pro has built a solid reputation in the marketplace. We offer various levels of ownership—full or part-time opportunities exist in all major markets. If you're searching for a recession-resistant industry, Jan-Pro is the answer. **For more information on Jan-Pro, call (678) 336-1811 or visit [www.jan-pro.com](http://www.jan-pro.com).**

### AdvantaClean

Startup Investment: \$79,500 - \$110,730

Cash Requirement: \$75,000

Domestic Franchises: 102

AdvantaClean is a leading provider of environmental cleaning (i.e., Indoor Air Quality and Comfort services). Through a streamlined, low overhead business model that leverages real-time business analytics, AdvantaClean franchisees run recession-resistant businesses that offer non-discretionary services to property owners.

### OMEX International

Startup Investment: \$40,000 - \$70,000

Cash Requirement: \$25,000

Domestic Franchises: 20

The OMEX franchise is designed for the entrepreneur looking to build and develop a professional, commercial cleaning business, not a small franchise where the owner is the principal worker. It is an opportunity to manage your own company and management staff while managing the maintenance needs of professional offices.

**WHEN YOU JOIN US,**  
*you've maid it big.*

**We're in the top 50 with Franchise Business Review.  
Be a part of something big...**

- 30 years franchise leader • Quality of life (no evenings or weekends) • Repeat business
- Average annual gross revenue of \$800,000+ • Proven system • Daily support from certified business coaches

**DON'T LET THE DUST SETTLE, CALL NOW...**  
**1-800-843-6243**  
[www.MAIDS.com](http://www.MAIDS.com)

**The Maids**  
Referred for a reason.

### Buildingstars

Startup Investment: \$2,000 - \$36,000

Cash Requirement: \$1,000

Domestic Franchises: 343

Buildingstars has developed the most advanced business model in the commercial cleaning industry. This unique business model provides our franchise owners with the best way to start their business, the best way to manage their business and the best way to grow their business. This is not just an empty claim; every franchise owner is supported by a team of industry professionals through their local support center. From startup throughout the development and growth of the business, our hands-on team is there to help with acquiring customer accounts, customer service, account retention, and administrative support.

### Office Pride

Startup Investment: \$34,000 - \$59,900

Cash Requirement: \$16,000

Domestic Franchises: 118

Office Pride Commercial Cleaning provides top quality janitorial services while building mutually beneficial relationships with customers, employees, vendors, and franchises. At Office Pride, employees are trained on how to specifically give an office or facility the most thorough cleaning it has ever had, every time they clean.



### The Maids

Startup Investment: \$93,545 - \$121,295

Cash Requirement: \$60,000 - \$100,000

Domestic Franchises: 1,060

The Maids Home Services is the only residential cleaning franchise to clean for health using the company's exclusive and unique cleaning method, which provides customers with cleaner, healthier homes. With The Maids, you get a strong business opportunity, offering a highly needed service, all with no nights, weekends, or holidays! **For more information on The Maids, call (800) 843-6243 or visit [www.maids.com](http://www.maids.com).**

### Oxi Fresh Carpet Cleaning

Startup Investment: \$33,495 - \$55,950

Cash Requirement: \$29,900

Domestic Franchises: 232

Oxi Fresh Carpet Cleaning is now the frontrunner in the evolution of the carpet cleaning industry! The company's key strengths are its wealth of business experience and innovative products proven to reinvent carpet right before the customer's eyes.

## TOP FRANCHISES

### Finance & Tax

#### Murphy Business & Financial

Startup Investment: \$30,000 - \$113,000

Cash Requirement: \$50,000

Domestic Franchises: 150

Murphy Business & Financial Corporation provides new or experienced business brokers with the support to build a successful business brokerage firm on several fronts. These include ownership transfers, business valuation and appraisals, mergers/acquisitions, and property management.



#### Padgett Business Services

Startup Investment: \$105,955

Cash Requirement: \$105,955

Domestic Franchises: 400

Over 25,000 small businesses rely on Padgett Business Services franchise owners for a wide array of business services, including accounting, financial reporting, tax, government compliance, payroll services, and general business consulting. **For more information on Padgett Business Services, call (800) 729-4388 or visit [www.smallbizpros.com](http://www.smallbizpros.com).**

#### Tax Centers of America

Startup Investment: \$15,000 - \$45,000

Cash Requirement: \$15,000 - \$40,000

Domestic Franchises: 165

Tax Centers of America is a recession-proof business with an unlimited opportunity for growth, and the greatest franchise business opportunity available in America today. We are the home of the "buy one get three free" franchise, and we offer a veterans discount and a enrolled agent discount.



#### Cash Plus

Startup Investment: \$198,200 - \$539,800

Cash Requirement: \$100,000

Domestic Franchises: 53

Cash Plus is about as close to a bank as you can get in franchising. And, it's in one of the strongest, non-fad industries in the country. Our upscale, bank-like retail outlets serve the 55% of the population who live paycheck to paycheck – that equates to approximately 165 Million Americans. That's right, every consumer study points to the fact that more than 165 MILLION Americans need our services. Our stores serve hard working middle income customers, the majority of whom have existing bank relationships. They patronize Cash Plus for the convenience we offer. **For more information on Cash Plus, call (877) 227-4758 or visit [www.cashplusinc.com](http://www.cashplusinc.com).**

## TOP FRANCHISES

### Fitness



#### Fitness Revolution

Startup Investment: \$16,278 - \$119,409

Cash Requirement: \$16,278 - \$119,409

Domestic Franchises: 125

Fitness Revolution is the fastest growing personal training franchise in the world today, but it's so much more. Fitness Revolution is a national network of like-minded fitness entrepreneurs committed to revolutionizing the fitness industry; a knowledgeable, professional team of coaches to help guide you over hurdles and unleash your business potential; an internal and external comprehensive marketing program; and an operational system that's a must if you are to ever have any freedom in your life whatsoever.

**For more information on Fitness Revolution, call (888) 335-6297 or visit [www.fitnessrevolutionfranchise.com](http://www.fitnessrevolutionfranchise.com).**

#### Baby Boot Camp

Startup Investment: \$3,690 - \$9,699

Cash Requirement: \$2,900 - \$5,299

Domestic Franchises: 115

Baby Boot Camp offers prenatal and postpartum fitness and nutrition programs for moms. A Baby Boot Camp franchisee will offer indoor and outdoor core strength classes primarily oriented toward these moms. Most, but not all, class formats incorporate moms bringing their young children to class in a stroller; hence, we refer to this category as "stroller-based fitness." The primary target demographic for this franchise program is first-time moms with stroller-age children (usually between six weeks and four years old).

#### Stroller Strides

Startup Investment: \$5,309 - \$51,790

Cash Requirement: \$5,000 - \$25,000

Domestic Franchises: 294

Stroller Strides is fitness for mom and fun for baby! Offering pre and post natal workouts in more than 40 states, Stroller Strides is one of the fastest growing franchises. Now offering two models, our Classic Model is the perfect business for anyone who has a passion for fitness and motherhood in an owner/operator model. The Business Development Model is ideal for a franchise owner who wants to operate an expanded business. In this model, the franchisee hires instructors to teach the class so that the franchisee can focus on developing, marketing, and supporting the business. Stroller Strides strives to be THE program to support moms in fitness, motherhood, and life.

## Just the Facts

### Did you know that 165 million Americans look to us for their financial needs?

It's a fact...and, the number is growing rapidly. The opportunity to serve these 165 million Americans who live paycheck-to-paycheck is simply enormous. That's a fact, too!

Cash Plus family financial service centers are about as close to a bank as you can get in franchising. Our stores deliver much needed financial services year in and year out, in good times and bad times. We provide payday advance loans, check cashing and more, all in an upscale setting our customers and franchisees appreciate.

Here are some more facts. We've been named to *Entrepreneur Magazine's* Franchise 500 almost every year since 1995, made *Success Magazine's* Franchise Gold 200 and the Hot 100 Franchises list, among other honors.

So if you're serious about a new business, call us and find out how you too may be able to take advantage of the changing financial fabric of America.

**Call 1-877-227-4758  
for a free information kit  
[www.cashplusinc.com](http://www.cashplusinc.com)**



### HIGHLIGHTS

- Recession resistant
- Simple to operate
- Shorter hours, lower overhead
- Growth market
- Powerful initial & ongoing training
- Compelling marketing programs
- Surprisingly affordable!



**Koko FitClub**

Startup Investment: \$286,000 - \$516,000

Cash Requirement: \$300,000

Domestic Franchises: 60

Hate gyms? So do we! They don't work for most of us. So, we created Koko FitClub. Koko works. Koko FitClub is the world's first and only automated personal training studio and the exclusive franchisor of the patented Koko Smartraining System. Fast and effective, with built in motivation, its innovative technology drives Koko FitClub's personalized fitness programs. Join the Club! And feel great about building your success with a groundbreaking franchise that's changing lives every day.

**Personal Training Institute**

Startup Investment: \$201,500 - \$307,500

Cash Requirement: \$50,000 - \$80,000

Domestic Franchises: 22

Personal Training Institute (PTI), a leader in one-to-one personal training and customized one-to-one nutritional counseling, has been changing lives since 1987. Our focus on results gets results. Members experience the PTI difference every day—and so do our franchisees!

**TOP FRANCHISES****Food & Beverage****Firehouse Subs**

Startup Investment: \$200,300 - \$385,675

Cash Requirement: \$70,000 - \$100,000

Domestic Franchises: 494

As one of the country's fastest growing restaurant brands and a leader in the fast casual industry, the demand for our uniquely prepared specialty subs is growing by leaps and bounds, opening up opportunities for expansion in new and existing markets. With our strong brand identity, exceptional franchisee relationships, high average unit volume, well-defined real estate guidelines, and passionate executive team, Firehouse Subs is perfectly poised for development with the right investor. **For more information on Firehouse Subs, call (877) 887-8330 or visit [www.FirehouseSubs.com/Franchising](http://www.FirehouseSubs.com/Franchising).**

**Auntie Anne's**

Startup Investment: \$197,875 - \$364,100

Cash Requirement: \$20,000 - \$80,000

Domestic Franchises: 885

As the world's largest hand-rolled soft pretzel franchise, Auntie Anne's stores hand-roll and bake pretzels to golden brown perfection in full view of customers. Auntie Anne's specializes in on-the-go menu items of pretzel products, dipping sauces, and beverages for consumers in venues, such as malls and transportation hubs.

**Jet's Pizza**

Startup Investment: \$300,000 - \$375,000

Cash Requirement: \$400,000

Domestic Franchises: 206

All successful restaurants share the same three essential traits. First, customer service. We will help you develop outstanding customer service. Second, cleanliness. We will train you in cleaning procedures. Third, and most important, product. Jet's Pizza has perfected the deep-dish square pie. One piece and you're hooked. Jet's Pizza regularly receives "Best of the Best" and "Reader's Choice" awards. Pizza Today magazine named Jet's Pizza the eighteenth largest pizza chain in the nation, by sales, in its "Top 100 Company" report. Entrepreneur Magazine has consistently ranked Jet's Pizza a "Top 500 Franchise" opportunity.

**Ground Round**

Startup Investment: \$375,000 - \$2,110,000

Cash Requirement: \$500,000

Domestic Franchises: 25

Ground Round Grill & Bar is a casual theme, two-room concept, catering to families with children in the dining room, and adults meeting friends in the sports lounge, with more than 40 years of successful operation. Since 2004, our franchisees have owned our brand and led our direction. Ground Round operates 25 restaurants in 12 U.S. States, and we offer a unique franchise opportunity to not only own a franchise, but also a share and stake in the overall company and its future success, with preferred royalty fees, terms, and voting rights for all its members. **For more information on Ground Round, call (207) 865-4433 or visit [www.groundround.com](http://www.groundround.com).**

**East Coast Wings & Grill**

Startup Investment: \$242,500 - \$675,000

Cash Requirement: \$250,000 - \$575,000

Domestic Franchises: 22

East Coast Wings & Grill has strong unit economics because we've created a formula that works! We offer a wide variety of fresh menu items and the nation's #1 wings in 75 flavors and nine heat indexes in a full-service, casual dining experience. By focusing on our delicious food in a friendly environment, we're taking a wing concept to new heights! Transparency and an open FDD show our true value and brand integrity. We maintain superior satisfaction ratings with our franchisees and support them at every level. Fresh food, friendly, fun environment and a financially sound investment ... no wonder we're an irresistible opportunity for savvy investors looking for a proven concept. **For more information on East Coast Wings & Grill, call (800) 381-3802 or visit [www.eastcoastwings.com](http://www.eastcoastwings.com).**


**Jeff Nielsen**  
**FocalPoint Coaching Franchisee**
**How long have you been a franchisee?**

Since September 2011.

**Why did you decide to buy a franchise?**

There were a few reasons: I wanted to be associated with great people—this was the number one consideration for me; I wanted a proven system with a proven track record; and I wanted access to world-class support.

**Why did you choose your franchise?**

Three reasons: 1) The people. After speaking with the franchise leadership (Steve, Marc, and Dom) as well as my area developer (Dan Creed) and franchisees, I was sold on the people. 2) The brand of the franchise. Brian Tracy is a top brand. This allows me to tap into and leverage a known brand giving me instant credibility. And 3) The team in Arizona. I had an instant connection with the area developer I would be interfacing with on a weekly basis. This was a big key to me.

**What is the best part of being your own boss?**

If it's to be, it's up to me! The buck stops with me. I have the option to create and enjoy my success. There is nowhere else to look but back to myself. That said, that is where the responsibility lies.

**What is the worst part of being your own boss?**

There is no one else to blame. If I don't like it, I have to change. It is no one's fault but my own.

**Where do you see yourself in five years?**

Businesswise, I will be coaching several clients. A few of these clients will be businesses I have a significant interest in—my way of keeping tabs on my investments while still staying in the coaching world. I will always be active in some form of teaching and contribution to helping others. I also see a component helping students/foundations/others along those lines, to see how business works and what they can get out of life if they put in a little work. I can't say I have a particular size of coaching practice dollarwise, because I only see that as a part of what I will be doing—not the end all, be all.



## Penn Station

**Startup Investment:** \$294,000 - \$479,000

**Cash Requirement:** \$175,000

**Domestic Franchises:** 237

Penn Station, a Cincinnati-based upscale, fast-casual restaurant chain renowned for its legendary, made-to-order Philadelphia cheesesteak sub, fresh hand-cut fries, and fresh-squeezed lemonade. Penn Station has over 235 restaurants in 13 states. Projections call for 30 new restaurants in 2012, 40 in 2013, and 45 in 2014.

## Jack in the Box

**Startup Investment:** \$995,928 - \$1,957,924

**Cash Requirement:** \$750,000

**Domestic Franchises:** 2,200

Jack in the Box Inc., based in San Diego, is a restaurant company that operates and franchises Jack in the Box restaurants, one of the nation's largest hamburger chains, with over 2,200 restaurants in 19 states. The company is currently 67% franchised and continues to advance on the goal to become a 70 to 80 percent franchised system by 2013. Qualified multi-unit franchise candidates may acquire whole company markets (Austin, Baton Rouge, Beaumont, Charlotte, Greenville/Spartanburg and Nashville) and develop new contiguous markets, including those "seeded" by the company in Cincinnati, Indianapolis, Kansas City, Oklahoma City, and Tulsa.

## Bruegger's

**Startup Investment:** \$368,600 - \$565,600

**Cash Requirement:** \$150,000

**Domestic Franchises:** 107

Bruegger's, a leader in the fast-casual restaurant segment, has over 300 Bruegger's bakeries in North America with 107 of those operated by franchisees. Renowned for its award-winning bagels, Bruegger's

offers a wide variety of freshly prepared breakfast and lunch options made with high quality, simple ingredients served with its unique brand of hospitality. Bruegger's is dedicated to the communities it serves and supports charitable causes locally and nationally. BEI's parent company, Groupe Le Duff, SA, is the world's second largest company in the café-bakery sector. Founded in 1983, BEI is headquartered in Burlington, VT, and was a recent winner of Nation's Restaurant News' Golden Chain Award.

## Happy and Healthy Products

**Startup Investment:** \$30,362 - \$85,670

**Cash Requirement:** \$30,362 - \$85,670

**Domestic Franchises:** 43

Taste your future! Join us in celebrating our 20th year and become a part of a fun, flexible franchise family providing all natural and delicious products. We offer you a home-based, low investment, royalty-free franchise opportunity complete with training and guaranteed accounts. Work full-time or part-time—it's up to you!



## Nothing Bundt Cakes

**Startup Investment:** \$326,003 - \$422,293

**Cash Requirement:** \$100,000

**Domestic Franchises:** 45

Nothing Bundt Cakes is a smart, simple retail bakery concept offering delectable bundt cakes that can be decorated for any occasion. We offer 10 different

flavors and 4 different sizes including the bite-sized bundtini, individual-sized bundtlet, 8-inch and 10-inch cakes. This is a family friendly business that brightens any community and offers clever gift-giving ideas to business clientele. **For more information on Nothing Bundt Cakes, call (702) 361-2047 x1 or visit [www.nothingbundtcakes.com/franchise](http://www.nothingbundtcakes.com/franchise).**



## Donatos Pizza

**Startup Investment:** \$370,000 - \$681,900

**Cash Requirement:** \$500,000

**Domestic Franchises:** 106

After nearly 50 years in the pizza business, Donatos Pizza has developed a unique combination of advantages that set us apart and provide our Franchise Partners clear advantages through our premium-quality products, a battle-tested operations platform, and highly committed franchise professionals. Our company culture is grounded in our mission to promote goodwill through our products, service, principles, and people. We're seeking like-minded restaurant professionals who want to grow with a brand they can be proud of. **For more information on Donatos Pizza, call (614) 416-7772 or visit [www.DonatosPizzaFranchise.com](http://www.DonatosPizzaFranchise.com).**



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\*CertaPro is ranked #1 in franchisee satisfaction in the home service category based on franchisee market research from over 300 brands in the last 12 months by Franchise Business Review. © 2012 All rights reserved. CertaPro Painters, Ltd. This is not an offer to purchase a franchise. Offerings are made by Franchise Disclosure Document only.





### Zoup!

**Startup Investment:** \$327,500 - \$563,000

**Cash Requirement:** \$150,000

**Domestic Franchises:** 41

Founded in 1998, Zoup! is the leading fast-casual soup concept restaurant that is defining the category with its premium and proprietary soups and other recipes. A dining experience that features 12 always-rotating soup varieties each day in an environment that focuses on comfort, satisfaction, and convenience. With the same "Everything Matters" philosophy that ensures quality, satisfaction, and convenience for customers, Zoup! has created the infrastructure, systems, and support programs that give franchisees the tools they need to build their own successful businesses. In addition to the opportunity to own a one-of-a-kind, exciting business that has a proven record of success, Zoup! franchisees enjoy a strong niche positioning consistent with consumer preferences, and availability of great territories. **For more information on Zoup!, call (800) 940-ZOUP(9687) or visit [www.zoupfranchise.com](http://www.zoupfranchise.com).**

### Charley's Grilled Subs

**Startup Investment:** \$103,000 - \$432,800

**Cash Requirement:** \$75,000 - \$100,000

**Domestic Franchises:** 393

Charley's Grilled Subs is famous for their hot, fresh, made-to-order Philly steak sandwiches and other 100 percent USDA-certified choice steak, chicken and deli subs, gourmet fries, and freshly squeezed lemonade. Through the last 23 years, they've built a base of knowledge, experience, and resources that they extend to their franchise partners.

### Genghis Grill

**Startup Investment:** \$320,000 - \$643,000

**Cash Requirement:** \$320,000 - \$643,000

**Domestic Franchises:** 83

The Genghis Grill system is successful because of its unique energy and its commitment to some of the highest operating standards in the industry. The advantages to owning a Genghis Grill franchise are as numerous as the "khanbinations" available in our restaurants. Genghis Grill provides assistance through every phase of the development process, from site selection and design to training and hosting your grand opening. Since the inception of this fun and interactive concept, Genghis Grill has carefully built an experienced team of franchise and restaurant professionals to assist you.

### Great Wraps

**Startup Investment:** \$125,000 - \$335,000

**Cash Requirement:** \$70,000

**Domestic Franchises:** 76

Great Wraps: The NEW American Sandwich is wowing crowds everywhere with their unique and healthy hot wraps and grilled sandwiches. Great Wraps franchisees share tremendous passion and pride in serving a hot sandwich menu that is fresher and tastier than the traditional subs and sandwich. Our business formula includes everything you'll need, and the operation is so simple to learn, you don't even need prior food experience.



Photo courtesy of Scooter's Coffee & Yogurt

### Yogurtland

**Startup Investment:** \$319,800 - \$615,600

**Cash Requirement:** \$46,000 - \$524,600

**Domestic Franchises:** 130

Yogurtland is pioneering the experience of customer-created frozen yogurt, and it's quickly catching on in neighborhoods across the country and across the globe. But we're not just creating yogurt. We're also creating an irresistible business opportunity that's imminently enjoyable. Easily repeatable. And simply ingenious.

### Scooter's Coffee & Yogurt

**Startup Investment:** \$200,000 - \$350,000

**Cash Requirement:** \$150,000

**Domestic Franchises:** 94

Scooter's Coffee and Yogurt's recipe for greatness equals uncompromised product quality, proven and successful financial business models, and uncompromised quality of franchise support. Since 1998, Scooter's Coffee and Yogurt has grown from one location to over 90 across seven states. We're actively expanding nationwide and seeking qualified business people interested in franchising. We are offering two business models: our Drive-Thru Kiosk and our Co-Concept with Scooter's Coffee and Yogurt. Our Franchise Support Team is committed to the success of our franchisees and provides hands-on experience, in-depth training, dedicated marketing support, established product control and distribution, on-going communication, and constant access.



### VooDoo BBQ & Grill

**Startup Investment:** \$340,500 - \$625,000

**Cash Requirement:** \$150,000

**Domestic Franchises:** 15

Who says you can't mix business with New Orleans style pleasure! We have been serving up our unique "New Orleans Style" spin on great barbeque since 2002. Besides our award-winning barbeque, VooDoo BBQ & Grill's provide a variety of mouthwatering menu options for the entire family to enjoy. Not to mention our signature sides like corn pudding and sweet potato soufflé that will keep even the most traditional barbeque enthusiasts coming back

for more. Unlike many "traditional" fast-casual restaurants, VooDoo BBQ & Grill is a "destination dining experience!" With every visit our guests enjoy the iconic sights and sounds of New Orleans as they escape to the heart of the French Quarter. Come experience our magic, and share our passion for great food and friendly service within an exciting atmosphere. With 54 units awarded in 2011 and locations opening in LA, MS, TX, FL, NC, and SC, it's easy to see why VooDoo BBQ & Grill ranks as one of the industry's top emerging franchise opportunities. Mixing business with "New Orleans Style" pleasure never tasted so good! **For more information on VooDoo BBQ & Grill, call (877) 902-4227 or visit [www.voodooobbqfranchise.com](http://www.voodooobbqfranchise.com).**

### Doc Popcorn

**Startup Investment:** \$66,250 - \$385,050

**Cash Requirement:** \$54,500 - \$253,000

**Domestic Franchises:** 45

Doc Popcorn is truly the first of its kind. From our delicious all-natural popcorn flavor profiles to our mode of distribution, we have created a unique and different way to snack. The kernel to our success is that we offer an "infinitely edible" product while creating a system to produce it that is extremely simple, efficient, affordable, and scalable. We also have an amazing and happy family of franchise owners who are excited to share their life changing stories as Doc Popcorn POPrioters.

### Jamba Juice

**Startup Investment:** \$221,000 - \$640,000

**Cash Requirement:** \$350,000

**Domestic Franchises:** 443

Founded in 1990, Jamba Juice Company is a leading restaurant retailer of better-for-you beverage and food offerings, which includes great tasting whole fruit smoothies, fresh juices and teas, hot oatmeal made with organic steel cut oats, fruit and veggie smoothies, Whirl'ns Frozen Yogurt, breakfast wraps, sandwiches and wraps, California Flatbreads, and a variety of baked goods and snacks. Jamba-branded products for at-home enjoyment are also available through select retailers across the nation and in Jamba outlets. Jamba Juice Company, a subsidiary of Jamba, Inc., owns and franchises Jamba Juice stores. Today, Jamba Juice has more than 750 stores nationally and a growing presence internationally including South Korea, Canada, and the Philippines.

Food & Beverage continued on page 18



## Laurie Sigillito FASTSIGNS International Franchisee

### Why did you decide to buy a franchise?

I was laid off from my job in the high-tech industry two years ago, and I was looking for some sort of business opportunity where I wouldn't have to travel as much. A friend suggested a sign business, and it sounded like a fun, sound business. My background and knowledge in business development and sales and working in a business environment helped quite a bit. I was also able to apply some of my technology background in the technology that's involved in the digital sign business.

### Why did you choose your franchise?

When I started looking at local sign businesses, I had no idea there was actually a franchise for this, but I found several franchise companies during my due diligence. FASTSIGNS was very picky about who they selected to be a franchisee, so I knew that they probably invested a lot into the franchise if they were going to be so picky about who opened one. I liked that their business model was not just to provide me support on the front end, but they actually make their money as I make my money. It's key to FASTSIGNS' business model to make me successful in the field and to help me increase my sales, and that's exactly what we've done.

### What advice do you have for prospective franchise buyers?

Put your business plan together, and really understand the industry and how it is going to fit into your market. The more you can do upfront to make your decision, the better off you're going to be when you launch.

### What is the best part of being your own boss?

It does give you a lot of flexibility. If I want to leave to help coach my daughter's basketball team, I can do that. Certainly the positives of business ownership outweigh the negatives.

## PJ's Coffee

Startup Investment: \$100,000 - \$375,000

Cash Requirement: \$75,000

Domestic Franchises: 58

PJ's Coffee of New Orleans was founded in 1978 by Phyllis Jordan, one of the pioneers of gourmet coffee in the U.S. We continue today what she started over 30 years ago, creating unique coffee blends and roasting the beans in small batches to maintain a flavorful and aromatic taste. We travel the globe to hand-select the top 1% of coffee beans—from Sumatra to Ethiopia, from Columbia to Kenya—everywhere the best coffee grows. PJ's Coffee offers coffee products through three different brewing methods: espresso, hot-drip, and our unique cold-drip. We also offer a wide selection of healthy and delicious food options to include fresh fruit, muffins, scones, bagels, croissants, and desserts.

## Marco's Pizza

Startup Investment: \$218,000 - \$418,500

Cash Requirement: \$110,000 - \$120,000

Domestic Franchises: 278

Marco's is a proven, profitable franchised business system with successful franchisees in states across the country. Marco's Pizza delivers the highest quality authentic Italian pizza on the market, where gourmet quality and better value deliver a taste that is truly different. People prefer the taste of Marco's pizza to that of competitors, which is why they will prefer to do business with you.

## WOW Cafe & Wingery

Startup Investment: \$225,000 - \$750,000

Cash Requirement: \$175,000

Domestic Franchises: 70

WOW Café was launched in 2001 in New Orleans by three brothers passionate about the sauce, sound, and spice that represent the soul of Louisiana. It is a casual, family-oriented restaurant where the food is always fresh, never frozen, and cooked to order to ensure each dining experience is consistent and full of remarkable taste. The diverse menu includes an assortment of healthy salads and wraps, grilled chicken, chicken tenders, burgers, and more that fit a wide assortment of diets and appetites. Our award-winning sauce and spice recipes were developed in the kitchens of award-winning Chef George Rhode IV and New Orleans' own Chef Paul Prudhomme.

## Mooyah

Startup Investment: \$350,308 - \$499,856

Cash Requirement: \$250,000

Domestic Franchises: 25

Mooyah Burgers, Fries & Shakes has a fresh, fun, and vibrant atmosphere with excellent guest service and a contagious amount of energy. The menu is as simple as it gets, focusing on burgers, fries, and, to satisfy the occasional sweet tooth, thick and frosty shakes. Every Mooyah burger is made to order with 100% fresh American beef and freshly baked in-house buns. From the moment the guests enter the door, their five senses are overwhelmed with the "Mooyah" experience. Mooyah will never be all things to all people. Instead, we're a celebration of all things burger. Because even if you can't quite explain it, you'll know it when you take that first bite. Mooyah burgers are just better. And that's just what we're going for.



## LaRosa's Pizzeria

Startup Investment: \$997,000 - \$2,443,500

Cash Requirement: \$200,000

Domestic Franchises: 65

LaRosa's is a family-style pizzeria serving over 40 menu items for dine in, carry out, or delivery. Our full service concept includes traditional table service as well as a bar and party area. Our guest service center gets pickup and delivery orders right the first time and treats our guests right, too. And our customer relationship management technology helps ensure guest loyalty. Our 65 pizzerias serve real family recipes from a real Italian family.

For more information on LaRosa's Pizzeria, call (513) 347-4772 or visit [www.larosas.com/franchise](http://www.larosas.com/franchise).



Photo courtesy of Wild Birds Unlimited





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### Straw Hat Pizza

**Startup Investment:** \$237,000 - \$511,000

**Cash Requirement:** \$60,000 - \$80,000

**Domestic Franchises:** 56

For over 50 years, Straw Hat Pizza has taken pride in building strong relationships within our communities by supporting schools, nonprofits, and youth sports programs. Straw Hat Pizza serves up fresh products and natural ingredients with an emphasis on "slow food" —finding the best quality produce within 100 miles of our stores and customers.

### Hurricane Grill Wings

**Startup Investment:** \$297,000 - \$847,000

**Cash Requirement:** \$300,000

**Domestic Franchises:** 45

Hurricane Grill & Wings is a casual, beach-themed family restaurant that specializes in Food with Flavor. We are built upon a focus of return on investment, and as low an initial investment as possible, resulting in a great sales-to-investment ratio.

### TOP FRANCHISES

#### Health & Beauty

##### European Wax Center

**Startup Investment:** \$292,200 - \$374,897

**Cash Requirement:** \$200,000 - \$400,000

**Domestic Franchises:** 324

European Wax Center is the nation's leader in comfortable, healthy waxing. It is determined to position itself as a key player in the world of franchising. In developing its franchise opportunity, European Wax Center wanted to understand the real concerns of potential franchisees. For this reason, European Wax Center values the opinions and

insights of its existing franchisees and utilizes their knowledge to establish a business model that meets the needs of the team.

##### Palm Beach Tan

**Startup Investment:** \$556,695 - \$819,200

**Cash Requirement:** \$250,000

**Domestic Franchises:** 112

At Palm Beach Tan, our 20-year track record of success comes from delivering what appearance-conscious customers want. With salons coast-to-coast, we are the established, nationally recognized market leader in the indoor tanning market.



##### Sport Clips

**Startup Investment:** \$156,000 - \$200,000

**Cash Requirement:** \$100,000

**Domestic Franchises:** 860

At Sport Clips, our motto is "It's good to be a guy." That's because we've created a place where guys get more than a great haircut. They get a great experience. But not just customers are having a winning experience. Our franchisees are, too. That's because, for aspiring business owners, we are committed to offering more than just a franchise. We offer a business opportunity with reasonable start-up costs, a huge untapped customer base, and many levels of support to help ensure your success. Sport Clips is one of the easiest-to-execute, most-fun segments

in the multi-billion dollar hair care industry! Most new businesses require you to become an owner and operator, but when you become a Sport Clips franchisee, we recommend you keep your career! Our proven, manager-run business model lets you maintain your current position while you build your wealth. And you need no previous industry experience whatsoever. **For more information on Sport Clips, call (800) 872-4247 x240 or visit [www.sportclipsfranchise.com](http://www.sportclipsfranchise.com).**

##### The Woodhouse Day Spas

**Startup Investment:** \$392,750 - \$510,000

**Cash Requirement:** \$200,000

**Domestic Franchises:** 28

The demand for the spa experience is stronger than ever due to the aging boomer population. Without years of experience and a growing brand, The Woodhouse Day Spas stands out when it comes to our concept and the way it is positioned in the marketplace. The power of The Woodhouse Day Spas' business model and its use of technology make us not just another neighborhood day spa. In addition, the company's core values—all steeped in honesty, integrity, and trust—permeate the entire culture from the home office team to the franchisees and ultimately is passed on to each individual guest. That is what makes The Woodhouse Day Spas different.

## TOP FRANCHISES

### Home Services



#### CertaPro Painters

**Startup Investment:** \$129,000 - \$154,000

**Cash Requirement:** \$75,000

**Domestic Franchises:** 405

In business, reputation is king. Our customers have made the CertaPro brand the most trusted, most referred and most reliable in the \$40-billion painting industry. Our name is synonymous with excellence, a position we've earned due to our hardworking franchisees and their commitment to redefining the home service industry. Recognized as a category leader by Entrepreneur magazine, as well as Franchise Business Review and the Canadian Franchise Association, for outstanding franchisee relations and support, CertaPro leverages the experience of nearly 20 years of leadership to start growing your own business.

**For more information on CertaPro Painters, call (800) 689-7494 or visit [www.CertaPro-Franchise.com](http://www.CertaPro-Franchise.com).**

#### Budget Blinds

**Startup Investment:** \$50,000 - \$99,999

**Cash Requirement:** \$74,950

**Domestic Franchises:** 800

Budget Blinds was founded in 1992 and currently boasts over 800 franchise territories serving nearly 4,000 cities throughout the United States and Canada. Budget Blinds has been recognized as a leader in the franchise industry by organizations such as Entrepreneur, AllBusiness, Inc. and Franchise Business Review. Our vendor alliances and product portfolio continue to grow in line with consumer's home improvement aspirations, positioning Budget Blinds to be the leader in the multi-billion dollar window furnishings market.

#### ASP - America's Swimming Pool Co.

**Startup Investment:** \$49,200 - \$89,500

**Cash Requirement:** \$50,000

**Domestic Franchises:** 35

ASP - America's Swimming Pool Co., the Southeast's most respected swimming pool maintenance and repair franchise, was established in 2001 by Stewart Vernon of Macon, Ga. The company was built on the belief that providing the highest-quality pool maintenance with competitive pricing and a high level of dependability would attract customers.

#### Miracle Method Surface Refinishing

**Startup Investment:** \$85,000 - \$123,000

**Cash Requirement:** \$67,500 - \$105,500

**Domestic Franchises:** 125

The nation's largest surface refinishing franchise, Miracle Method offers onsite services to homeowners, hotels, colleges, and property managers as a money-saving alternative to removal and replacement of bathtubs, tile, fiberglass, and kitchen countertops. We don't just teach refinishing; we train franchisees on how to operate a highly successful and profitable business whose services are in big demand. Consistently ranked in the top five of FBR's Top 50 for Franchisee Satisfaction, Miracle Method's 15 days of training, and ongoing administrative, marketing, and technical support assures you the greatest opportunity for success.

#### Five Star Painting

**Startup Investment:** \$50,000 - \$80,000

**Cash Requirement:** \$20,000

**Domestic Franchises:** 63

With cutting-edge technology, online and offline marketing, multi-media and in-person training, daily support and industry leading growth, you can truly change your life by joining Five Star's team of successful franchisees. Five Star has a highly experienced management team that creates success through a personal touch and feel, yet our startup costs are the lowest in the industry.

#### HouseMaster

**Startup Investment:** \$59,200 - \$89,200

**Cash Requirement:** \$45,000

**Domestic Franchises:** 365

HouseMaster has been helping entrepreneurs from all educational and business backgrounds realize their dreams for the past 33 years, and has collectively performed over 2 million inspections. It is our motto to go above and beyond in supporting our franchisees, providing training, comprehensive business planning, marketing and operations support, resources, and coaching in all areas of the business. Franchisee and customer satisfaction alike, along with the highest level of quality service, are why HouseMaster continues to be the recognized authority on everything home inspection.

#### Surface Specialists Systems

**Startup Investment:** \$46,000 - \$75,500

**Cash Requirement:** \$25,000

**Domestic Franchises:** 45

By offering a much greater variety of service options than any other franchise in the bathroom and kitchen repair and refinishing industry, and capitalizing on our 30 years of experience, Surface Specialists' reputation as "The Repair & Refinishing Experts" is not just a slogan or a tagline. It is a proven fact. We are looking for self-motivated individuals who possess blue collar skills and an executive mindset and who also believe in the importance of top quality workmanship and being the best in their field.



Photo courtesy of Fish Window Cleaning Services



**ShelfGenie**

Startup Investment: \$70,000 - \$125,000

Cash Requirement: \$45,000

Domestic Franchises: 120

As a ShelfGenie franchise owner, you'll be part of a dynamic company with well established standards and procedures. We have meticulously planned everything down to the last detail, and you'll enjoy countless advantages. You'll be able to offer an extraordinary product with numerous potential revenue opportunities throughout a customer's home, as well as in commercial installations. You'll also have the opportunity to benefit from our experience, having installed thousands of projects, plus our ongoing research and development of the ShelfGenie brand, with new products introduced on a regular basis.

**The Glass Guru**

Startup Investment: \$27,190 - \$113,990

Cash Requirement: \$15,000 - \$75,000

Domestic Franchises: 58

The Glass Guru is the fastest growing franchise in the window market segment. Glass Guru's Entrepreneur Magazine rankings move up annually: now #273 - Top 500 List, #12 - Top 50 New Franchises and #50 - Top Low-Cost Franchises (generally less than \$50k). Their cutting-edge moisture-removal "Micro-Vent" technology is patent-pending, money-saving, and a "green" technology—saving energy and reducing landfill waste. Offering new solutions to common problems, it's no wonder Glass Guru franchisees keep growing, and gaining market share. Glass Guru franchisees, overall, are quickly generating positive cash flow—some within the first quarter of operations—and have a closing ratio over 2x greater than the industry average.

**HandyPro Handyman**

Startup Investment: \$68,000 - \$107,000

Cash Requirement: \$125,000

Domestic Franchises: 18

We are an alternative to the other side of senior care and have a great dual business density niche by incorporating home maintenance (our Honey Do List) with home modifications, creating a larger dense return referral for up to 10 years. (Home modifications are about making the existing residence fit the loved ones needs as well as generational family aspect through modifications such as stair lifts, safe patient transferring, bathing solutions, etc.).

**Closets By Design**

Startup Investment: \$124,900 - \$278,400

Cash Requirement: \$124,900 - \$278,400

Domestic Franchises: 32

With a proven business model, Closets by Design Franchising provides its franchisees with a unique business opportunity in a growing industry that is both fun and rewarding. If you believe you are the right candidate to own, operate, and grow a successful business then call today to learn more about joining the leading franchise system. At Closets by Design we put you in business for yourself but not by yourself.

**The Grout Doctor**

Startup Investment: \$23,405 - \$39,915

Cash Requirement: \$23,405 - \$39,915

Domestic Franchises: 68

Ranked in Entrepreneur Magazine's 2011 Franchise 500, The Grout Doctor is the largest and most experienced national franchise exclusively providing

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grout, tile, and stone care by highly qualified specialists. With the most recognizable brand in the business, an unmatched support system in the industry, and a niche market expected to stay in high demand, The Grout Doctor is a solid business opportunity and well positioned for growth.

**Granite Transformations**

Startup Investment: \$135,000 - \$351,000

Cash Requirement: \$100,000

Domestic Franchises: 86

Granite Transformations is a franchise organization that provides an important and compelling service to homeowners, builders, commercial building owners, and more to literally transform their kitchen, baths, bars, or other areas with our gorgeous Trend Stone, Trend Glass, and Trend Mosaic surfaces. Each surface is made in the USA and is created to bring a designer feel and impact to every room we're in. Many of our franchisees also do cabinet re-facing, bringing an additional service to our customers, and another way for our franchisee team to make revenue and create fans. No prior construction experience needed.

**For more information on Granite Transformations, call (954) 435-5538 or visit [www.granitetransformations.com](http://www.granitetransformations.com).**

**Aire Serv Heating & Air Conditioning**

Startup Investment: \$64,300 - \$183,900

Cash Requirement: \$35,000

Domestic Franchises: 163

Aire-Serv Heating & Air Conditioning franchises are independently owned and operated, built on the need to exceed the expectations of each customer with professional team members, knowledge, flat-rate pricing, 24-hour emergency service and more. Aire-Serv is a global franchise organization that provides installation, maintenance, and repair of heating, ventilation, air conditioning, and indoor air quality systems to both residential and commercial customers.

**ProTect Painters**

Startup Investment: \$73,050 - \$88,800

Cash Requirement: \$50,000

Domestic Franchises: 33

Professional exterior/interior painting franchise that focuses on quality, service, and value in a fragmented industry dominated by unreliable independents. Franchisee will own and manage the business; sub-contractor painting crews will do the work. The service is in high demand even when the economy is down, and it meets all of your key model criteria: Franchisee will be able to build an equity business that is scalable and achieve the lifestyle goals that they've set. Owner will join a team of professionals who care about one another and who are passionate about their work.



## Brian Neesen Granite Transformations Franchisee

### Why did you decide to buy a franchise?

My wife [Nicole] and I had a dream to one day own our own business. We had an experience with our own countertop, which launched us on a quest to find a better surface. We were introduced to Granite Transformations by a family friend and absolutely fell in love with the company and its engineered stone.

### Why did you choose your franchise?

I knew instantly that their engineered granite product was unique and exceptional in every way. Nicole and I became store #36 and have never looked back.

### What is the best part of being your own boss?

I enjoy the challenge that small business ownership requires. I enjoy people and have assembled a team that I truly like working with. I also appreciate the ability to make changes, big and small, that have an almost immediate impact on the bottom line.

### What is the worst part of being your own boss?

The worst part of being your own boss is managing the multitude of issues associated with business ownership.

### Where do you see yourself in five years?

I am passionate about my business and am excited to see it mature. I reached my goal of building my own facility a year ago, and now I am my own landlord. I look forward to paying down the building mortgage and growing my business through outstanding customer service and fantastic product offerings.

### What advice do you have for prospective franchise buyers?

Successful ownership requires the ability to plan, execute, and monitor results. Knowing your capabilities is key, but understanding your weaknesses is critical. I consider the relationship between my banker, attorney, and accountant invaluable, and I encourage anyone thinking about taking the plunge to build relationships with competent professional advisors.

## TOP FRANCHISES

### Pet Services

#### Zoom Room

Startup Investment: \$98,995 - \$178,370

Cash Requirement: \$75,000

Domestic Franchises: 13

The Zoom Room—an eco-friendly, active lifestyle dog training franchise—celebrates the social aspect of dog ownership. The Zoom Room is the only brick-and-mortar dog training franchise in America and the first dog agility franchise in the world. In addition to group and private classes, the Zoom Room serves as a dedicated event center for dog birthday parties, charitable fundraisers and other canine events. Well-heeled dog owners will also enjoy the carefully curated selection of solution-oriented pet retail products. The Zoom Room is now the fastest-growing pet franchise in the U.S. and a thriving leader in the \$50-billion pet industry.

#### Sit Means Sit

Startup Investment: \$5,675 - \$86,850

Cash Requirement: \$11,500

Domestic Franchises: 50

You receive a lot more than just learning how to effectively train dogs; you learn how to make a living in the dog training business. There is a big difference. As a Sit Means Sit franchisee, you receive all the training protocols, business support, and knowledge developed over years of success. In addition to becoming a Sit Means Sit dog trainer, the franchise system includes branding, advertising and marketing help, sales training, add-on products, and more.

## TOP FRANCHISES

### Real Estate

#### Sotheby's International Realty

Startup Investment: \$196,050 - \$612,500

Cash Requirement: \$153,550 - \$566,500

Domestic Franchises: 320+

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty Affiliates LLC network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world.

#### G.J. Gardner Homes

Startup Investment: \$70,000 - \$100,000

Cash Requirement: \$70,000 - \$100,000

Domestic Franchises: 20

Joining G.J. Gardner Homes means we put systems and procedures in place so the franchisee's time is used to their best advantage. We ensure that people are trained in our systems so the office runs effectively and efficiently. This means that once the franchise is up and running effectively the franchisee can have a manager take their place and run the business on a day-to-day basis and leave the franchisee to just oversee the business and focus on doing the things they are passionate about.



## The Ultimate Recession-Proof Business!

- Leading global franchise in 39 countries
- Large cash flow, business-to-business market
- Repeat transactions and referrals
- You profit by helping others succeed
- Proven and guaranteed systems
- Freedom to create your own future

If you are passionate about business and helping others succeed, then discover for yourself why **ActionCOACH** is the world's number one business coaching franchise.

Just visit [www.actioncoachfranchise.com](http://www.actioncoachfranchise.com),  
or call 888-483-2828 to get your FREE info pack.

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business coaching

**United Country Real Estate****Startup Investment:** \$15,000 - \$25,000**Cash Requirement:** \$12,500**Domestic Franchises:** 550

United Country Real Estate is the largest, fully integrated network of conventional and auction real estate professionals in the U.S. We've been innovators in real estate marketing since 1925, specializing in properties in America's small cities, towns, and recreational areas. When you join our family of nearly 550 offices, you profit from our comprehensive marketing program that includes one of the largest portfolios of property marketing websites (more than 3,000 separate sites and traffic of approximately 3 million visitors per month), multiple United Country Real Estate catalogs with international distribution, an extensive buyer database and national advertising of local properties that reaches more than 90 million homes per week.

**Coldwell Banker****Startup Investment:** \$52,470 - \$493,550**Cash Requirement:** \$27,470 - \$468,550**Domestic Franchises:** 1,117

Coldwell Banker is the oldest national real estate brand, which currently consists of nearly 92,000 agents in approximately 3,300 offices in 50 countries. Coldwell Banker is known for its legacy dating back to 1906, its commitment to industry-leading innovation and its network of trusted agents. Coldwell Banker has been ranked as the most visited national real estate brand on the Web by Nielsen Net Ratings for the last two years.

**Showhomes Home Staging****Startup Investment:** \$43,800 - \$75,500**Cash Requirement:** \$10,000**Domestic Franchises:** 75

Join Showhomes, a home staging business with a twist. One of the top 50 franchise companies in the U.S., and one of the top 30 low-investment franchises, Showhomes is growing and helping solve the housing crisis by staging one home at a time. If you love real estate and looking at homes and enjoy working with people, discover how a Showhomes franchise could be a great fit for you!

**Better Homes and Gardens Real Estate****Startup Investment:** \$62,470 - \$511,550**Cash Requirement:** \$100,000**Domestic Franchises:** 208

Better Homes and Gardens Real Estate launched in 2008 with an innovative value proposition: to be the industry's preeminent lifestyle real estate brand. We are dedicated to maintaining long-term customer relationships and building strategic partnerships with leading real estate companies, and we pride ourselves on keeping technology leadership and service innovation at the core of our business. Our business values—passion, authenticity, innovation, growth, and excellence—have fueled our rapid and strategic growth.



Photo courtesy of Nothing Bundt Cakes

**HomeVestors of America****Startup Investment:** \$39,300 - \$376,250**Cash Requirement:** \$50,000 - \$200,000**Domestic Franchises:** 209

We're America's #1 home buyer, instantly recognized across the country as the "We Buy Ugly Houses" company. This strong brand awareness, together with our powerful marketing strategy, generates a steady stream of leads. We offer financing for buying and rehabbing houses and world-class training and support. HomeVestors offers a full-service franchisee as well as an associate franchise, which is targeted to individuals and investors who want to work part-time in the business. **For more information on HomeVestors of America, call (800) 704-6992 or visit [www.homevestorsfranchise.com](http://www.homevestorsfranchise.com).**

**Help-U-Sell Real Estate****Startup Investment:** \$25,000 - \$60,000**Cash Requirement:** \$17,500**Domestic Franchises:** 103

At Help-U-Sell Real Estate, we pride ourselves on efficiency, affordability, and satisfaction, for our franchisees and their clients. As one of our franchisees, you will receive support every step of the way—from one-on-one coaching to weekly training sessions. Your technology tools will include a free website, a lead-generation management system, a new mobile application, and in-house tech support. Plus, your low set-fee business model will attract sellers in today's equity-challenged market. It has never been a better time to join the Help-U-Sell family. We invite you to speak with us today.

**TOP FRANCHISES****Senior Care****Home Instead Senior Care****Startup Investment:** \$50,550 - \$63,550**Cash Requirement:** \$39,000**Domestic Franchises:** 597

The Home Instead Senior Care family network of locally owned franchise offices was developed with a passionate desire to be your trusted source in helping your family keep your aging mother, father, grandparents or friends in their home as they grow older.

**Visiting Angels****Startup Investment:** \$59,170 - \$80,920**Cash Requirement:** \$31,950 - \$39,950**Domestic Franchises:** 450

Visiting Angels has established over 400 senior home care franchises (non-medical) in 47 states across the U.S. We advertise and market nationally for homecare client leads, and we distribute thousands of homecare client leads every month to our franchisees! Visiting Angels has been ranked by Entrepreneur magazine as one of the fastest growing franchises in America.

**For more information on Visiting Angels, call (800) 365-4189 or visit [www.livingassistance.com](http://www.livingassistance.com).**

Senior Care continued on page 24





## Homewatch CareGivers

**Startup Investment:** \$90,000 - \$140,000

**Cash Requirement:** \$50,000

**Domestic Franchises:** 183

Homewatch CareGivers was founded on the principle of delivering high-quality and compassionate care to people who need home health care services. Today, this vision lives on in the hearts of our franchisees, who on a daily basis witness the power of care—from providing the assistance that helps people age or recover at home; to providing peace of mind for clients and their families; to leaving a lasting impact on their communities. Experience the power of care as a Homewatch CareGivers franchisee and discover what it means to do great—in your life, for your family, and within your community. **For more information on Homewatch CareGivers, call (800) 472-2290 or visit [www.homewatchcaregivers.com/franchise](http://www.homewatchcaregivers.com/franchise).**

## Right at Home

**Startup Investment:** \$70,200 - \$118,400

**Cash Requirement:** \$100,000

**Domestic Franchises:** 240

Right at Home, a leading franchisor of in-home care and assistance for seniors and others, is looking for individuals with a strong business ethic, great management skills, and a desire to run their own businesses. We provide the proven concept, training, tools, and support; you provide the passion to serve those in your community with one of the fastest growing franchises in the nation.



## BrightStar

**Startup Investment:** \$95,067 - \$162,158

**Cash Requirement:** \$100,000

**Domestic Franchises:** 240

BrightStar Care is a unique franchise, providing the full range of in-home healthcare and medical staffing services. With multiple revenue streams, the BrightStar opportunity can create greater opportunities for our franchise owners. We provide homecare for individuals of all ages from infants to seniors, as well as staffing and support services for individuals, families and healthcare facilities. We are looking for

people who have strong management/marketing/sales backgrounds. A background in healthcare is NOT necessary. Contact us today and find out how BrightStar can change your life! **For more information on BrightStar, call (877) 689-6898 or visit [www.brightstarfranchise.com](http://www.brightstarfranchise.com).**



## FirstLight HomeCare

**Startup Investment:** \$53,030 - \$79,265

**Cash Requirement:** \$75,000

**Domestic Franchises:** 65

Designed from the ground up, FirstLight HomeCare is the new service leader in non-medical care franchises. With an unmatched approach for client satisfaction, caregiver retention, technology platform efficiencies, web marketing, extensive training and support "in the field," an unparalleled track record of success, and much, much more, FirstLight HomeCare is now the fastest-growing senior care franchise offering. No healthcare experience necessary, just strong presentation and communication skills with a desire to help others. Our foundation: Extraordinary People..... Exceptional Care. If you or someone you know are extraordinary and desire to join the service leader in senior care, call or email today. **For more information on FirstLight HomeCare, call (877) 570-0002 or visit [www.firstlightfranchise.com](http://www.firstlightfranchise.com).**

## Caring Senior Service

**Startup Investment:** \$55,000 - \$70,000

**Cash Requirement:** \$35,000

**Domestic Franchises:** 35

With 20 years of senior homecare experience, we offer a proven business model designed with your success at the forefront. Our comprehensive start-up, training, and ongoing support will set your business on the right track. Caring Senior Service offers a complete solution to help you hit the ground running after our robust training program. We are also your business resource center so you can focus on what is really important—growing your business. Please contact us to discover how you can Grow With Us. Care With Us. Change Lives With Us.

## Home Care Assistance

**Startup Investment:** \$114,000 - \$214,000

**Cash Requirement:** \$150,000 - \$250,000

**Domestic Franchises:** 57

Home Care Assistance awards some of the largest territories in franchising with a focus on highly lucrative client cases. It differentiates itself by building a strong consumer brand in each market, marketing directly to affluent customers and referral sources. Home Care Assistance offers a robust on-site and remote training and support program, including web-based applications that automate and simplify the day-to-day of the business. Fifty-eight percent of Home Care Assistance locations are in the acclaimed Million Dollar Club, and the network average for weekly client billings is nearly three times higher than industry average.

# Build a Business that MAKES A DIFFERENCE

- Major markets available nationwide
- Deep industry experience with track record of success
- Unmatched technology platform
- In-field support, training and tools
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[www.firstlightfranchise.com](http://www.firstlightfranchise.com)



EXTRAORDINARY PEOPLE. EXCEPTIONAL CARE.





Photo courtesy of Snap-on Tools

### Nurse Next Door Home Healthcare Services

Startup Investment: \$122,000 - \$163,000

Cash Requirement: \$100,000

Domestic Franchises: 49

Nurse Next Door is one of the fastest growing home care franchise systems and is dedicated to building the premier home care brand in North America. With over 50 franchise locations across North America, this exciting business opportunity has proven to have a recipe for success. This unique business opportunity offers prospective franchise partners the chance to build a business with a heart. Truly making a difference in the lives of seniors in their own neighborhoods is the number one reason why our franchise partners love what they do.

### CarePatrol

Startup Investment: \$45,000 - \$72,000

Cash Requirement: \$45,000

Domestic Franchises: 25

CarePatrol was designed to help families find safe assisted living and in-home care options while creating an explosive potential business for our franchisees. Get into the senior care franchise industry without having the hassle of hiring and supervising hundreds of caregivers. Our franchisees get paid handsomely each time one of our elderly clients moves into one of our contracted assisted living facilities. We offer national contracts and support from pioneers in the senior placement industry. Making a good living while helping others may be the perfect opportunity for you.

### @Home Healthcare

Startup Investment: \$50,000

Cash Requirement: \$50,000

Domestic Franchises: 16

If you are searching for a business opportunity that will give you the satisfaction not only of working for yourself but also of helping others, we invite you to consider becoming a part of the @home Healthcare franchise family. @home Healthcare helps seniors remain in the comfort of their own homes. As a franchise owner, you will be able to help families in your own community help their loved ones live happier, more active lives. Our franchise owners benefit from our proven track record, methods, and experience. Our home office in Jupiter, Fla., houses our executive offices, training facilities, and advertising department and support personnel.

### TOP FRANCHISES

#### Services



#### Precision Concrete Cutting

Startup Investment: \$130,000 - \$144,500

Cash Requirement: \$80,000

Domestic Franchises: 26

Precision Concrete Cutting (PCC) franchises fulfill the federally mandated need to maintain sidewalks and public walkways. Additionally, you help municipalities, property managers, and companies increase safety and bring the sidewalks into Americans with Disabilities Act compliance. Anywhere there is concrete, there is a need for our service. PCC is the market leader in both technology and price using its proprietary system and methods. As a franchise owner, you have the industry's best solution, recurring revenues from renewable clients, unlimited support, and a great network of other franchise owners. **For more information on Precision Concrete Cutting, call (877) 224-0025 or visit [www.pccfranchise.com](http://www.pccfranchise.com).**

#### Weed Man

Startup Investment: \$40,000 - \$60,000

Cash Requirement: \$60,000

Domestic Franchises: 394

Ranked in Entrepreneur Magazine's 2012 Franchise 500, #1 in the category of "Lawn Care," the Weed Man franchise system provides homeowners with reasonably priced, fully guaranteed lawn care services. Weed Man offers entrepreneurs a successful system to build high-margin recurring revenues with minimal capital investment and limited exposure to recession in an industry whose strong growth is fuelled by the demographic trends of dual-income families and aging baby boomers. Through proven systems, unparalleled support, and marketing know-how, these franchise owners have grown Weed Man one customer at a time. Today, more than 394 unit territories exist across North America, reporting more than \$110 million in combined annual revenues.



#### Fish Window Cleaning Services

Startup Investment: \$75,000 - \$135,000

Cash Requirement: \$75,000 - \$135,000

Domestic Franchises: 230

Fish Window Cleaning provides service to commercial and residential customers nationwide. They specialize in cleaning: ground-level storefronts; one-, two-, and three-story office buildings; restaurants; banks; churches; schools; and homes. Whether at work or at home, they offer a variety of services such as exterior windows of all types, storm windows, construction clean ups, screens, mirrors, chandeliers, ceiling fans, gutters, and skylights. **For more information on Fish Window Cleaning Services, call (877) 707-3474 or visit [www.fishwindowcleaning.com](http://www.fishwindowcleaning.com).**



#### Two Men and a Truck

Startup Investment: \$163,000 - \$465,910

Cash Requirement: \$150,000 - \$600,000

Domestic Franchises: 201

Two Men and a Truck offers a full range of home and business moving services and has grown both domestically and internationally. The company strives to exceed customers' expectations every time it makes a move. Two Men and a Truck also sells boxes and packing supplies. **For more information on Two Men and a Truck, call (800) 345-1070 or visit [www.TwoMenandATruckFranchising.com](http://www.TwoMenandATruckFranchising.com).**

Services continued on page 26

## Truly Nolen of America

**Startup Investment:** \$25,000 - \$280,000

**Cash Requirement:** \$25,000 - \$280,000

**Domestic Franchises:** 26

The Truly Nolen Four Season Approach plan fights pest invasion with common sense techniques and materials geared toward sending those pests packing. "Truly-Scape Lawn Care" offers a year-round program designed to take the guesswork out of insect control, fertilization, fungus, and weed control.

## 1-800-GOT-JUNK?

**Startup Investment:** \$83,250 - \$118,400

**Cash Requirement:** \$83,250 - \$118,400

**Domestic Franchises:** 180

1-800-GOT-JUNK? is the world's largest junk removal franchise with 200 locations throughout the United States, Canada, and Australia. 1-800-GOT-JUNK? has revolutionized standards of customer service and professionalism in an industry that once operated without set rates, price lists, or receipts. Our brand's success is based on the quality of people we invite into the system. Our most successful Franchise Partners are strong leaders, results-oriented and excited about long term growth. In February 2008, 1-800-GOT-JUNK? founder and CEO Brian Scudamore was named the International Franchise Association's Entrepreneur of the Year. This prestigious award and countless others demonstrate that 1-800-GOT-JUNK? is the best system available in the franchise service industry today.



## Boulder Designs

**Startup Investment:** \$54,325 - \$65,275

**Cash Requirement:** \$30,000

**Domestic Franchises:** 41

Boulder Designs is an uncomplicated franchise system coupled with low cost of entry and minimal inventory requirements and best of all, very fun to do. Boulder Designs trains you around our simple system to create custom boulders that can be used for name or address rocks, memorials, business signage, ranches, schools, parks, subdivisions—anywhere that signage is desired or needed. Our products are earth-friendly and are often allowed by local zoning regulations where other signage is not. If you love to work with others and are looking for a rewarding career, then Boulder Designs may be what you're looking for. **For more information on Boulder Designs, call (877) 892-2954 or visit [www.boulderdesigns.net](http://www.boulderdesigns.net).**

## Signal 88 Security

**Startup Investment:** \$86,000 - \$106,000

**Cash Requirement:** \$86,000 - \$106,000

**Domestic Franchises:** 80

Signal 88 Security Group, the leading security service franchisor, was founded in 2003, in Omaha, Neb., where "signal 88" is police code for "situation secure." Signal 88 Security was created to bridge the gap between the large inefficient security company and the small, local security shop. Signal 88 Security provides a superior security services offering through the utilization of the latest technology and a management process with intrinsic efficiencies and capabilities powered by this technology—none of which is available to or utilized by the competition. This approach is unique in the industry and provides a competitive edge for the success of all Signal 88 Security franchises.

## FRSTeam

**Startup Investment:** \$32,000 - \$644,500

**Cash Requirement:** \$25,000 - \$35,000

**Domestic Franchises:** 47

FRSTeam was founded in 2005 to provide a national, customer service focused fabric restoration solution to the insurance industry. For the past three consecutive years, FRSTeam has been recognized by Entrepreneur Magazine in both its Annual Franchise 500 rankings and in its Top New Franchise rankings.



## U.S. Lawns

**Startup Investment:** \$50,000 - \$75,000

**Cash Requirement:** \$30,000

**Domestic Franchises:** 254

Commercial landscape management is one of the most sustainable new businesses you can start. Grass and plants grow everyday, commercial property landscape must be maintained year round, and annual contracts produce recurring revenue. U.S. Lawns is the landscape industry's leading commercial landscape management franchise. We provide full service landscape services to commercial customers throughout the U.S. **For more information on U.S. Lawns, call (866) 781-4875 or visit [www.uslawnsfranchise.com](http://www.uslawnsfranchise.com).**



## Paul Davis

**Startup Investment:** PDR - \$179,464 - \$239,774,

PDES - \$40,784 - \$147,624

**Cash Requirement:** PDR - \$150,000,

PDES - \$50,000

**Domestic Franchises:** 289

Want to be part of a \$60-billion industry that isn't subject to the ups and downs of the economy? A business with tremendous growth potential? Paul Davis provides rapid response cleanup, restoration, and reconstruction services for properties damaged by flood, fire, smoke, mold, and natural disaster. In business since 1966, we have a trusted brand name in the insurance restoration category and work with most of the top insurance companies in the United States. This is a need-based industry with year-round demand, not a trend or a fad. Find out how a Paul Davis business can change your life. **For more information on Paul Davis, call (800) 722-5066 or visit [www.pauldavisbusiness.com](http://www.pauldavisbusiness.com).**



Photo courtesy of Mathnasium





### Linc Network

**Startup Investment:** \$206,000 - \$321,000

**Cash Requirement:** \$65,000

**Domestic Franchises:** 136

Linc Network is the franchisor of the Linc System, a business format for operating a commercial heating, ventilation, and air conditioning (HVAC) service business. Linc Network is a subsidiary of ABM Industries Incorporated (NYSE:ABM), a leading provider of facility services. **For more information on Linc Network, call (724) 873-2940 or visit [www.lincservice.com](http://www.lincservice.com).**

### Rapid Recovery

**Startup Investment:** \$150,000

**Cash Requirement:** \$100,000

**Domestic Franchises:** 30

Rapid Recovery is made up of a dedicated group of 30+ franchise partners. These owners strive to provide high quality, cost-effective refrigerant abatement solutions. If you are hardworking, self-motivated, and looking for a growing business opportunity, you need to consider if this is the right one for you. A Rapid Recovery franchise is an excellent way to be in business for yourself, but not by yourself, because we provide the systems and support to always be there to help. Our franchise system provides a method of doing business that has been tested for over 10 years in the marketplace. This system provides its expertise, experience, and continuous marketing support to enable you to grow your business along with ours.

### Mosquito Squad

**Startup Investment:** \$35,000 - \$75,000

**Cash Requirement:** \$35,000

**Domestic Franchises:** 97

Mosquito Squad is a proven, effective, and dependable treatment solution that kills mosquitoes, ticks, and other outdoor pests, helping you fight the spread of West Nile Virus, Lyme Disease and Encephalitis in your community. Starting with our proprietary insect treatment program and an innovative marketing plan, you can be up and running in 30 days.

### 1-800 Water Damage

**Startup Investment:** \$89,650 - \$181,650

**Cash Requirement:** \$50,000

**Domestic Franchises:** 69

1-800 WATER DAMAGE is a low overhead, recession-resistant, and simple to operate restoration franchise with a focus on the high margin segments of water damage and mold. A majority of the jobs we perform are emergency service and are most often paid for by the insurance industry. Insurance companies prefer to professionally dry out a water-damage-related mess to avoid future mold mitigation. And, when water/moisture isn't dealt with in a timely manner, we do mold remediation to save the day.



### A All Animal Control

**Startup Investment:** \$10,750 - \$41,615

**Cash Requirement:** \$5,000

**Domestic Franchises:** 36

As a national leader in wildlife management for over 17 years, A All Animal Control provides unique solutions to human/wildlife conflicts. By using a niche business model, an in-depth training program, and a support team to guide you every step of the way, you will be well-equipped to enjoy and profit from this fascinating career field. If you have been seeking an outdoor career that is filled with daily challenges, you owe it to yourself to learn more about this opportunity. Honorably discharged Veterans receive a special discount and waiver of our \$5,000 franchise fee. **For more information on A All Animal Control, call (866) 380-WILD(9453) or visit [www.WildlifeFranchise.com](http://www.WildlifeFranchise.com).**

### The Grounds Guys

**Startup Investment:** \$60,660 - \$185,160

**Cash Requirement:** \$50,000

**Domestic Franchises:** 34

The Grounds Guys is the newest service franchise opportunity in the landscaping, lawn and garden, and lawn care industry. It's a new name but comes with more than 20 years of landscaping franchise experience. And, like the other great franchise opportunities from Leading The Service Industry, it comes with all the systems, training, support, and tools you need to create a profitable service franchise business.



### Creative Colors International

**Startup Investment:** \$51,150 - \$82,050

**Cash Requirement:** \$49,000

**Domestic Franchises:** 72

Creative Colors International offers the motivated entrepreneur the opportunity to operate a proven business, which provides immediate income and unlimited potential for growth. You will be in business for yourself but not by yourself. CCI helps establish your client base so your franchise is generating revenues immediately. Franchisees receive intensive four weeks of training and ongoing consultation services to keep your business at peak performance. Our Start-Up Program includes an equipment package for operator convenience. With modest start-up costs, a complete training program, and support, we can put tremendous growth potential at your fingertips. Act quickly because each franchise is awarded its own exclusive territory. Let CCI help create a successful opportunity for you! Go into business with a business on the go. It may be your vehicle for a rewarding future. **For more information on Creative Colors International, call (800) 933-2656 or visit [www.CreativeColorsIntl.com](http://www.CreativeColorsIntl.com).**



### Vince Cunningham

#### A All Animal Control Franchisee

#### Why did you decide to buy a franchise?

After 20 years in the Army, I was ready for a transition in my career and in life, so I decided to retire. I wanted the freedom of being independent and my own boss, but I also enjoyed the security of a guaranteed paycheck. My dream was to be a business owner but the problem was that, in today's world of small business, nothing is guaranteed and the survival rate of new businesses is statistically minimal. The success rate of a proven franchise system was exactly what I was searching for. It put the survival odds in my favor and the guarantee back into the paycheck.

#### Why did you choose your franchise?

I had looked into many different franchise options but a close friend actually introduced me to the A All Animal Control Franchise. I have loved wildlife since I was a kid, and the opportunity to work with animals every day was one of my dreams come true. Another factor was that the AAAC franchise system was proven, and the support services are amazing. They are there to see you through every step, and they continue to be there for you each and every day. Having that support gave me the confidence and the desire to be a part of their team.

#### What is the best part of being your own boss?

The best part is being able to set my own schedule. After so many years of being told when and where to be, the freedom to dictate my daily schedule feels so refreshing and free.

#### What is the worst part of being your own boss?

The worst part for me is managing the office work with the field work.

#### What advice do you have for prospective franchise buyers?

My advice is a quote that I have hanging in my office by Henry David Thoreau, "Go confidently in the direction of your dreams and live the life you have imagined."

Services continued on page 28



## College Hunks Hauling Junk

Startup Investment: \$100,000 - \$150,000

Cash Requirement: \$100,000

Domestic Franchises: 39

College Hunks Hauling Junk is a franchise opportunity with an established and award-winning junk removal business seeing rapid growth. Our focus is on capturing both residential and commercial clients' attention and securing their loyalty. College Hunks offers a complete franchise system for growing your business in a very hot and highly fragmented industry. We grant large exclusive territories so you can provide greatly needed services to commercial and residential clients in your community.

## Pop-A-Lock

Startup Investment: \$30,000 - \$120,000

Cash Requirement: \$45,000

Domestic Franchises: 250

Pop-A-Lock is a lucrative service business with a time-tested, proven business model and the best initial and ongoing support and training. Pop-A-Lock is the only franchise system offering a complete range of leading-edge technology and traditional mobile locksmith, credential, and security services for all commercial, automotive, and residential customers. This includes many national and regional customers who have locations in cities all across the country and around the world. The efficiency aspect of one reliable point of contact is one of many dominate differences for a Pop-A-Lock franchisee.

## Pestmaster

Startup Investment: \$25,800 - \$56,800

Cash Requirement: \$30,000 - \$80,000

Domestic Franchises: 28

Pestmaster Services has always been an industry leader in performing Integrated Pest Management (IPM). Our mission is to provide the most effective pest management services with an earnest concern for the environment and for the safety of our customers and employees. Our first and foremost concern is the safety and health of our customers, their families, and their pets. Many times, pests can be controlled with simple habitat modification, which our specialized technicians have been extensively trained to recognize.

## Instant Imprints

Startup Investment: \$157,200 - \$219,900

Cash Requirement: \$157,200 - \$219,900

Domestic Franchises: 39

Instant Imprints is everything you need in a business and want in a lifestyle. Our exclusive system merges multiple revenue streams into one efficient business model, for one purpose: Helping customers promote! With low investment, small staff, and excellent hours, you can impact your community and live your dream.

## TOP FRANCHISES

### Specialty Retail



## Wild Birds Unlimited

Startup Investment: \$99,832 - \$157,344

Cash Requirement: \$25,000 - \$35,000

Domestic Franchises: 276

Wild Birds Unlimited owners are their local communities' backyard bird feeding specialists and a premiere source for nature information as well as quality products. But who we are goes far beyond the items we sell. It's our owners' commitment to their customers that distinguishes them from other retailers, a fact that makes us very proud. Wild Birds Unlimited owners enjoy helping their customers understand birds and nature, swapping stories about the latest bird sightings and seeing other people share their excitement. **For more information on Wild Birds Unlimited, call (888) 730-7108 or visit [www.wbfranchise.com](http://www.wbfranchise.com).**

## Rhea Lana's

Startup Investment: \$16,050 - \$33,050

Cash Requirement: \$8,000 - \$10,500

Domestic Franchises: 52

Rhea Lana's is a national children's consignment franchisor, founded in 1997. Rhea Lana franchises host seasonal events while building meaningful relationships in the communities in which they serve. As the leader in the industry, Rhea Lana's offers trusted, upscale consignment opportunities to families across America. Rhea Lana's trademarked and innovative software provides real-time tracking of sales for consignors and complete management tools for franchise owners. Rhea Lana's focus on superior customer service and Golden Rule leadership has allowed the company to grow with 100 percent franchise success in four years of franchising.

## Aaron's

Startup Investment: \$233,870 - \$607,580

Cash Requirement: \$15,000 - \$50,000

Domestic Franchises: 622

Our owners receive the most professional and unrivaled support that you'll find in the industry. From pre-opening assistance, detailed training, traffic-generating marketing initiatives, and inventory financing to volume purchasing, we know of no other franchisor that provides the breadth and depth of support like Aaron's.

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\* According to Accounting Today's ranking of accounting firms.

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Entrepreneurs  
Wanted



#### Just Between Friends

**Startup Investment:** \$24,500 - \$32,500  
**Cash Requirement:** \$12,900  
**Domestic Franchises:** 109

Just Between Friends is the nation's leading children's and maternity consignment sales event franchise. Franchises offer sales events in organized shopping venues two to three times per year where shoppers can find all they need for their families at substantial savings. Just Between Friends franchises lead the market through use of proprietary point-of-service software with backend internet software and support, and professional branding through targeted marketing materials. **For more information on Just Between Friends, call (918) 902-5673 or visit [www.jbfale.com](http://www.jbfale.com).**

#### Batteries Plus

**Startup Investment:** \$175,600 - \$350,200  
**Cash Requirement:** \$100,000  
**Domestic Franchises:** 500+

Batteries Plus is the nation's first, largest, and fastest-growing battery and light bulb franchise of its kind, offering a comprehensive selection of batteries, light bulbs, and related products and services that meet the growing demands of retail consumers and businesses alike. With over 500 locations in 46 states and Puerto Rico, and access to over 40,000 unique battery, light bulb, and related products, Batteries Plus has become

the single source supplier for all battery and light bulb power needs. Batteries Plus serves the \$30.7 billion U.S. battery industry and the rapidly growing U.S. light bulb industry estimated to be at \$14 billion in sales. (Freedonia Research Study)

#### Uptown Cheapskate

**Startup Investment:** \$219,200 - \$336,000  
**Cash Requirement:** \$219,200 - \$336,000  
**Domestic Franchises:** 15

To be a successful Uptown Cheapskate owner, you must be properly funded, hardworking, and organized. And you need to make the commitment to master and follow the latest fashion trends. This business is not for everyone, and while we are committed to providing top notch service and making things simple for you we also want you to know that it won't be easy. But, for the right individual, owning an Uptown Cheapskate franchise can be highly rewarding.

#### Interstate All Battery Center

**Startup Investment:** \$118,800 - \$275,000  
**Cash Requirement:** \$200,000  
**Domestic Franchises:** 175

Interstate All Battery Center is the only battery specialty store built on the strength of a national brand. Since 1952, Interstate Batteries is the name customers' trust for outrageous dependability and unmatched expertise. And now, you can be part of the exciting and growing \$86.2-billion global battery market. Interstate All Battery Centers provide retail and commercial customers with over 16,000 power solutions, from vehicles and cell phones to watches and cordless power tools and every battery in between. No matter what customers are looking for, the promise is: "We Have it, We Find It, or We Build It."

#### Pro Image

**Startup Investment:** \$130,700 - \$401,500  
**Cash Requirement:** \$75,000 - \$125,000  
**Domestic Franchises:** 75

Pro Image Franchises has been the largest sports franchise in the nation for over 22 years. Our stores have developed a strong following from customers that know we are the place to go for authentic, licensed sporting goods they cannot find anywhere else. Pro Image Franchises is a great option for entrepreneurs looking for a low-risk, steady growth business with a relatively low investment requirement.

#### FAST-FIX Jewelry & Watch Repairs

**Startup Investment:** \$75,000 - \$125,000  
**Cash Requirement:** \$100,000  
**Domestic Franchises:** 155

For over 28 years FAST-FIX has delivered a much needed service nationwide. Offering professional jewelry and watch repairs while customers shop in high traffic shopping malls. No jewelry experience is necessary; our owners come from a wide variety of backgrounds. FAST-FIX performs ring sizing, chain repair, watch repair, watch batteries, eyeglass repair, engraving, cell phone repair, and much more! High margins and a turnkey operation have made us a franchise that has stood the test of time.

## TOP FRANCHISES

### Sports & Recreation

#### American Poolplayers Association

Startup Investment: \$17,080 - \$20,150

Cash Requirement: \$10,000 - \$14,000

Domestic Franchises: 298

Today, the APA has grown to more than 270,000 members and boasts more members than all other "national" leagues combined. The league is administered locally by a network of franchise operators. League play is conducted weekly with both 8-ball and 9-ball team formats offered.

#### Kampgrounds of America/ KOA

Startup Investment: \$17,080 - \$20,150

Cash Requirement: \$10,000 - \$14,500

Domestic Franchises: 458

Kampgrounds of America is the world's largest system of franchised family campgrounds, with locations throughout the U.S. and Canada. Founded in Billings, Mont., in 1962, KOA provides travelers and vacationers with a quality camping experience, while also providing entrepreneurs with a successful small, medium or large family-based business model.

#### GameTruck

Startup Investment: \$115,250 - \$320,500

Cash Requirement: \$15,000

Domestic Franchises: 37

GameTruck is the first franchise of its kind and the brainchild of successful video game designer Scott Novis. GameTruck brings a patent-pending mobile video gaming lounge right to the customer's door, and offers 16 players a wonderful social video gaming experience. The company provides comprehensive training and on-going support, powered by a high-tech central booking service that makes it easy to manage day-to-day operations. GameTruck has many advantages compared to costly brick and mortar franchises, including a ramp up time that is typically six to eight weeks. The company offers exclusive territories and the GameTruck itself is a billboard on wheels.

## TOP FRANCHISES

### Technology



#### TeamLogic IT

Startup Investment: \$80,000 - \$130,000

Cash Requirement: \$50,000

Domestic Franchises: 49

TeamLogic IT franchisees provide computer support and state-of-the-industry managed services solutions to small and medium-sized businesses. Franchise owners serve as the CEOs of their businesses and hire the IT staff to perform the work. The candidate for a TeamLogic IT business is a person who wishes to work in a business environment, likes technology, and enjoys working with other business professionals.

For more information on TeamLogic IT,

call (949) 683-3314 or visit

[www.franserv.com/teamlogicit](http://www.franserv.com/teamlogicit).

#### Computer Troubleshooters

Startup Investment: \$28,800 - \$81,500

Cash Requirement: \$25,000

Domestic Franchises: 189

Computer Troubleshooters provides a full range of computer and technology solutions to small businesses and home users. Computer Troubleshooters specialists are fully trained and are experts at diagnosing and implementing a broad range of technology solutions.

## TOP FRANCHISES

### Travel

#### Cruise Planners

Startup Investment: \$495 - \$9,995

Cash Requirement: \$10,000

Domestic Franchises: 800+

Cruise Planners/American Express is a low investment, home based, business opportunity that yields high returns with no travel experience required. Americans have trusted the brand name American Express above all others in travel for over 150 years. We are an American Express Travel Service Representative agency, which lends instant credibility to our new franchise owners with a trusted, well-recognized brand.

#### CruiseOne

Startup Investment: \$4,575 - \$26,690

Cash Requirement: \$9,800

Domestic Franchises: 780

Celebrating our 20th year in business, CruiseOne is now a leading travel retailer in the country. As part of World Travel Holdings (WTH), we maintain the position as the premier vacation supplier providing millions of people access to the world's most fascinating destinations. Beyond our growing clientele base, we have mastered the art of unrivaled buying power, innovative marketing programs, and dedicated franchise support. Undoubtedly, our franchise owners stand out above the rest!

#### Expedia CruiseShipCenters

Startup Investment: \$125,000 - \$140,000

Cash Requirement: \$50,000

Domestic Franchises: 130+

Backed by the #1 brand in travel and our proven turn-key system, Expedia CruiseShipCenters Franchise partners enjoy a rewarding business and a great lifestyle. Our comprehensive training and 75+ member support team provides the knowledge and support you need to succeed—even if you're new to the travel industry! We're committed to meeting the needs of our franchisees with our "Stronger. Together" culture, massive buying power, award-winning marketing and industry-leading technology. Find out how you can get onboard with the fastest growing segment in travel through a self-guided, virtual tour of our franchise opportunity.



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This advertisement is not an offering of a franchise. An offering can be made only by prospectus. We only sell franchisees in states where our offering is registered. Figures reflect averages for lowest and highest sales and EBITDA as submitted by our full service franchised restaurants operating in 2010 as published in item 19 of our April 2011 Franchise Disclosure Document. Same store sales growth figures are from 1/1/94 through 1/31/12 as reported by franchisees. Individual financial performance will vary.



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