



# FRANCHISE INFO 4 YOU

--August 2013 Newsletter--



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## Everyone Needs a Team of Mentors



There are so many times in my life that I need help with something. I remember the first house my wife and I purchased. A real *fixer upper* for sure. The previous owners had taken out doors, light fixtures, electrical plates, counter tops, cabinet doors, and even the kitchen sink. It was all we could afford at the time, but I had no idea how to fix or replace these items. I was a financial analyst, not a handyman. Well luckily I knew where to go; to my Dad. Somehow over his life up to that point he had picked up a lot of trades and tricks and when he saw the house he offered to help. It would have been too overwhelming by myself.

**One of the most attractive aspects of Franchising is having the opportunity to go to a team of mentors** when something is wrong or if you have a question. Often times, Franchisees are going to need advice, support and have general questions about the business. Much of the initial training will be forgotten or lost by the time they open the business. What separates Franchising from independent businesses, is the fact that Franchisees have the option to reach out to the Franchisor anytime they require assistance. With a Franchise, you're not only getting a **team of mentors**, you're getting a team that is in the *exact* field, the *exact* business and have been exposed to the *exact* challenges that could arise.

My dad could not have helped me in fixing up my home if he hadn't done it before. But because he had he was a mentor that I could turn to. **In a franchise, you are in business for yourself, but not by yourself.** You have someone that has been there before, has seen mistakes and successes and is there for your support.

*-By Mike Shelton, Blog extract, [www.FranchiseInfo4You.com/Blog](http://www.FranchiseInfo4You.com/Blog)*

## Featured Funding Expert - Benetrends

**Use retirement funds (401K, IRA, etc) TAX, PENALTY and DEBT FREE to start or grow a business.** Best of All, you can also pay yourself a SALARY during the start up period. This resource was featured in the Wall Street Journal and IRS approved.

At BeneTrends we are singularly focused on helping individuals start and succeed in business. It all began over 15 years ago as we were the first to introduce our innovative Rainmaker Plan® 401(k) self-reliant business funding.

Our program also includes the incorporation of your business at no extra charge. The Rainmaker Plan is a safe, proven plan based on long-standing provisions of the IRS. It is designed specifically to help you:

- Minimize debt
- Enhance cash flow
- Stimulate business growth
- Build equity
- Take full advantage of tax laws

## CONTACT INFO / SOCIAL MEDIA

[www.FranchiseInfo4You.com/blog](http://www.FranchiseInfo4You.com/blog)

[www.facebook.com/franchiseinfo4you](http://www.facebook.com/franchiseinfo4you)

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Phone: 615-301-8716

*Serving all the U.S.*

## FRANCHISE NEWS

Where Jocks Buy and Sell their Gear.



**JockSale; The sporting, outdoor, and hobby gear consignment event franchise.** Consignment events are extremely popular these days.

1. The Low Cost-Part Time and Home Based franchise.
2. No Inventory to Purchase (supplied by consignors)
3. No Employees, (All volunteers)
4. No Retail leases, (We use spaces for only 10 days)

*JockSale Named by Entrepreneur Magazine as a Top 10 Promising New Franchise System*

A person looking for supplementary income and enjoys sports and the outdoors but is looking for a low risk venture or maybe is having trouble taking the Entrepreneur Plunge. **JockSale** is their business. It requires very little sales skills. It can be done with keeping a full-time job or owning other businesses.

Total Investment \$36,000-\$46,000



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## Free Demographics Study

When you are considering a franchise, one of the most important questions to ask is: "Will my location support this type of business?" This question must be addressed during the due diligence process. Many Franchisors have demographics software that tells them what areas are a good fit for their business. Some hire commercial real estate agents to assist you in finding the right area, but wouldn't you like to **see for yourself if your market is strong and viable?** We can help you!

At **Franchise Info 4 You**, we have access to demographics reports which tell us:

- Number of women verses men in a market
- Number of school-aged children
- Areas of higher rental income
- Average household income
- Ethnic population
- And much more...

Armed with this type of information, you will be able to choose the best location based on factual demographics, not just a guess. Remember, the saying goes, "Location, Location, Location!"

**Call us to request more information on demographics.**

## Hundreds of Franchise Concepts and Complimentary Trainings

There are almost endless franchise opportunities available to you, and we are here to help you in every way we can to evaluate all of your investment options. We are so happy to be able to provide you with the opportunity to realize your best future by finding the perfect business for you and your lifestyle.

Read below for some exciting franchise opportunities that may just be the right fit for you. Concepts range from low investment to Area Developer opportunities, from business coaching to pet industries, active management to investment-only opportunities.

Want to learn more about franchising and even *more* options that are available to you? Join us for no obligation, educational webinars with the franchise concepts in our portfolio.

We also offer monthly small business trainings to help you while running your business. Topics addressed include time management, working with your franchisor, decision making and more. We strive to provide you with the best services before, during and after you invest in your franchise.

**Contact us for a calendar of events and how to attend.**

**The next page has a sample of franchise concepts on which we can provide you information:**

## FRANCHISE NEWS



Diners' today have both a limited time for meals and are also becoming more cost and health conscious. **Today's consumers are looking for healthy, specialty food restaurants** that meet their growing demands for options that offer the ideal combination of better service, higher quality ingredients, and flavor. Fast Casual Restaurants, like **Teriyaki Madness**, meet this growing demand.

1. As a recent issue of Entrepreneur magazine states, "Customers looking for alternatives to fast-food burgers and chicken are turning to fast-food Asian chains. This country is fascinated with Asian cuisine, so anything new has a ready and willing market." According to Nation's Restaurant News, a new study reports that the Asian quick casual concept has clear prospects for strong future growth.
2. Teriyaki Madness has a system-wide, year-over-year Average Unit Volume Increases of 23%! resulting in phenomenal ROI.
3. An affordable Fast Casual Restaurant with a TOTAL INVESTMENT OF ONLY \$250K is possible.
4. Fast Casual restaurants are still only a small segment of the restaurant industry and it continues to grow exponentially, tripling its market share in just the last decade. It is also the only restaurant segment to grow in the last five years, according to analysts

## SAMPLE FRANCHISES

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|  <p>Kalologie<sup>®</sup> 360 spa<br/>skin·body·massage</p> <p><b>Prestigious Brand</b><br/>Co-operative <b>Advertising</b><br/>Extensive <b>Training</b> Provided<br/><b>\$155,000 - \$350,000</b> Initial Investment</p>            |  <p><b>PRO</b><br/>MARTIAL ARTS<br/>Building Character For A Lifetime.™</p> <p><b>Unique</b> concept<br/><b>Helps kids</b> build self-esteem<br/>Semi-passive for owner<br/>Membership Model – automatic<br/><b>monthly income</b><br/><b>\$132,000-168,000</b> total investment</p> |  <p><b>Sitters Etc.</b><br/>FRANCHISING, LLC</p> <p>Generous Protected <b>Territories</b><br/>Custom Built Software<br/>4-Phase <b>Training</b> Process<br/>#1 franchise growth industry<br/>Initial Investment: <b>\$50,000 - \$159,000</b></p>                          |
|  <p><b>Medex</b><br/>Patient Transport</p> <p><b>High-dollar, high-revenue</b> model<br/>with significant growth<br/><b>\$57,000</b> Minimum Initial Investment<br/><b>No brick and mortar</b> location<br/>required</p>            |  <p><b>BIG FROG</b><br/>CUSTOM T-SHIRTS &amp; MORE</p> <p><b>Fun Retail</b> business without the retail<br/>hours. Direct to Garment printing<br/>Only Franchise in the industry<br/><b>\$180,000</b> initial investment<br/><b>High margins, few employees</b></p>                 |  <p><b>SMS</b><br/>MASTERMINDS</p> <p>Mobile, social and internet marketing<br/>services for small businesses<br/><b>Residual</b> income<br/>Average Investment <b>\$30,000</b></p>  |
|  <p><b>Best in Class</b><sup>™</sup><br/>Education Center</p> <p><b>Self-Renewing</b> Market<br/>Allows for Franchisee to Transition<br/>from a Daytime Job while the<br/>Business Grows<br/>Initial Investment <b>\$60,000</b></p> |  <p><b>COLORGlo</b><br/>INTERNATIONAL<br/>Specialists in <b>COLOR RESTORATION &amp; REPAIR</b></p> <p><b>GREAT</b> company<br/><b>\$50,000 Total</b> Investment<br/><b>No employees</b> or building necessary<br/>Auto – Boat – Home restoration</p>                               |  <p><b>CLEANPRO</b><sup>®</sup><br/>Carpet Cleaning System</p> <p><b>Home-Based</b> and Highly Credited<br/><b>Eco-Friendly</b> Unique Technology<br/>Territories in US and <b>Canada</b><br/><b>\$47,500</b> Initial Investment<br/>Owner operated or semi-passive</p> |

We offer hundreds of franchise concepts. Call or email us to learn about more opportunities or for a list of upcoming information webinars.