

FranchiseConnect®

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MAY/JUN 2020

**HOME-BASED FRANCHISES
MAKING A DIFFERENCE
DURING COVID-19**

**HOME SERVICE
FRANCHISES
INDUSTRY REPORT**

**6 PRACTICAL TIPS
FOR VIDEO MEETINGS**

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TO INVEST?**

**SO, YOU WANT TO
WORK FROM HOME**

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What You Should Be Doing
with Commercial Real
Estate and Rent Payments**

**MEET THE PEOPLE
BEHIND THE BRANDS**

**UNITED WATER
RESTORATION**

SUPREME KOURTS



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TOP 100

**HOME SERVICE
FRANCHISES
2020**



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Liquid: \$50,000
Credit Score: 680+
SBA: Yes

531

TOTAL JOBS

\$3,335

AVE. JOB

\$145,648

LARGEST JOB

AVE. FRANCHISE REV

\$1.251 MILLION

301

TOTAL JOBS

\$3,335

AVE. JOB

\$16,746

LARGEST JOB

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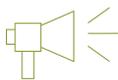
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EQUESTRIAN



WOMENS HOCKEY

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1751 Pinnacle Drive, Suite 600
McLean, VA 22102
info@franchiseconnectmag.com
www.franchiseconnectmag.com
(703) 665-5507

ADMINISTRATION

FOUNDER / PUBLISHER
Sitki Kazanci

PRESIDENT / CFO
Jackie Harty

EDITORIAL

MANAGING EDITOR
Elizabeth Adams

EDITORS
Sara Jensen
David N. Smith
Mary McHugh

CONTRIBUTING WRITERS
In Alphabetical Order by Last Name

Christopher Conner
Kimberley Daly
Nancy Friedman
Brian LaCour
Christina D. McAmis, Esq.

ADVERTISING DIRECTOR
Micheline Johnson

INTERN
Christina Huang

DESIGN / PRODUCTION

DESIGN
Creative Edge Design Studio

PHOTOGRAPHY + VIDEO
Ibrahim Turk

PRODUCTION MANAGER
Jennifer T. Gordon

SALES / MARKETING

Advertising Department
(703) 665-5507
info@franchiseconnectmag.com

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Home Services Franchise Opportunities

We focus on the Home Services Franchise sector in this issue. Home Services is currently a \$600 billion market. There are a lot of reasons for investing in a Home Services business. Owning a house comes with a lot of responsibilities. In many families, both parents are working full time, and there is no time to take care of the myriad things that go wrong around a house.

Many people do not have the necessary skills to do the work themselves. This is the type of business where if clients are satisfied with your company's work, they will usually hire you again. There is something for everyone. The work offered by a home services franchise can run the gamut from painting to plumbing,



house cleaning/maid service, lawn care, painting, HVAC, restoration, landscaping, lighting, and many more. You don't have to do the actual work yourself. If your strength is in management, you can focus on the numbers and hire people to do the work. It can be very rewarding as you are actively helping people to take better care of their homes and community. All properties need regular maintenance, even the new ones. Some of the work is indoors such as plumbing but if you prefer to work outdoors, you could look into something like lawn or pool care. The demand for assistance from a reputable home services franchise business is typically quite high even during this pandemic, as most homeowners prefer spending quality time with their families instead of doing chores around the house. There is a seasonal element

too. Certain services, such as lawn care, will usually be in higher demand during summer or spring months. Please take a look our TOP 100 list and the highlighted companies in our magazine.

For this issue, we interviewed two home services companies: Supreme Kourts and United Water Restoration. You can read the interviews in our "Meet the People Behind the Brands" pages. You will learn about their business and success stories.

Most important, stay safe!

SITKI KAZANCI / Founder-Publisher

HOME SERVICES IS CURRENTLY A \$600 BILLION MARKET. THERE ARE A LOT OF REASON FOR INVESTING IN A HOME SERVICE BUSINESS.



HOME-BASED FRANCHISES

Making a Difference during COVID-19

Coronavirus has essentially sped up the transition to home work environments and the home-based model.

By Christopher Conner

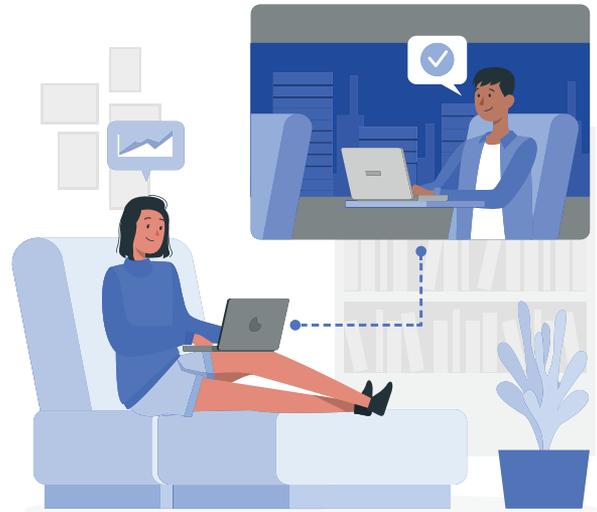
The home-based business revolution happened over a decade ago, and with the transition of more and more of the global workforce to home office settings comes the increasing number of home-based franchise systems. Even before coronavirus, employees and business owners were choosing to work from home in an ever increasing number. Technology, video conferencing, and proven efficiencies from a home-based employee have driven more companies and leadership to decide to stay home and franchise systems to offer home-based franchise models. Now that coronavirus is here, it has essentially sped up the transition to home work environments and the home-based model. Our firm, Franchise

Marketing Systems, is seeing this transition happen in droves, and more industry segments where the home-based model is applicable have now embraced a work-from-home model.

There are some great benefits to a home-based franchise platform, and they make fantastic elements of a franchise sales presentation. First and maybe most obvious is that the investment for the franchisee to open the business is lower when a franchisee isn't required to invest in real estate, construction costs, or furniture, fixtures, and equipment that would be associated with a traditional fixed location business. This lower initial investment creates an opportunity for a shorter, quicker potential return on investment for the franchise buyer. Next, people enjoy working from home in general. As long as the home

work environment is conducive to productivity, research has shown that people working from home can get more done and are much more efficient. In fact, just cutting out a commute to and from work alone adds value, time, and mental space to most who enjoy working from home. Now, the recent COVID-19 situation also adds another important element in that people can still do business and be safe from interacting with people in person on a regular basis. Look at today's market, which has been ravaged by the impact of coronavirus. People who have the luxury of working from home can still do business and still have opportunities to generate an income.

The great news about the franchise market today is that there are a myriad of systems and brands across a range



Technology, video conferencing, and proven efficiencies from a home-based employee have driven more companies and leadership to decide to stay home and franchise systems to offer home-based franchise models.

PHOTO BY ANDREA PIACQUADIO

of industries that offer opportunities for franchisees to own a home-based business. Restoration Insurance Billing Services (RIBS) is a restoration billing service that supports restoration businesses in increasing their rate of collection and has carved out an incredible niche in the resto-

PEOPLE WHO HAVE THE LUXURY OF WORKING FROM HOME CAN STILL DO BUSINESS AND STILL HAVE OPPORTUNITIES TO GENERATE AN INCOME.

ers. With a group of patented products and processes, they have been able to corner the market on protecting people against COVID-19. In the services market segment,

ration market space. Even during coronavirus, they have been able to expand into almost 20 new markets through franchising. A brand that couldn't possibly be more relevant in today's market is Bactronix, which provides sterilization and sanitization sprays and products to residential and commercial customers.

Richard's Painting is a home-services franchise which offers premium quality painting services to residential and commercial customers. The business model is low overhead and offers incredible value to both the franchisee and customers. Another home-based franchise system is Jantize America, which is in the commercial cleaning franchise market. Since 1986, the brand has expanded to over 300 franchisees and is still growing through the virus-impacted economy as more people are concerned with the cleanliness of their work environments.

The beauty of home-based franchises is that the models and brands leverage both the advantages of home-based businesses along with the benefits of franchising. In each of the cases of these previously mentioned brands, the franchisor provides marketing and sales support, branded materials, operating procedures, manuals, and support to help the franchisee get their business up and running. The experience of the franchisor behind the operating focus of the franchisee combines to create a much higher rate of success for a new

franchise location and offers incredible leverage for both the franchisee and franchisor. One of the reasons I personally appreciate and recommend home-based franchises is that the upside is virtually unlimited. In a retail-based franchise, the size of your location and the placement of your store will dictate how much revenue potential there might be in the business. In a home-based franchise, you can go out and get as much business as you choose or want. I also appreciate businesses that open up opportunities to a lower range of investment capital. Someone with \$50,000 now has a group of franchises from which to choose. In the past, they wouldn't have a single franchise available to them. ▶



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner's

team has expanded to 27 consultants between the US and Canada and has worked with over 200 brands to support successful franchise development strategies.

For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



IMAGE BY SHUTTERSTOCK

5 THINGS TO LEARN ABOUT Franchising from COVID-19

Franchisors reap the benefits of leadership, fellowship, and more.

By Kimberley Daly

Everywhere in the world, people are doing what they can to make a difference in this global situation. Doctors and nurses are on their front lines caring for the sick. Food banks and volunteers are on their front lines passing out food to those in need. Businesses offering essential services are on their front lines stocking shelves and organizing curbside pick-up. And franchisors are on their front lines commanding unprecedented leadership, adapting to the seemingly overnight changes in their businesses, and working tirelessly to help their franchisees. On every front line, there will be tragedy, but there will also be triumph. On every front line, there will be countless stories that will become a part of our history. On every

front line, there will be lessons learned that change the way we live, do business, and prepare for the future. If experience is the greatest teacher, while we may wish we never had to learn these hard lessons, we certainly will be all the better for them, if we really do learn from this time.

As business owners, what can we take from this experience that will better prepare us for the future? Here are five things that I want you to learn about franchising from COVID-19:

01 The leadership of a franchise brand is the most important reason to invest in a franchise. When times are good, if you invested because of a widget, you may enjoy your business, but when times are hard, it is the people that you are invested with that will help you survive.

02 The fellowship and camaraderie of a strong franchise system are fun and a bonus in good times, but they are essential and the difference between success and failure in an uncertain time.

03 In all times, good and bad, businesses (including franchisors and franchisees) need to be properly capitalized. Just like homeowners need a reserve fund to fall back on in case of an unexpected lay off or sickness, small businesses also need a reserve fund for

unexpected circumstances that may make it harder than usual to make money.

04 In good times and bad, people invest in franchises. Their reasons for investing and what they invest in may change, but they invest nonetheless.

05 Business ownership is survival of the fittest. Don't go it alone! Be in business for yourself but not by yourself. Partner with people who have weathered other storms, who have the confidence that can come only from experience. Walk in their shadows until you're strong enough to stand alone.

I have been self-employed for 23 years. I have been an independent consultant with FranChoice for the last 18 years. I am 47 years old and completely unemployable! I will always own my own businesses.

Before COVID-19, I was pretty sure I'd never start another business on my own. After COVID-19, I am 100% sure I will never go it alone in business ownership.

I'm on the front lines of franchising every day. I talk to franchisors who tell me amazing stories of how their franchisees are rallying together and sharing best practices. I'm part of a franchise-like company in FranChoice. We attend twice weekly Zoom meetings so we can see each other's faces, feel the connection to our system and each other and share, inspiring stories.

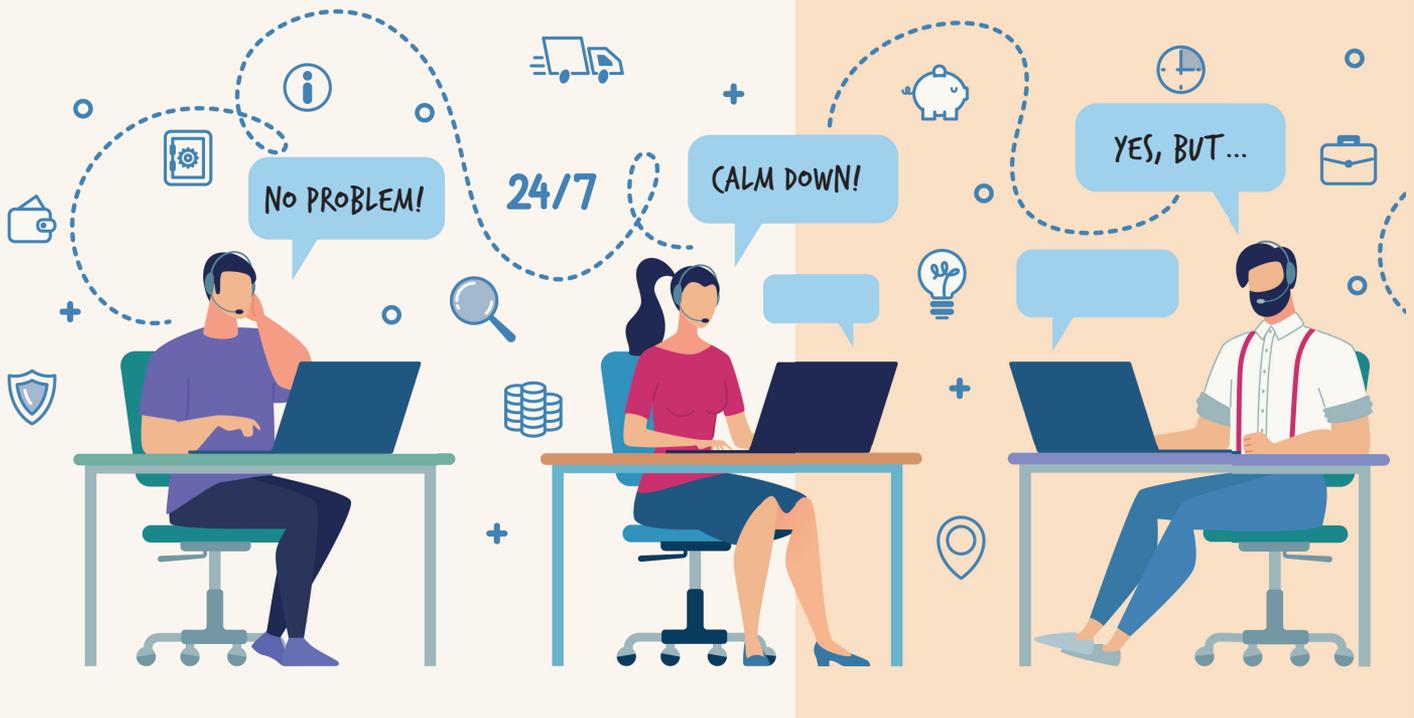
If life is better when we are together so is business ownership.

I am 100% sure there has never been a better time to say yes! to your business ownership dreams through franchising. Wait until you experience the leadership, hear the inspiring stories, and see life as a franchise owner from the front lines.

God bless you. God bless America. God bless our world. 🇺🇸



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals. She thrives on helping people achieve their dreams. She lives on the beach in southern NH and can be reached via kim@thedalycoach.com.



A FEW KILLER WORDS THAT CAN DRIVE CUSTOMERS AWAY

Conversation diverters. That's what they really are. Words and phrases that will divert the conversation from where it needs to be.

By Nancy Friedman

Killer words and phrases veer your customers and your potential customers away from the real point of your conversation.

Best we eliminate them from our routine and vocabulary. It's not easy to do. If it were easy to do, everyone would be doing it, and we know everyone isn't doing it.

Three of the top-rated killer buzz words are:

- **"NO PROBLEM"** – The customer is thinking, "Am I a problem?" When someone does something for you and tells you "thank you," you only need the gold standard of "you're welcome." The overused and abused "no problem" appears to be a big problem with your customers. Lose it. It kills the conversation. By the way, "No worries" isn't great either. Again, the gold standard of "you're welcome" will win every time.

- **"CALM DOWN"** – This one makes the hair on the back of a customer's neck stand up. In any movie or TV show we've seen, when someone is told to "calm down," the next words from the other actor are usually: "Don't you tell me to calm down." Right! It's not our job to tell our customers how to act. There are times when the client may need to vent. Your job is to listen and come in at the appropriate time with sympathetic and empathetic wording. Telling a customer how to handle their actions isn't a great idea. No one has ever calmed down by being told to calm down. "I hear your frustrations and will help you" works better.

- **"YES, BUT..."** – Now, what's wrong with that? We all say it, don't we? Well, what's wrong with that is the minute we use "yes, but" as an answer, the customer feels something negative is coming. If you have ever said, "I love you so much, but..." the other person knows

there's a condition coming, isn't there? Alternatives can be: "Let me double check that for you." Or a better word that isn't as offensive is *however*.

There are more killer phrases, of course; however, getting rid of these three phrases first will go a long way to helping customers.

Most people have phrases and sayings they don't like or aggravate them. Keep a list of your killer buzz words (along with ours) and learn to avoid them. ▶



Nancy Friedman, a former franchisor, is founder and president of Telephone Doctor Customer Service Training in St. Louis, MO. Telephone Doctor helps companies communicate better with their customers and coworkers. Nancy is a popular keynote speaker at franchise conferences and corporate meetings around the country. The author of nine books, Nancy has appeared on Oprah; Fox News; CNN; Today Show; CBS This Morning; Good Morning America, Great Britain, Australia; and many other radio and TV shows and media outlets. She can be reached at nancy@telephonedoctor.com, at www.nancyfriedman.com, or 314-291-1012.

INDUSTRY REPORT

The pandemic offers many opportunities to help out.





COVER
STORY

WHY YOU SHOULD INVEST IN THE HOME SERVICE FRANCHISE INDUSTRY EVEN DURING COVID-19

By Elizabeth Adams

The COVID-19 pandemic has resulted in a never-before-seen condition of the economy during which almost all non-essential services have been closed down while essential services are running on a skeleton staff.

There are some industries that have borne the brunt of the pandemic, like the restaurant, airline, movie theater, and live event industries. However, there are some industries that are more or less virus-resistant since their services are essential for everyday life.

One such industry is the home service industry comprising businesses that offer services to residential homes, although some also cater to commercial businesses. These include the heating, ventilating, and air conditioning (HVAC); landscaping; plumbing; flooring; appliance repair; and cleaning services.





WHY YOU SHOULD INVEST IN THE HOME SERVICE FRANCHISE INDUSTRY EVEN DURING COVID-19



PHOTO BY SUKAWA SITTHIKONGSAK

WHY SHOULD YOU INVEST IN A HOME SERVICE FRANCHISE AMID COVID-19?

The United States home service industry market was worth \$105.55 billion in 2018 and was expected to reach \$219.07 billion by 2026. This suggests that things looked incredibly bright for the home service franchise.

In fact, if you consider the residential remodeling niche, the unemployment rate was at a 30-year low, bookings had a healthy backlog, and customer confidence was at its peak. Hence, 2020 started with all the elements in the right place.

With coronavirus in the equation, the market seemed to have slowed down. However, the construction and home design industries, with 66% and 56% of the companies respectively noting an overall positive outlook, are still looking at the bright side, and many believe that things will start to look up again for the home service industry by year end.

Because businesses, particularly those on the construction side, remained strong in the months of January and February, and hence carried a healthy backlog for the second quarter, activities did not come to a halt in April, unlike many other less fortunate industries.

HOME SERVICE FRANCHISE OPPORTUNITIES

So what types of franchise opportunities are available for the home service sector?

Home Decor Franchises

Some people may not consider home decor an essential service, but the market for it is huge. Home decor also constitutes an important service for daily life, including window coverings, door installation, and replacing or refinishing kitchen and bathroom appliances and fixtures.

Your home is your sanctuary, and every room needs to be in proper working condition, especially during these times when people fear infection and prefer to remain behind closed doors.

Mobility Franchises

The senior housing industry has been hit particularly hard by COVID-19 because prospective investors cannot enter to inspect the property for fear of spreading infection to residents. This same concern is making families pull their loved ones from senior housing facilities and back into their homes and apartments.

Although unfortunate, this provides an opportunity for you as a mobility franchise which would be installing and selling senior aid appliances and fixtures like home elevators, wheelchair ramps, and custom railings. However, you won't be limited to just setting up mobility products in homes.

According to the Americans with Disabilities Act, businesses are also directed to modify their facilities so that they can accommodate and provide convenience to people with disabilities. This opens opportunities for mobility franchises to enter into the commercial market.

Appliance Repair Franchises

Since household appliances are used constantly, it is not surprising to see that even during lockdown, appliance repair companies are still working. This is becoming even truer as more and more Americans are conducting their businesses from home, resulting in increased wear and tear on appliances, including computers, cameras, kitchen appliances, etc.

Search trends show that the appliance repair sector has seen almost no dip in Google search activities, though there is some concern about bringing a technician or a service person into your home. We will discuss how to allay these fears below.

Plumbing Franchises

Even though a lot of people have not been fixing less urgent plumbing issues during this time, there is an increased and consistent search trend for more specific plumbing services, including emergencies like drain repair and backed up toilets.

As a plumbing franchisor, you will need to reevaluate your marketing strategies according to shifting consumer trends and redirect your advertising money toward channels that are more engaging to your customers.

HVAC Franchises

HVAC franchises accounted for 342,040 jobs as of May 2019, according to the U.S. Bureau of Labor Statistics, and the industry is expected to grow 14% by 2024.

Even during times of pandemic, every home requires fully functioning HVAC systems. Now that summer is here, and many states in the country are preparing for the swelteringly hot seasons, more and more searches are being made for air conditioning repairs and maintenance.

Since HVAC repairs and installation are an essential service, they will continue to be successful during the COVID-19 period.



PHOTO BY ELMUR, SHUTTERSTOCK

Landscaping Franchises

The landscaping industry comprises 93,000 companies in the U.S. alone and generates a revenue of \$50 billion and employs over 900,000 people.

As people are forced to stay home, they are now turning their attention toward landscaping projects like planting flowers; creating hardscapes like decks, patios, and gazebos; and leveling sidewalks to beautify their surroundings.

Additionally, more essential and recurring services like mowing continue to provide opportunities to landscape franchises, although consumers may not opt for premium services during these poor economic times.

Cleaning Franchises

Common sanitation and janitorial services have seen a spike in business as a result of the novel coronavirus as more and more homes are ordering deep cleaning and disinfection services.

The opportunity market is even bigger as janitorial services extend to the commercial sector as more and more businesses like offices, retail stores, manufacturing facilities, and gyms are opening up.

What Franchises Can Do to Protect Employees and Clients from COVID-19

With growing concerns about contamination and risk of infection, it is important to keep your franchise locations clean and sanitary.

The virus spreads from droplets when a person coughs or sneezes; therefore, it is necessary to keep you and your franchise location clean.

- Always wash your hands when coming in or touching high-touch-point surfaces like door handles or using the bathroom.
- Since the germs are transmitted through the mucous membranes of the nose, mouth, and eyes, train your employees to avoid touching their faces.
- Make sure to wipe down with disinfectants high-touch-point surfaces like door handles, smartphones, keyboards, refrigerator handles, and light switches.
- Place sanitizer and disinfecting wipes throughout your franchise location to help stop the spread of the virus.
- Encourage your employees to keep a distance of at least three feet from each other and from clients when making a home visit.
- No employee should be allowed to come to work with a fever. Consider allowing your employees to work from home, if it is possible.

Bottom Line

In times of uncertainty, look for opportunities in essential niche sectors that offer services that are essential for everyday life. It is important for franchises to make calculated decisions about their marketing campaigns as they can help determine the success of their business during the COVID-19 pandemic as well as in the long run. ▶



MAJOR FACTOR DRIVING THE HOME SERVICE FRANCHISE INDUSTRY

Thanks to the rise in the adoption of smartphone and Internet penetration, customers can now acquire information and book home services on demand today. On-demand services act as intermediaries between offline and online services and provide you the required services when you need them.

From booking home cleaning services to finding a landscaping service to ordering an in-home HVAC technician visit, technology has now allowed us to outsource many of the aspects of our everyday lives including home services.



The home service franchise industry is witnessing unprecedented growth, thanks to the adoption of technology. This technology not only helps to influence a franchise's daily marketing strategies and business activities during the COVID-19 pandemic, but will continue to aid it in the long run.

MEET THE PEOPLE BEHIND THE BRANDS



(Left to right) President Zoltan Kurucz, founder Endre Banfi, and founder Lajos Nagy

Your Local Restoration Experts

United Water Restoration began with one van, some equipment, and a dream of building a successful business.

By Christina Huang

United Water Restoration is a full-service restoration company available 24 hours a day, 7 days a week. Headquartered in Ormond Beach, FL, United Water Restoration Group has served the state of Florida for over 14 years. What started as a small company has evolved into a very successful national franchise.

We interviewed founder Endre Banfi, founder Lajos Nagy, and President Zoltan Kurucz who outlined their journey from a one van operation to having 16 franchises today.

Tell us a little bit about your background. How did you get started?

The founders are all from Hungary! They didn't really know each other in Hungary but got

to know each other when they came to the U.S. in 2000.

It all started when one of the owners was installing custom crown molding (Endre Banfi) and the other was doing some restoration work for another company (Lajos Nagy). They started comparing the price and profit of the jobs and thought "we ought to get into the restoration business." So, they bought some equipment and started knocking on doors to find work, and United Water Restoration Group (UWRG) was born!

Can you describe your typical day as founders of United Water Restoration? What do you enjoy most about your job?

We have 11 offices all over Florida and franchises across the country, but we work out of the Ormond Beach headquarters. We occasionally visit the other offices or go to our South HQ,

but most days we are in Ormond Beach HQ continuing to work on our business. We work to grow and improve our corporate locations and also work to grow our franchised business.

What differentiates United Water Restoration from all the others out there?

The culture is a key differentiator. We built the company from one van to what it is today on a foundation of hard work and hustle! We get up each day and try to get better and out hustle our competitors for the business! We work hard to take great care of our customers and try to find team members who have that same work ethic and mindset!

Tell us about the United Water Restoration services and history.

We are a full-service restoration company, so we can handle any water damage, mold, or fire and smoke restoration you may need. We also have staff that is certified for trauma or biohazard services. Additionally, we also have a construction company that can handle the reconstruction services after the initial restoration work is complete.

United Water Restoration began with one van, some equipment, and a dream of building a successful business. Our goal is to help as many people as we can in their time of need! We have built it up to 11 corporate offices across Florida! In 2015, we began franchising





the concept and currently have 15 franchisees and a few more in the pipeline!

Do you offer cleaning and disinfection services?

We do offer coronavirus cleaning and disinfection services! We saw the need and as small business owners, we know firsthand the challenge of running a business in the new normal!

Our Long Island franchisee was very busy delivering these services with New York being at the epicenter for the pandemic in the US!

Why United Water Restoration?

Customers choose UWRG because we work hard to help them through their difficult situation, whether that be water damage, mold, or fire! We take the time to educate them on what we're doing and why we're doing it per the IICRC standards! Not only are our technicians IICRC certified, our company is actually an IICRC certified firm!

As a franchisee, choose UWRG because you have the opportunity to get in on the ground level of a great company! Unlike some of our more seasoned, older competitors, we still have prime territory available for you! And unlike many of our competitors, we still run a restoration business! Many franchise concepts no longer have company locations and they are just in the business of franchising. We are in the same business as our franchisees, so we know first hand the challenges and opportunities of the business. It also creates a great environment to test or share ideas!

What do you look for in deciding if somebody will make a good franchisee?

We look for people who are hungry and not afraid of hard work! We look for people who aren't afraid to get their hands dirty and are willing to hustle to reach their dreams!

Lately, with the downturn in the economy, we've seen a spike in interest from other trades, People are looking to supplement or safeguard their other business with one that seems to be not only recession proof but also pandemic proof!

What's the typical investment to open a United Water Restoration franchise?

We have a wide variety of options depending on the franchisees' goals! For about \$100k you can get started in our Express program where you can keep your overhead low and operate the business out of your home. If you have a bigger appetite in terms of the size you want to start at and eventually grow to, we offer large territories with larger equipment and vehicle options that can have investments in the \$400k-\$500k range. It really depends on the franchisees' goals and investment levels.

What are the company's franchisee selection criteria? Do you offer training to them?

We have a rigorous sales process to ensure the prospective franchisee will be a good fit – both for them and us. We qualify them financially and make sure they understand the type of



business they are investing in—because restoration is a 24/7/365 business!

We do offer training and have a detailed, organized onboarding program for new franchisees. Our goal is to get them up and running 90-120 days after formally coming onboard. First, we ask that they go to IICRC training to get water, mold and fire certified because the IICRC is the gold standard regarding restoration work processes and procedures. We then provide a mix of calls, online learning, and webinars to continue their acclimation into UWRG as a franchisee. We also have new franchisees come to the Ormond Beach HQ for two weeks of training that will cover the remaining items they will need to cover prior to opening.

What are your plans for the future?

UWRG is going to continue to build both companies: the corporate locations within Florida as well as the franchise side of the business across the U.S.! We will adapt our sales/marketing as well as operations to maximize the opportunities in whatever the future may bring!

Is there anything else that you'd like to share with us about United Water Restoration?

Just that our industry is often referred to as being recession resistant or recession proof. Based on what we are currently going thru and how both of our companies (corporate & franchise) are adapting to the pandemic and thriving, it looks like we are also "pandemic proof"! With UWRG, you have the opportunity to be in business for yourself but not by yourself! ▶

For more information:
www.unitedwaterrestoration.com
 (386) 492-6904
franchisesales@unitedwaterrestoration.com

MEET THE PEOPLE BEHIND THE BRANDS



Premier Athletic Court Construction Company

By Christina Huang

Supreme Kourts (also known as Charles Barbara Company) is America's oldest preeminent tennis court design, construction, surfacing, and maintenance company. Founder and Chairman Emeritus Charles Barbara, after completing his military service in Europe during WWII, entered the industry as an enthusiastic young apprentice in the very active New Jersey Shore tennis community in the early 1950s. Initially, Charlie was recruited to service Hollywood Golf Club in Oakhurst, NJ, to maintain their numerous courts. But he soon demonstrated an extraordinary natural talent in designing and constructing superior tennis courts. Charlie's methods improved upon the prevailing industry standards and exceeded the meticulous expectations of an understandably exacting clientele.

We interviewed Tom R. Neuman, CEO, about the company history, services, and franchise offerings.

Can you tell us about yourself? How did you get started?

Steven Krieger and I have been high school friends and tennis buddies along the NJ Shore for decades within the Shore's very robust tennis community. After graduating from high school, Steven received a college tennis scholarship and coached throughout decades of summers in addition to other successful

ventures. As a high schooler, Steven introduced me to tennis with his generous family's spectacular trips to the U.S. Open and many other prestigious tennis-related events close to New York City. It was very exciting, and I became hooked on the sport and tennis culture. Our founder, Charlie Barbara, who built and maintained all of Steven's family's, friends', neighbors' golf, tennis, and basketball clubs since 1958, decided to retire over 20 years ago. He wanted to sell to a responsible new owner who would respect his ultra-long-term clients with continued quality services. With Charlie's and Steven's more than five decades-long professional and social relationship, it was a seamless transition for this seasonal business. With my extensive marketing background, and shortly after 9-11 shut me down in New York City, Steven recruited me to join him in this very attractive life-style enterprise. This was an exciting opportunity for us both to build and expand Charlie's business beyond seasonal and geographic limitations. After researching the industry and nationwide geographic markets, we realized that as a specialized contractor catering to the wealthiest 1%, we had a tremendous recession-proof opportunity to expand in neglected markets Charlie had historically turned down, due to his one-man operation, mom and pop business model designed to maintain quality, and a manageable and loyal geographic territory, plus relax at his Florida retreat during our industry's traditional off season. He had a very

attractive life style which he appreciated over any 9-5 drudgery.

Can you describe your typical day as CEO of Supreme Kourts? What do you enjoy most about your job?

As America's oldest court builder with an optimistic future, typically Steven is very hands on and will review the daily schedule with our foreman, muster our crews, direct all members of pending jobs, and ensure all equipment, materials, and supplies are properly maintained and stockpiled for the daily responsibilities. In addition, we field calls, email, etc. from new clients. Steven will prioritize managing our sales efforts, meet with new clients, review vendor offerings, and logistically coordinate deliveries of considerable volume to respond to changes in existing clients' courts. We also design and build new courts. We have been beta testing feasible expansion proof-of-concept strategies that we will test with our proprietary on-site mobile software programs designed to aggressively scale up our operations with high efficiency, accuracy, and profitability.

Steven and I will review new equipment offerings, materials, and building strategies. The demand for our services keeps us very busy. Thanks to Charlie's training, Steven is a respected authority throughout our industry, who works with traditionally competitive players. It is interesting to note that many times Charlie trained traditional competitors in response to the demand for his services. The reality is that, properly managed on a gentleman's agreement, there is sufficient business for multiple players. Fortunately, thanks to Charlie and Steven, we have sufficient confidence to help our industry neighbors when possible and be productive frenemies; that only helps our industry. We are satisfied with



Owners Steven Krieger, President and Chief Justice, Tom Neuman / CEO welcome Supreme Kourts newest Board Member, former Oakland Raider Super-bowl legend Phil Villapiano



NFL ALUMNI DRAFT SUPREME KOURTS CHIEF JUSTICE

a job well done that makes our clients' perfect courts come to life. The thanks from our many customers is very satisfying.

Tell us about the Supreme Kourts's services and history?

Established by our founder Charlie Barbara in 1958, Supreme Kourts designs and builds tennis and basketball courts in addition to other athletic facilities. We have the design and building skills that make clients' courts on all surfaces, tennis or basketball, come to life. Designing a tennis or basketball court is not a simple task. Various materials, designs, styles, and regulations make installing a court a large project. With Supreme Kourts, clients just need to bring a wish list.

What's the typical investment to open a Supreme Kourts franchise?

The low end entry cost is \$150K and the high-end is \$250K (when the franchisee purchases all equipment). That represents the leasing of various equipment plus vehicles.

The investment includes a \$100k franchise fee. Supreme Kourts does not require a brick-and-mortar storage facility. A franchisee can work out of their own home, if they have sufficient real-estate to accommodate at least three pickup trucks and one open and one enclosed trailer. As the business grows and prospers, a larger, more convenient facility will be required. Low-cost fabric or steel buildings can be very efficient, affordable, and even resellable. We have had great success with inexpensive 20'-40' steel storage containers. An acceptable facility could be a D-level, nonprime real estate that could eventually be inexpensively owned by the franchisee to minimize additional costs. Supreme Kourts will assume the cost for wrapping one pickup truck and one enclosed trailer, in addition to proprietary on-site management software. That includes all current and future training; plus soft- and hardware updates such as iPhone, iPad; software refresher training; and both technical and vehicle/equipment maintenance. Sophisticated marketing plus advertising and

social media support is included, in addition to a quality drone to record all aspects of installations.

What are the company's franchisee selection criteria?

Ideal Candidate: Strong sales and customer service background. The Supreme Kourts model has been successful for decades because the existing operating team is experienced and consistent in marketing and selling their services. We also seek:

- Candidates who are comfortable with face-to-face customer service and exude confidence working with and selling directly to both residential and business clients.
- Recently retired male and female professional athletes in all leagues are ideal candidates and intimately understand franchising and team work since each team they have previously played for had been a franchise operation. Athletes are team players and leaders and can transition seamlessly into virtually all sports facilities. They are very familiar with and grasp the subtle differences in quality installations since they have played on virtually every surface Supreme Kourts have designed through their entire amateur and professional careers.
- Owner/operators with high personal standards of honesty, integrity, and service.
- Candidates with project management skills and attention to detail. The Supreme Kourts model includes selling custom court design and installation to high-net-worth individuals and businesses. High-end products and services such as ours mean multiple personalized on-site sales appointments at a client's home or business every day. Being punctual





for appointments and delivering quality service is critical for continued success. Managing details of each project plus managing employees and subcontractors is critical, too.

- Outdoor-oriented people with a good attitude. Design and installation of athletic courts requires spending a significant amount of time outdoors. Successful franchisees will be outdoor-oriented with a background in maintenance, construction, or service industries. They should have a professional and optimistic attitude with a solid knowledge of best practices in business.

All candidates are properly and thoroughly vetted via our sophisticated, professional on-board human resources department relationship with the highly respected and efficient ADP, which also supports all back office transactions plus legal matters.

Do you offer training?

Absolutely, we offer extensive on-going training both outdoors in the field and in a classroom. Our training is conducted in cooperation with our approved vendor and university affiliation with 50 campuses and unlimited online training throughout the country.

What are the brand's further national growth plans? What are the brand's expansion plans in the future?

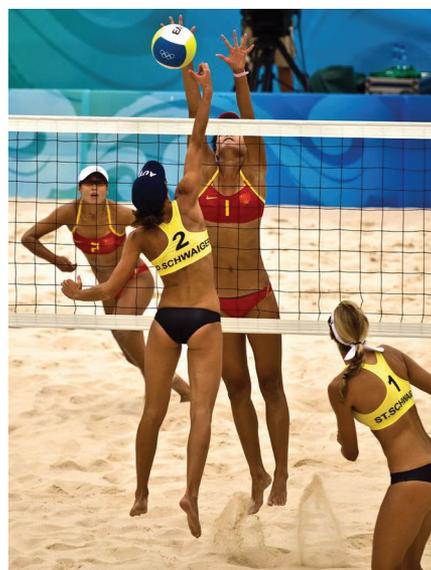
- Marketing support. We will coordinate development of advertising materials and strategies for the benefit of all members of the franchise network.
- Purchasing support. As the franchisor, Supreme Kourts will negotiate quality discounts on behalf of all of its members, passing these savings on to the franchisees.
- Ongoing research and development. Supreme Kourts will continue to research methods and techniques for franchise operations that enhance unit-level profitability.

- Operational Support. Supreme Kourts will provide ongoing training and support in many areas critical to the success of the franchisee's business

Upon experimenting with a number of feasible expansion strategies, Supreme Kourts management determined that franchising offers the best solution for all parties for timely and profitable sustainable national growth. Our target is to install 500 prime located franchises within exclusive territories over the next five years.

Is there anything else that you'd like to share with us about Supreme Kourts?

A sobering and alarming statistic is that 80% of professional athletes go bankrupt five years after they retire from their sport. Supreme Kourts is painfully aware of this tragic collapse. Our management has researched the cause and effect of this disturbing phenomena dealing with sudden wealth. We all recognize that professional athletes are familiar with our product. With the introduction of proprietary software plus constant support or coaching that helps the athlete to avoid the pitfalls of sudden wealth with no agent, coach, or manager around to save the athlete from bad decisions, bad advice, bad environments, and bad agents. Supreme Kourts cannot be successful without the success of each franchisee. We invest heavily and take advantage of methods and structures guiding each franchisee to accumulated wealth with guidance on



how best to utilize or invest in themselves, guaranteeing impressive long-term wealth. Ideally suited for a seamless transition from former pro to active professional.

Supreme Kourts has established an unprecedented franchise buying major brand co-op designed to provide the best pricing and services on all necessary materials including human resources, personnel recruitment, equipment, marketing, and advertising. All partnerships are specifically designed to enthusiastically assist and support our growing franchise network and assure top quality and discounted pricing due to our growing franchise network's volume to keep expenses low and profitability high plus assure success in their new endeavor.

Supreme Kourts will encourage our Franchise to participate in local events such as parades and refurbishing or restoring community athletic courts that have suffered from neglect and vandalism.

Supreme Kourts will coordinate social media support with various nonprofits to benefit each community. The value of the local sports court's involvement is immeasurable and extremely profitable, with immediate and long-term economic benefits. We have designed a community involvement program where the Supreme Kourts local franchise will participate in local events as a judge of talent or accomplishments. (Keep in mind our franchisees are the Supreme Kourts, and we would voluntarily judge entries and coordinate social media involvement.) This is very satisfying and helps increase the confidence and morale within affected communities.

We recommend a franchisee staff member become very proficient with flying drones both before and after projects are completed, in addition to being available to film social events such as athletic events, holiday parades, etc. ▶

For more information:
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that most of us want to dabble in, but should we really have the majority of our life savings tied up in something that we have no control over? What if instead we invested those funds in a franchise with a proven history, solid track record, and great leadership such that we could feel secure about this business investment that will build cash flow, equity, and tax savings? Not to mention, if you're worried about job security, an investment in a franchise that requires you to be there addresses that problem as well! In good economies, people want to be the boss, be able to make the big decisions that impact the company's future, and reap 100% of the reward for their efforts. How much more do people want this when the companies that employ them are scrambling to stay alive and making poor decisions that inevitably will affect their job? The desire for independence, freedom and control are alive in good times and bad and so are the business opportunities that provide them.

INCENTIVES

Second, when the economy is struggling, the government provides stimulus money and improves lending programs to incentivize banks to loan money to small businesses because small businesses stimulate local economies. They create jobs, pay taxes, and bring signs of life to communities. It's depressing to drive

by empty retail spaces in strip malls. Even the perception of growth by having new businesses moving into those spaces is enough to change the tide of uncertainty. If you're the owner of those commercial spaces, you welcome this new wave of owners and would probably provide your own incentives such as lower rent and more amicable lease terms; another bonus for the brave hearted franchise investor in a tough economy.

LABOR POOL

Lastly, as you open for business, you will need to hire employees. Rising unemployment means a bigger pool of highly motivated and talented employees to pick from. Finding good employees is always an issue for business owners, so here again, is another bonus for those courageous investors.

Is Now the Time to Invest?

Why would I invest in a franchise during uncertain times?

By Kimberley Daly

With so much uncertainty, the bustling economy has come crashing down, the unemployment rate is surging, our 401K and stock portfolios have decreased dramatically, and no one really knows when this will bottom out, so why would anyone consider investing in a franchise business right now?

Before I continue, I realize most people don't have the appetite to consider a franchise investment right now, and that is okay! But for those who suddenly find themselves looking at the stock market that held their financial future and are now completely sure they want to invest at least part of their savings into something more tangible, something they own and can control,

keep reading. Additionally, if you have lost your job or are worried that you may, you might want to keep reading as well.

I've been a franchise consultant for over 18 years, which means I was consulting during the hardest part of the last recession. It was then that I learned that in good times and bad, people invest in franchises. Their motivations for doing so and what they invest in changes, but the end result is people invest nonetheless.

So, why do they invest, what do they invest in, and are there really advantages to investing during uncertain times?

CONTROL

First of all, the stock market can soar and make us feel wealthy over time, and in the blink of an eye, crash and make us lose everything. It's a gamble

SUPPORT

Franchises with a proven history have experience on which to draw that could avoid costly mistakes and help you ramp up faster. Business ownership is survival of the fittest in the best of times. When there's confident leadership who has been through a tough economy and survived, who can mentor and support you as you go through your own learning curve, this could mean the difference between success and failure. The network of franchisees is another huge advantage. Having "colleagues" who understand your struggles because they are in the same business, and who want to cheer you on because your success is their success because you are all shareholders in the same brand, is arguably one of the greatest strengths of a strong, franchise system.

WEATHERING A DOWN ECONOMY

In any economy, candidates always ask me for "recession resistant" options, and while I understand that they are merely trying to limit their risk by offering a product or service that feels essential rather than discretionary, I also know that in really tough times, no matter how essential, no business is recession proof. I do, however, know owners who are recession proof.

I have seen owners struggle in terrific economies as much as I have seen owners struggle in tough economies. You can ensure your own recession resistance by building a business that you feel in control of, one where you can control your fixed costs and build a reputation in your community for being the best at what you do. Owners who create experiences for their customers that are engaging and positive, and who thrive on the relational aspect of their offering are always going to be as recession resistant as one can be in tough times. Additionally, owners who have a rainy day fund set aside for these tough times are, again, more recession resistant than those who don't.

By working with an experienced franchise consultant who can guide you logically to exploring the right franchise investments for your finances, skills, lifestyle goals, and risk tolerances, and who has experience and relationships that you can leverage to learn what you really need to know before you say "yes," you can feel competent and confident to say "yes!" Experienced franchise consultants match more for relationship than



PHOTO BY ENCERRRO

attachment to a widget. The widget (i.e., product or service that you offer) is only as good and relevant to the market, competition, and times as the vision of the people behind that widget. Selling widgets may make you happy when times are good, but investing in people who can lead and mentor you whether business is booming or struggling is a more solid investment in your future success.

TIMING

Why now? Why not now? Investing during this time is definitely not for the faint of heart. You must be properly capitalized, have realistic expectations, and focus on the long-term, but aren't those great rules for investing in a business no matter the time? The cheaper rents, government stimulus loan packages, and extra franchisor support could make this a prime time to put your money in your future and dreams. Additionally, investing in a franchise does not happen overnight. Realistically, it will take you 1-2 months to explore opportunities, complete due diligence, and be awarded the opportunity by your franchisor. From there you will go into a real estate search and/or training, and those programs both take time. From signing to opening is generally more than a 30-day process. Depending on the business, it could take you 6-12 months to open.

By beginning now, you are positioning yourself to be ready that much sooner.

By lunging forward, you will have already locked down the best territories before those who wait for the economy to improve even begin.

Why a franchise business compared to going it alone as an entrepreneur?

Investing in a proven franchise is a more logical way to start a business rather than going it alone in any economy but probably even more so in an unstable financial time.

There are always reasons to put off our dreams, but for those who dare to be curious and use this time to get educated to see what the possibilities are, you will be creating your future and waking up each day feeling in control and passionate about what's to come. The alternative is to stay stuck where you are, watching the news, and living paralyzed by your thoughts of "what if." Even if exploring franchising is just a happy escape from today's reality, I believe the time you invest will educate, motivate, and inspire you to want to, one day, live that dream. And what if one day becomes today?! ▶



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals. She thrives on helping people achieve their dreams. She lives on the beach in southern NH and can be reached via kim@thedalycoach.com.



PHOTO BY LEOKIRU FROM PIXABAY

NATIONAL ELECTRONIC FDD DEPOSITORY:

Not Just a Dream

By Christina D. McAmis, Esq.

Attorneys, franchisors, and franchisees have all dreamt for years of a single place where they would be able to access franchise disclosure documents (FDDs). This may be the year that dream comes true. North American Securities Administration Association (NASAA) has received authorization and has been working hard behind the scenes to make this a reality. Although at this time, it is unclear what the timeframe is for this dream to become reality.

NASAA has already created and has been putting to good use an electronic depository for other securities registration documents. Now they're working on one for franchisor FDD state registration filings. NASAA, using its Electronic Filing Depository (EFD), has allowed state examiners for securities filings access to the necessary documents for those filings, while at the same time allowing

the public to search and retrieve the same documents. Reported at the American Bar Associations' Forum on Franchising annual convention in October 2019, NASAA intends to move forward with allowing FDD filings for all registration states. This ability will give state examiners access to those documents, as well as their state-specific forms. The added bonus of having one depository will likely give franchisors the ability to file multiple documents (for each participating state registration) in the Electronic File Depository at the same time. This will streamline state registrations for franchise attorneys and franchisors alike.

MORE ACCESS MEANS MORE INFORMATION, WHICH IN TURN CAN LEAD TO BETTER, MORE INFORMED ADVICE FOR CLIENTS.

Depository at the same time. This will streamline state registrations for franchise attorneys and franchisors alike.

So far, the NASAA website (www.efdnasaa.org/About/EFDDStates) shows the following states as "in progress" for franchise filings: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. As these states come online, it will likely prompt more states to use the service, as many additional states already use the depository for their other security filings.

Commenters on the depository have expressed excitement that the system would allow more access to the information contained in the FDDs. It will be interesting to see if the documents themselves will be searchable (as the Form D filings appear to be), or if it will be a searchable database where the documents are all housed.

WHAT DOES A NATIONAL FDD DEPOSITORY MEAN FOR YOU?

If you are a franchisor:

It means being able to find and review competitors' FDDs easily. This access will allow you to research your competition and

LEGAL ADVICE

place yourselves well for growth within the franchise market for your offering or industry. Additionally, it will give your sales team easy research access to competitors that are in your vertical that they have not run up against previously, possibly due to entering a new state market area or being up against a brand-new franchisor's system.

If you are a franchisee:

It means a one stop shop which will allow you to compare different franchise systems and offerings easily, in one place for a particular vertical or state that you are interested in. The national FDD depository would also enable you to evaluate a larger variety of franchise systems in your chosen industry, or state.

If you are a franchise attorney:

It means being able to access information in one place. Currently, research must be conducted in several places. The depository will save time which in turn leads to savings for clients. More access also means more information, which in turn can lead to better, more informed advice for clients.

Having access to a multitude of FDDs will likely make the franchise marketplace more competitive, which will be a win for everyone who is invested in franchising as an industry. ▶



Ms. McAmis is a franchise attorney and CFE candidate. She is proud to be part of the Shelton Law & Associates Franchise Team. As part of the team, she works alongside clients offering guidance and support as they achieve their franchise goals.

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

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billing methods by using different modes of receiving payment such as accepting e-payments and credit cards.

Minimal Purchase of Goods

Home-based business normally do not require you to purchase large quantities of goods at a time, especially if your type of home-based business involves selling physical products. The business should be one that involves minimal purchase of products on a monthly or at least fortnightly basis.

Mobility

One of the remarkable things about having a home business is being able to work wherever you find yourself. As such, a home-based business is one which should also be easily movable or transferable. The fact that you have relocated or moved to another state does not stop you from making money wherever you are through your home-based business. You can work from virtually anywhere in the world once you have a home-based business with this quality.

Minimal Labor Requirements

The business should need as little labor as possible. You surely do not need to overburden your budget by employing hourly workers when you can easily outsource their functions to individuals with the relevant skills or experience to get the job done. You can be the boss, the accountant, the store/stock keeper, the cleaner, and many others all at the same time. Even if you are hard pressed to hire additional hands for your home-based business, or two should suffice.

Simple Business Plan

A working business plan is certainly among the most important aspects of any business and the home-based business should allow you to have a modest but highly productive business plan. You do not need a highly complex or sophisticated business plan before you can turn your business into a success. A simple, yet highly effective home-based business strategy is all you need to make it happen. Be sure to ask the franchisor to assist with your plan. ▾



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

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

SO, YOU WANT TO WORK FROM HOME

Home-based businesses offer many advantages.

By Brian LaCour

Home-based businesses are becoming more popular each day; most of them are well-developed, function on a part-time basis, and are usually owned by entrepreneurs that decided to keep their current job, at least in the start-up phase. The reasons why so many people decide to start a home-based business may vary. They simply could be tired of the so-called rat race and the commute to the office each day. Others may seek work and family-life balance. Many are interested in reducing the risk of starting a new business and keeping the overhead as low as possible. The fact is that by doing this you become your own boss, and you are able to make your own decisions and to gain an extra stream of revenue.

However, finding a perfect home-based business that fits your personality and expectations can, at times, be one of the most challenging things first-time entrepreneurs usually face when setting up a home business. Here are a few business categories and characteristics to consider:

- Home improvement
- Business services
- Pet services
- Cleaning services
- Repair and restoration

Low Overhead Costs

A home-based business enjoys low overhead. You do not need a costly location with large amounts of electricity, legal services, or expensive advertising. When it comes to the right home-based business, there is little or no overhead, as just about everything that has to do with running or setting up the business can be done from the comfort of your own home.

Small Cash Outlays and Cash Billings

Something else to consider during the search is cash outlays and cash billings. A good home business does not necessitate large cash outlays to purchase huge equipment. Simply put, it does not tie up your funds by forcing you to buy expensive equipment before starting. Also, the business should be able to enjoy simple cash





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TOP 100 HOME SERVICE FRANCHISES

FRANCHISOR NAME	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
United Water Restoration Group	2008	2008	\$100,000 - \$500,000	Maria London	(386) 492-6904	www.unitedwaterrestoration.com
Supreme Courts Franchising	1958	2019	\$150,000 - \$250,000	Tom Neuman	(732) 978-0488	www.supremecourts.com
Caseys Cleaning Franchise	1986	2019	\$10,000 - \$30,000	Cindy Nacca	(609) 242-1466	www.caseyscleaningfranchise.com
Lawn Creations	1979	2019	\$19,900 - \$23,900	Edmund Tucker	(419) 843-3867	www.lawncreationsusa.com
NaturaLawn of America, Inc.	1987	1989	\$47,500 - \$112,650	Blaine Young	(800) 989-5444	www.naturalawnfranchise.com
Bloomin' Blinds	2014	2014	\$40,000	Kelsey Stuart	(214) 995-1062	www.bloominblindsfranchise.com
Spaulding Decon	2005	2016	\$139,000	Laura Spaulding	(813) 298-7122	www.spauldingdecon.com
Conserva Irrigation Franchising	2008	2017	\$81,800 - \$102,250	Christie Wang	(804) 823-7554	www.irrigationfranchise.com
Advanced Renovation Services	2015	2020	\$55,000 - \$125,000	Nick R Walpert	(702) 981-7310	www.AdvancedRenovationServices.com
Gotcha Covered	2009	2009	\$75,000 - \$95,000	Hannah Leutert	(720) 446-5010	www.gotchacoveredfranchising.com
Fibrenew	1985	1987	\$79,000	Jamie Myles	(800) 345-2951 x 102	www.fibrenew.com
Steel Coated Epoxy Floors	1965	2017	\$32,000 - \$112,000	Ryan Combe	(801) 831-8521	www.steelcoatedffloors.com
Interim HealthCare The Gift of Hospice	2011	2011	\$165,000	Wendy Olayvar	(858) 737-7482	www.interimhealthcare.com/thegift
Eco Countertops USA	2008	2015	\$47,500	Steve Wolkoff	(317) 938-1400	www.ecocountertopsusa.com
HomeHealth24x7	2015	2015	\$9,000	Simon Censon	(888) 984-2210	www.franchise.homehealth24x7.com
Floor Coverings International	1988	1988	\$57,900	Mark Titcomb	(219) 916-9962	www.opportunities.flooring-franchise.com
Paul Davis Restoration	1966	1970	\$188,240 - \$391,077	Jacqueline Fairfax	(800) 722-5066	www.pauldavisbusiness.com
The Inspection Boys Franchise Inc	2017	2017	\$56,075	Matthew Rivera	(800) 819-4403	www.bit.ly/InspectionBoy
The Patch Boys	2009	2015	\$45,600 - \$66,500	Leo Goldberger	(844) 997-2824	www.thepatchboys.com
Dryer vent Squad	2019	2019	\$45,500 - \$67,000	Kari Denton	(888) 379-3704	www.dryerventsquad.com
The Honey Do Service, Inc.	2002	2008	\$65,650 - \$95,850	Al Goldsmith	(276) 466-3936	www.yourhoneydo.com
The Maids International	1979	1979	\$150,000	Josh Minturn	(402) 558-5555	www.Maids.com
The Junkluggers	2004	2013	\$105,535 - \$230,760	Kristy Ferguson	(800) 584-5865	www.bit.ly/theJunkluggers
Jantize America	1988	2000	\$10,000 to \$75,000	Paul Dorsey	(704) 503-7141 x 102	www.jantize.com
Martinizing	1949	2011	\$62,850 - \$85,900	Josh Titler	(248) 654-7002	www.martinizing.com
The Cleaning Authority	1977	1996	\$71,458 - \$167,834	Brittney Holobinko	(443) 602-9154	www.thecleaningauthority.com
Fish Window Cleaning	1978	1998	\$87,300 - \$150,700	John English	(636) 530-7334 x 241	www.fishwindowcleaning.com
Jan-Pro International, Inc.	1991	1992	\$4,170 - \$54,700	Gregg Quisito	(678) 336-1780	www.jan-pro.com
Maid Brigade, Inc.	1979	1980	\$94,700 - \$116,700	Joel Lazarovitz	(770) 551-9630 x 131	www.maidbrigadefranchise.com
Molly Maid	1979	1979	\$111,700 - \$156,200	Brian Dungan	(254) 745-5019	www.mollymaidfranchise.com
ServiceMaster Clean	1947	1952	\$93,698 - \$294,433	Jared Klepko	(901) 356-3679	www.servicemasterfranchise.com
Squeegee Squad	1999	2005	\$58,975 - \$145,450	Jack Ruegsegger	(866) WASH-NOW	www.squeegeesquad.com
Dryer Vent Wizard International	2004	2006	\$59,650 - \$136,900	Jason Kapica	(248) 306-3114	www.dvwfranchise.com
HOODZ	2008	2009	\$82,543 - \$223,239	Earl Shinabarger	(734) 864-9777	www.hoodz.us.com
Lapels Dry Cleaning	2000	2001	\$86,502 - \$710,122	Michael Eisner	(781) 829-9935	www.lapelsdrycleaning.com
College Hunks Hauling Junk and Moving	2003	2007	\$89,800 - \$208,700	Kathy Schilling	(920) 253-6630	www.collegehunksfranchise.com
DUCTZ	2002	2003	\$119,711 - \$227,470	Sherman Supley	(610) 818-7696	www.ductz.com
Renue Systems	2002	2003	\$119,711 - \$227,470	David Grossman	(917) 328-6661	www.renuesystems.com
OMEX Office Maintenance Experts	1979	1991	\$40,400 - \$70,600	Gerald Boarman	(800) 827-6639 x 109	www.omexcorp.com/franchise
Oxi Fresh	2006	2006	\$44,325 - \$74,290	Kris Antolak	(720) 963-6131	www.oxifresh.com
Merry Maids	1979	1980	\$89,619 - \$125,023	Christina Rodgers	(800) 633-5703 x 5994	www.merrymaids.com
Maid Right	2013	2013	\$90,625 - \$138,000	Gregg Quisito	(678) 336-1780	www.maidright.com
Junkluggers	2006	2012	\$105,435 - \$222,210	Steven Schick	(980) 339-8206	www.junkluggersfranchise.com
Bar-B-Clean	2011	2013	\$36,950 - \$50,070	Bryan Weinstein	(818) 470-6350	www.bar-b-cleanfranchise.com
Renew Crew	1993	2001	\$35,675 - \$83,025	Marcia Mead	(804) 353-6999 x 306	www.renewcrewclean.com
Chem-Dry	1977	1978	\$67,645 - \$185,757	Douglas Smith	(615) 806-8099	www.chemdryfranchise.com
Two Maids and A Mop	2003	2013	\$60,940 - \$144,390	Luke Schulte	(205) 377-6092	www.twomaidsfranchise.com
Window Genie	1994	1998	\$92,800 - \$172,500	Ken Fisk	(800) 700-0022	www.windowgeniefranchise.com
AdvantaClean Systems	1994	2006	\$113,100 - \$244,950	Denise Atkins	(704) 766-2429	www.AdvantaCleanFranchise.com
Maid To Perfection	1990	1990	\$50,000 - \$150,000	Michael Katzenberger	(407) 498-3045	www.maidtoperfection.com
HEITS Building Services	2003	2003	\$90,750 - \$188,200	David Heitner	(201) 288-7708	www.HEITS.com



FRANCHISOR NAME	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Mint Condition	1996	1996	\$4,644 - \$32,384	Jack Saumby	(803) 548-6121 x 109	www.mintcondition.biz
WaveMAX Laundry	2012	2016	\$139,955 - \$795,950	Geoff Batchelder	(925) 218 2332	www.wavemaxlaundry.com
Shack Shine	2013	2015	\$49,500 - \$99,500	Jeremy Ennis	(844) 909-3686	www.shackshine.com
You Move Me	2012	2012	\$78,500 - \$169,500	Cameron Wears	(866) 266-5865	www.youmoveme.com
Pool Scouts	2016	2016	\$72,200 - \$121,475	Timothy Holadia	(757) 337-3811	www.poolscouts.com
DetailXPerts	2002	2008	\$88,500 - \$195,100	Angela Williams	(313) 924-9779	www.detailxperts.net
Oxymagic Carpet Cleaning	1999	2005	\$20,000	Tom DiMaio	(973) 766 5141	www.oxymagicusa.com
Stratus Building Solutions	2004	2006	\$4,450 - \$72,850	Mark Johnson	(561) 670-5494	www.stratusbuildingsolutions.com
Izsam Clean	1998	2016	\$72,775 - \$95,900	Dan Bennett Sr.	(402) 707-2148	www.franchise.izsam.com
Lawn Doctor	1967	1967	\$100,015 - \$116,065	Eric Martin	(800) 989-1903	www.lawndoctorfranchise.com
WIN Home Inspection	1993	1994	\$28,745 - \$36,870	Chuck Kincaide	(615) 721-2813	www.winfranchising.com
CertaPro Painters	1992	1992	\$133,250 - \$169,500	Jeff Bien	(512) 673-6853	www.owncertapro.com
Pestmaster Services	1979	1991	\$36,400 - \$85,400	Jeff Van Diepen	(800) 525-8866 x 205	www.pestmaster.com
ShelfGenie	2000	2008	\$45,100 - \$95,000	Wes Barefoot	(336) 509-2543	www.shelfgeniefranchise.com
Tailored Living	2006	2006	\$156,430 - \$296,295	Jonathan Thiessen	(800) 420-5374	www.franchise.tailoredliving.com
AmeriSpec	2006	2006	\$156,430 - \$296,295	Marnie Hankins	(901) 597 7527	www.amerispec.com/franchiseopportunities
Made in the Shade Blinds LLC	2004	2013	\$53,449 - \$61,049	Eddie Miller	(504) 408 7036	www.madeintheshadeblinds.com
WOW 1 DAY PAINTING	2008	2010	\$67,000 - \$129,500	Cameron Wears	(866) 266-5865	www.wow1day.com
Budget Blinds	1992	1994	\$110,340 - \$234,370	Jonathan Thiessen	(800) 420-5374	www.budget-blinds-franchise.com
HomeTeam Inspection Service	1992	1992	\$44,800 - \$64,800	Matt Cook	(800) 755-4847 x 125	www.hometeamfranchise.com
Concrete Craft	2006	2008	\$135,290 - \$227,070	Jonathan Thiessen	(800) 420-5374	www.concretecraftfranchise.com
The Grounds Guys	2010	2010	\$81,220 - \$200,070	Pat Hyland	(254) 745-2554	www.groundsguysinfo.com
Premier Pools and Spas	1988	2014	\$38,000 - \$97,500	Bart Zacks	(916) 345-0125 x 101	www.premierfranchiseinfo.com
Outdoor Lighting Perspectives	1995	1998	\$130,000 - \$133,050	Erin Zide	(804) 353-6999 x 307	www.outdoorlights.com
Footprints Floors	2008	2013	\$65,500 - \$91,600	Mike Edwards	(303) 552-4863	www.footprintsfloors.com
Mosquito Hunters	2013	2015	\$35,000 - \$35,000	Eric Martin	(855) 424-8683	www.mosquitohuntersfranchise.com
Furniture Medic	1992	1992	\$80,799 - \$90,136	Chris Beck	(706) 208-9233	www.furnituremedicfranchise.com
Handyman Matters	1998	2001	\$93,277 - \$137,472	Jameka Spencer	(303) 984-0177 x 9308	www.HandymanMattersFranchising.com
1-800 Water Damage	1988	2002	\$132,099 - \$206,728	Steve Olson	(734) 929-1035	www.belforfranchisegroup.com
Mr. Appliance	1996	1996	\$60,800 - \$139,515	Brad Knieriem	(254) 759-5821	www.mrappliance.com
Mr. Rooter	1968	1972	\$74,975 - \$182,140	Sam Thurman	(254) 759-5820	www.mrrooter.com
Rainbow International Restoration	1981	1981	\$172,170 - \$278,595	Stephen Schiller	(254) 759-5825	www.rainbowinternational.com
The Glass Guru	2004	2007	\$72,750 - \$179,500	Sean Young	(916) 865-4416	www.theglassgurufanchise.com
Rytech	1995	1996	\$135,330 - \$170,764	Steven Seabaugh	(706) 372-0057	www.rytechinc.com
Aladdin Doors	2004	2012	\$32,400 - \$99,950	Patrick Rutten - Al Abdelaal	(847) 310-3515	www.AladdinDoorsFranchise.com
Storm Guard Roofing and Construction	2003	2011	\$180,400 - \$305,100	David Hines	(919) 977-9521	www.stormguardrc.com
Re-Bath	1978	1991	\$139,900 - \$308,000	Rose Miller	(480) 754-8976	www.rebathfranchise.com
Bluefrog Plumbing Drain	2013	2014	\$109,730 - \$361,015	Tony Hill	(513) 800-7919	www.bluefrogfranchise.com
Restoration 1	2008	2009	\$79,100 - \$183,350	Gina Roberson	(281) 795-0081	www.Restoration1.com
Surface Specialists	1981	1982	\$43,200 - \$56,000	Dan Kaplan	(704) 821-3380	www.surfacepecialists.com
HandyPro	1996	2000	\$70,640 - \$128,643	Dick Bass	(248) 893-6799	www.HandyPro.com
Mr. Handyman	2000	2000	\$117,500 - \$149,100	Nancy Haverty	(734) 822-6729	www.mrhandymanfranchise.com
Puroclean	1990	1991	\$72,765 - \$192,615	Clay McKee	(954) 379-5833	www.PuroCleanOpportunity.com
N-Hance Wood Refinishing	2001	2003	\$51,970 - \$167,023	Dwayne Tanner	(615) 988-3754	www.nhancefranchise.com
911 Restoration	2003	2007	\$70,100 - \$226,900	Idan Shpizear	(747) 233-6275	www.911restorationfranchise.com
Glass Doctor	1962	1977	\$127,300 - \$265,500	Ronnie Musick	(254) 759-5861	www.GlassDoctorFranchise.com
Anago Cleaning Systems	1989	1991	\$11,265 - \$68,250	Adam Povlitz	(303) 997-0746	www.AnagoMasters.com
Surface Experts	1981	1982	\$43,200 - \$56,000	Geoff Batchelder	(925) 218-2332	www.surfaceexperts.com
Mr. Electric	1994	1994	\$98,600 - \$234,750	Ronnie Musick	(254) 759-5861	www.mrelectricfranchise.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.



IMAGE BY CREDIT COMMERCE FROM PIXABAY

CORONAVIRUS:

What You Should Be Doing with Commercial Real Estate and Rent Payments

Coronavirus has forced commercial property owners and landlords to consider rent relief requests and inventive new measures to deal with this crisis.

By Sara Jensen

As the coronavirus continues to rage, commercial property owners and landlords are forced to seek inventive new measures to deal with the shifting real estate reality.

With increasing relief requests from tenants, landlords are now considering some of the following options for their commercial real estate and rent payments.

Analyzing the Tenants

When analyzing whether the tenant should be given rent relief, commercial property owners should ask for supporting documents so they can verify the tenant's claim about the inability to pay rent. Understanding if the tenant's business is likely to recover post-pandemic is essential for determining the rental agreement

going forward.

For example, although many restaurants have been forced to close their doors during the pandemic, some have been able to recoup their losses by providing take away or delivery services.

Landlords also need to find out whether the tenant has applied for any other forms of relief, like taking cover of business interruption insurance or applying for a loan program under the CARES Act.

Commercial property owners may consider providing conditional relief if the tenant has exhausted all other relief options.

Rent Reduction and Deferral

The most common type of rent relief is rent reduction for a specific period of time. Rent deferral, meaning paying the rent at a later date or over many dates, may also be considered. Rent

relief may be conditional meaning the payment of rent will be forgiven if a future condition is met, like avoiding a payment default in the future. It may also be absolute, meaning the rent will be forgiven without any strings attached. However, for the sake of enforceability, it is a good idea that you ask for something in return for any rent concession (like taking a share of the tenant's business, or adding interest to future rent payments) without increasing the current financial burden of your tenants.

Subletting

Landlords should also try to negotiate a subletting deal with their tenants and share or subdivide the property between another premise user. Not only will it mean a reduced rent for the tenant, it will ensure a steady income flow for you, and the original tenant can still be kept on the hook so that they can pay any difference in the future.

A property owner should consider buying out his lease only in the worst case scenario. This is a terrible time to seek new occupants and subletting or rent reduction can help make this horrible situation a bit better.

As commercial property owners try to navigate the real estate landscape amidst the pandemic, a lot of things remain uncertain. However, this uncertainty is not just faced by real estate owners but everyone else as well. As such, the solutions to the coronavirus will be determined by many factors and will continue to evolve. ▀



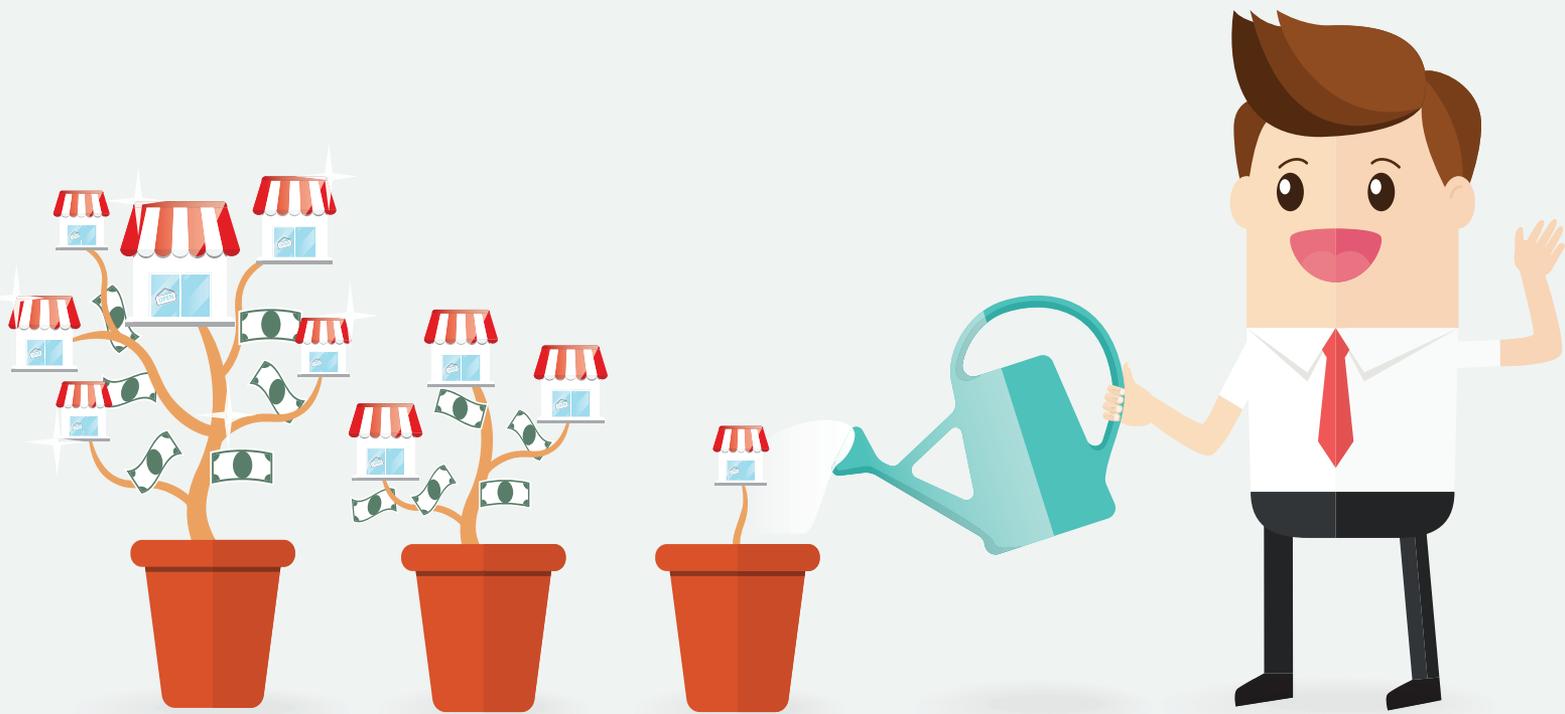
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7 BEAUTIFUL WAYS TO

ORGANIZE YOUR HOME OFFICE

Here are some ways to create an organized and beautiful home office.

By Sara Jensen

Even though a lot of businesses are opening up their doors again, many of us are still working from home. Working from home can be hard; however, there is no reason why you can't make a small corner of your home into an organized home office.

DECLUTTERING

If your office is chaotic, then you will also feel like a hot mess.

Take a look at the things you have in your office and consider why you need to keep them and for how long. Work your way through your home office and pull out every shelf, drawer, and filing to take out any document or paper that you don't need anymore.

Toss away everything that you no longer need to make your space as clutter free as possible.

ORGANIZE

Once you have decluttered your work space, now it is time to efficiently organize all the remaining things. Since your home office is bound to be small, you may face some challenges in organizing it. To tackle these you need to think outside the box.

If you like piles, place all items of the same category in an open-topped basket and label it. Add a grid of wall shelves that take minimal space and can serve to store all your papers. Install wall-mounted cups to hold office supplies within easy reach.

CONSIDER COMFORT

If you want to work productively in your office, you will need to be comfortable. Get an adjustable chair with proper support so that your back and neck are not strained. Your computer should be placed a little above eye level while your keyboard should be placed below.

Also consider a small stool or a leg rest so you can give your feet some rest.

FRESHEN YOUR SPACE

Make sure your office is clean and fresh. Vacuum it every day and wipe down all surfaces with a damp cloth and antiseptic cleaner. This includes your monitor screen and keyboard.

If you can, bring your desk toward a window that look onto your yard or green spaces.

Keeping your office clean not only elevates its looks instantly, it also makes you feel fresh and energetic and ready to tackle the day.

BRING IN PLANTS

The easiest and most cost-effective way you can beautify your office is to place some green plants in your office space.

If you have the room, place a plant with large leaves in the corner of your office. Place smaller plants on your desk. Research has shown that a burst of color from plants can make people more productive. Additionally, plants are great for cleaning your air.



IMAGE BY STOCKSNAP



PHOTO BY BREADMAKER



PHOTO BY PLUSONE

ADD MAGAZINES FOR INSPIRATION

If your work involves creativity, you can add some magazines, books, and newspaper clippings to inspire you. These materials can give you a boost of creativity no matter what you are working on and make your home office more practical.

MIXING DÉCOR WITH ORGANIZATION

Organization doesn't just have to look utilitarian, it can look pretty too. If you like to decorate your workspace there is nothing stopping you.

Add some small stylish lamps that beautify your office and also provide light. Place vases, crystals, art, or handwoven crafts near your desk so that they work nicely with your office.

Just because you are working at home doesn't mean your office needs to be drab, cluttered, and uninspiring. Just following these few tips can breathe new life into your home office. ▶



PHOTO BY PHOTOGRAPHEE.U



IMAGE BY GERD ALTMANN

Terminology in the Franchise Industry

It's important as a franchisor or franchisee to understand standard terminology when speaking about franchise-related topics. Knowing these terms will help you understand related conversations and help you express yourself clearly.

Area Development Franchise – a franchise that includes the rights to expand a region through appointed sub franchisees or multiple managed outlets.

Job Franchise – where the franchisee is a hands-on owner-operator rather than a manager, usually linked with van-based services such as maintenance.

Joint Venture Franchise – where the franchisor also takes a financial stake in the project – often in international franchise agreements.

Management Franchise – a franchise in which the owner manages the operation and co-ordinates employees to do the actual work.

Master Franchise – the systems and brand of a large territory license – a country or region.

Buyback – where the franchisor agrees to purchase a franchise back from a franchisee if the latter no longer wishes to continue.

Resale – a franchised area already established by a franchisee, which is offered for sale because the original franchisee wants to realize his investment, move on, or simply retire. More expensive to buy

than a 'virgin' franchise area, a franchise resale has the advantages of an ongoing customer base, referrals, goodwill, and income from day one.

Franchisee – the person who buys a licence to replicate a business system. Also known as franchise owner.

Market Introduction Program – Marketing, advertising, and public relations activities used to launch the franchisee's location.

Internet Sales – Any sale initiated and completed on the World Wide Web.

International Franchise Association (IFA) – The industry trade association representing franchising. The IFA is based in Washington, D.C. www.franchise.org.

Continuous Training – Training provided by franchisors to its franchisees, unit management, and staff, subsequent to the initial training provided.

Footprint – Layout of a location including placement of all furniture, fixtures, and equipment.

Return On Investment (ROI) – the calculations or expectations that franchisees work on to assess

when they can break even on their initial investment in the franchise and start earning profits.

Term – the agreed period of years (e.g., 5, 10, 15) for which a franchise is granted through the Agreement.

Termination – the legal provisions by which either party in the relationship may terminate the contract, e.g., for breach of contract.

System Brand Fund – A fund established and managed by franchisor to which all franchised and usually all company-owned units contribute monies to be spent on promoting and protecting the franchisor's brand. Frequently called an advertising fund.

Turnkey – A term used to describe a location which is provided to a franchisee fully equipped and ready to operate.

Quality Standards – The standards specified by the franchisor for the operation of the business. Quality standards are specified in the operations manuals, and quality franchise systems tightly control their standards for the benefit of the franchise system and its franchisees.



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- 2. Senior Wellness**
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PHOTO BY ANDREA PIACQUADIO FROM PEXELS

How to Keep Your Team Motivated Remotely?

Here are a few tips to boost your employees' morale and increase their productivity.

By Sara Jensen

Since the outbreak of coronavirus, many businesses have tackled the first hurdle of working remotely: ensuring their employees' tech tools are set up at home, processes have been defined, and they remain logged into their work accounts for the duration of the work hours.

However, research has found that working from home can lower employee motivation. So how can you give your employees' morale a boost?

SETTING CLEAR EXPECTATIONS

An advantage of working from home is that employees can enjoy flexible timing. But

WORKING FROM HOME IS THAT EMPLOYEES CAN ENJOY FLEXIBLE

if you want to ensure all your workers are engaged and responsive during certain hours, you need to communicate your expectation in clear terms.

SCHEDULE FACE-TO-FACE MEETINGS

Eye-to-eye communication is very effective in connecting and engaging people. Your tone of voice, your smile, and your body language

shows how excited you are to do the job.

Regular face-to-face or video meetings help employees stay motivated and help them stay on track for long-term, slow-moving projects.

However, you also need to incorporate instant messaging and group chats that can encourage informal conversation between colleagues.

PROVIDE FEEDBACK

Regular feedback is essential when you are working remotely. Not only does it help employees align to their objectives, it also shows them that their management cares about them and is willing to give them credit where credit is due.

Feedback can help employees try on more innovative ways to get their work



done. Additionally, you should also ask your employees how they are adjusting to working remotely and what could make their experience even better.

GAME BREAKS

It can become pretty difficult to separate your work life from your home life while working remotely, and it can lead to exhaustion. To ensure this doesn't happen, you can implement a process of taking sporadic breaks throughout the day.

If you feel that work is becoming too much, announce a 10 to 15 minute break for your employee and engage them in a company game, like playing solitaire, charades or taking a fun pop quiz.

This can help your team unplug.

SENDING GIFTS

Although this isn't necessary, if you decide to implement it, it can be very motivating. Send small thoughtful gifts to your team during holidays or special occasions like birthdays. It is also a good idea to treat your team when they achieve a landmark or goal in their projects.

These gifts can be small, but the positive reinforcement they provide is quite big.

With just a few simple changes, you can boost your team morale and productivity, whether they are working across the street from you or across the world. ▶



We are here for you and ready to help

COVID-19 has made this a challenging time for both our families and businesses. Eventually we will get through this situation and the economy will get back to normal. Meanwhile a lot of people are looking for new opportunities and they have more time to do research. It is time to get in front of them.

These are unprecedented times. And we're taking unprecedented steps to help you. We have a **huge COVID-19 discount** for you when you place an ad in our magazine to help you get more leads.

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PHOTO BY YAN FROM PEXELS

6 PRACTICAL TIPS FOR Video Meetings

Some practical tips to optimize your video meetings.

By Sara Jensen

Given the current pandemic, the need to utilize remote-working tools can be felt more than ever. Video conferencing can save time and resources and increase productivity and engagement, which is why it is one of the favored meeting tools.

Here are some practical tips for people who are beginners for attending video meetings.

SELECT A GOOD SOFTWARE

A top-quality video conferencing software can go a long way in facilitating proper communication between colleagues and reducing awkwardness. Remember to download and install the latest version of the software and

check out its features beforehand so that you don't encounter any technical difficulties when it is time for the meeting.

Also make sure you have a stable internet connection and the video conferencing software is compatible with your operating system.

APPEARANCE

Just because you are working from home, doesn't mean you should show up in your PJs during a video conference call.

Make sure to dress up as if you are going to a physical meeting, and wear something nice and semi-formal. Not only will dressing up make you seem professional, but it will also keep you motivated during the meeting.



SEND AN AGENDA BEFORE THE MEETING

Make sure you send an agenda before the meeting commences along with the conference invitation, so that your team understands why the meeting is being called and they have the time to prepare for it.

You can also distribute all essential topics and material that will be discussed in the video meeting through emails.

USE VISUALS

Studies shows that using visuals, graphics, and videos of presenters during meetings can help make them more engaging. A large majority of people can better recall information if it is displayed in videos and switching the screen away from the visuals can create a disconnect between the content being displayed and the speaker's words.

With a little practice, you can make your video meetings, fun and engaging.

KEEP IT BRIEF

Most business leaders say that video conferences need to find a balance between making their meetings too long or too short. According to research, people's minds can start to wander after 18 minutes, and a video that is an hour long is not recommended. Business leaders advise that video meetings should not exceed 30 minutes, and this time is adequate for listeners to follow the discussion.

GETTING RID OF DISTRACTIONS

Before starting a meeting, make sure there are no sources of distraction near you, including your phone that can buzz or ring at inopportune moments. If you can, close the door to your room so that your family members won't barge in when you are discussing an important point and disrupt your meeting.

Once you start to follow these simple practical tips, you will be surprised to find how easy and enjoyable it is to conduct video meetings. ▶

Are you a ZOOM ZOMBIE?

Ok, here we go. I've had, as you might imagine, dozens of complaints on how people act on Zoom calls. And certainly not on purpose; we all know that. However, the time has come to go over the top ten Zoom Zombies, as I'm calling them. And not in any special order; they all seem to be irritants.

By Nancy Friedman

01 Use a real background from your location. Fake is fake. No one really believes you're on the beach and doing a Zoom meeting. And while it may be fun, it can be very distracting. Changing the background several times during the meeting is simply childlike. Your office, family room, dining room, even the kitchen. We all know we're at home. Messy office? It's ok. Honest. Having the San Francisco bridge behind you isn't that important and certainly Las Vegas in the background can be 'loser-ish.' (Pun intended.)

02 Keep good lighting *in front of* not behind you. Test it out first. Get a Zoom partner, even someone in your own home, to test out the lighting. It's like taking your picture outside. If the sun is behind you, normally your face is in the dark. Get the "sun" in front of you, and you look great. Same issue on Zoom.

03 Prevent dogs, kids, and other family members yelling in the background. Never fun on any phone call, let alone Zoom. Be prepared. In most cases, you know you have a Zoom call coming up. Get the dog in another area of the house. If you can, have someone occupy pets and children while you're on the Zoom meeting. Alone? Then try and put the Zoom meeting at a time when kids are napping or already in bed. Or before they get up. Schedule it. Most of the barking, crying, and extraneous noises are not appreciated.

04 Don't eat during a business meeting. It frightens me that I need to say it. Not even a snack. Yes, ok for some water. But munching on a sandwich or opening a bag of popcorn or chips magnifies the sound tenfold. Who is doing that? It's a business meeting. Even the movement of a water bottle on a desk makes a big sound. Learn to use your mute.

05 Be a bit creative. Many people use the same word in starting each sentence. So is the big one. "So this" and "so that." We don't need the word *so* in front of every sentence. And while you're at it, be mindful of how often you're saying *ummmm*. Most folks use it as a crutch.

06 Note that your name will appear on your picture. If you put the cursor over the name, you will be able to change it. Some folks use their email or the company name. There are two ways to customize that part. One, put the cursor right over your name. And two, the three little dots in the upper right on the screen have a "change name" option. Again, only if you want to.

07 Learn, learn, learn. Practice, practice, practice—*ahead of time*. Practice with a friend or a home companion, or even by yourself. Check out the screen options. This way, when you're on the Zoom meeting, you won't be the one yelling out "where is this or how do I do that?" Don't let a business Zoom meeting be your very first. You can have rehearsals. Be familiar with the screen and its options.

08 You're on the air. It's TV. Sit up straight. Don't slump. No one looks good when slumping. Very unflattering. Keep your hands away from your face. Don't lean into your palm with your palm on your face. It's very unflattering. And watch your nervous habits. We all have them; we're just not aware. Some folks play with their hair constantly. Some folks bite their nails. Some do other odd things. Be aware.

09 On a personal note: Having a happy hour with friends? You can probably forget most of these guidelines. Although I'm betting friends will appreciate your sticking with them—as you will them.



10 Smile. Did you think I'd forget? You knew that was coming, didn't you? Think it doesn't matter? Show me a picture of you that you don't like, and I'll show you it's a picture where you're not smiling. At least keep a hint of a grin on your face. No one looks good frowning. And you can use the Telephone Doctor mindset: "A phony smile is better than a real frown"—even when you're discussing something difficult or sad. I'm not saying to laugh out loud, but I am saying that having a slight smile will help the tone of your voice. ▶



Nancy Friedman, a former franchisor, is founder and president of Telephone Doctor Customer Service Training in St. Louis, MO. Telephone Doctor helps companies communicate better with their customers and coworkers. Nancy is a popular keynote speaker at franchise conferences and corporate meetings around the country. The author of nine books, Nancy has appeared on Oprah; Fox News; CNN; Today Show; CBS This Morning; Good Morning America, Great Britain, Australia; and many other radio and TV shows and media outlets. She can be reached at nancy@telephonedoctor.com, at www.nancyfriedman.com, or 314-291-1012.

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United Water Restoration is a full-service restoration company available 24 hours a day, 7 days a week for all your Water, Flood, Fire, Storm, Disinfectant and Sanitizing, Sewage and Mold emergencies. Headquartered in sunny Ormond Beach, FL. United Water Restoration Group has dutifully serviced the state of Florida for over 14 years. What started as a small company has evolved into a national franchise bringing the same level of professionalism, family values, personal attention our customers in Florida have grown accustomed to different franchise locations all over our great country.

With over 60 years of combined restoration experience between the operators. We offer insights into what needs to be done, and how to do it the right way. When you've been in this business for this long, you get to see it all. This is a benefit to our customers as you're sure your dealing with a professional that can get the job done, without trying to take advantage of your situation and your restoration job is done the right way the first time.

We treat our customers like family. Customer service is critically important to us because we know that when your home or property is in an emergency situation involving water, flood, fire, storm, sewage or mold, it's an overwhelming and stressful time in your life. We know how important it is for our customers to return to their regular life as soon as possible, and we react accordingly.

The satisfaction of the client is the most important to us. We place stringent standards that we enforce at every job for accuracy and attention to detail to make sure we don't ever compromise the quality of our service.

We're always available 24/7/365. We know you can't sleep when you have water damage or a flooded basement. So, we don't either. We offer one of the fastest response times of any company. From the minute you give us a call, we'll assemble a team in 15 minutes and have an

operation manager onsite within the hour.

We offer immediate response, as well as flexible scheduling for monitoring. We adhere to all policies of the certifying agencies, as well as enforcing continuous education for our technicians.

We guarantee our work and have handpicked our staff so that we never lose that "personal attention" that you rarely receive in this industry today.

For our technicians, administrative staff, supervisors, customer service, and owners – work ethics and honesty are paramount.

We look forward to working with you and will always provide professional and friendly service!

Not all heroes wear capes. When we're not dealing with disasters and emergencies, we love to actively participate in our local economies and communities. Actively engaging in events throughout the year including Toys For Tots, Habitat For Humanity and much more.



United Water Restoration Group Inc.

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both indoor & outdoor game courts in addition to our top quality tennis courts.

The Real Estate Industry has known that the investment of installing a tennis court generates a positive net gain to the valuation of virtually any property, in addition to the immeasurable health and social benefits. Supreme Kourts® for over 7 decades has been custom building tennis, basketball and bocce courts longer than any other tri-state companies. Supreme Kourts® installations are designed to be practical, beautiful and seamlessly blend into the surrounding landscape to our clients’ specifications.

Our founder and management believe in providing the very best product and service available. Supreme Kourts® has been successful by professionally providing each of our clients with what they want, when they want it within their budget and schedule.

Supreme Kourts® is the most innovative, creative, service-minded company in the industry. Supreme Kourts®



goal is 100% customer satisfaction. As you can appreciate, Supreme Kourts® is the “final authority” in constructing fair and level playing fields for both the professional and recreational players.

Supreme Kourts® is the finest full service tennis court contractor, providing quality service to residential and commercial clients. Start-to-finish, our management is involved in all aspects of construction. All Weather, Har-Tru, Cushion, Synthetic turf, Clay Tec and Hydro tennis courts are only several products and surfaces we offer. All of our sports facilities are built with the exacting precision that the professional player demands.

Supreme Kourts® supports the New Jersey shore with quality personal service and attention to detail. We have satisfied an extensive list of prominent clientele drawn from major developers, commercial tennis and golf clubs, municipalities and homeowners associations as well as private residential customers, school districts, colleges and universities. Staff is there - to help put your wants, wishes and ideas on paper. Supreme Kourts® has the design and building skills that will make your perfect tennis or basketball court come to life. You will be able to customize nearly everything about your courts easily with the help of our trained, friendly, professional and knowledgeable management.



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

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

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

PERKS OF OWNING A CASEY'S CLEANING BUSINESS

Simple Start Up

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

Recurring Revenue and Simple Growth Method

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

Flexible Lifestyle

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

Personalized Vehicles

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

A History of Success

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

Proven Marketing Strategies

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



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Your Passion. Your Patients. Your Profits.

You may ask why ApexNetwork Franchise is the best choice in the industry?

ApexNetwork is here to support your business, not run it. Every aspect is designed to help you run a more efficient therapy practice and deliver the best quality of care to your patients. With over 80 locations in 14 states, ApexNetwork brings a growing brand strength and recognition synonymous with exceptional rehabilitation services.

At ApexNetwork the operations team guides you in site selection, lease consultation, strategic operational efficiencies, patient compliance, and ongoing practical review of data analytics.

Billing and collection services will be handled by experienced professionals to maximize reimbursement, Medicare compliance guidance and regulation updates, and HIPAA compliance guidelines. ApexNetwork provides state and federal compliance policies, as well as procedure manuals, web-based human resource support and management systems. Working one-on-one with the marketing team they provide training in effective marketing techniques and strategies, client relations, as well as organizing, planning, and conducting marketing events. Website, social media, business listing management, review management and SEO management is also provided. In the ever-changing media world, the ApexNetwork advertising team stays on top of trends and cycles. Graphic design services are available for developing distinctive branded materials.



“*The franchise route was the best route because I didn't have to make expensive mistakes. Apex's support with billing, credentialing, human resources, marketing and advertising allows me to build a network in my region as big or as small as the region can sustain. It is completely scalable. Once I was committed to the process, everything unfolded as expected, as it should.*

ApexNetwork allows me to the opportunity to bring high quality services to an underserved region with a system and a model with a demonstrated track record. It then becomes my choice how far I want to take it.”

– Tim C.



APEXNETWORK PHYSICAL THERAPY

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Where fitness meets fun!

Our mission is to inspire fun and promote fitness to kids and families through yoga and much, much more.

In 2012, Zooga Yoga® opened as the only yoga studio in the Los Angeles area dedicated to babies, kids, teens, expecting moms, parents and families. And now, Zooga Yoga is the only premiere kids franchise available in the United States! Zooga has a playful and unique approach to yoga. Zooga couples traditional yoga poses and elements with fun themes that include animal poses, challenging and partner poses, games and props to create a specialized brand of "YogaPlay®". This approach is designed to foster confidence, creativity and imagination while keeping true to the goal of whole mind and body health that is inherent in the practice of yoga.

Zooga Studios are bright, fun and creative, dedicated to introducing kids and families to a one-of-a-kind, branded yoga experience called Zooga Yoga. The pressures of today's fast-paced, social media, digital bombardment, stress filled world, create particularly difficult challenges for children. Zooga Yoga combines the most current mind and body wellness techniques with traditional yoga poses, dance, props, original kids music, and laugh-out-loud games to create interactive animal adventures that are nothing short of the future of fitness of kids. Zooga classes are developed to create not only a deeper sense of strength and focus for kids of all ages, but also to encourage bonding and togetherness for mommies, daddies and their little ones. Guided by yoga principles and designed for maximum entertainment, Zooga is good fun for kids and parents.

Zooga's locations feature green building techniques, including recyclable materials, acoustic ceiling tiles, floating bamboo floors, energy efficient LED lighting and low VOC paint.

Zooga offers a variety of classes for all ages including:

Zooga not only offers our signature Kids Yoga classes, we offer Kids Dance, Kids Music, Parent and Me fitness classes,

Messy Arts, Soccer, Kickin' Ninjas, Baby Sign, Teen, Adult and Pre-Post Natal classes. If that's not enough to keep you coming back for more, we offer specialized parenting workshops, babysitting drop off nights, studio and home privates, kids teacher trainings and school and camp programs too. Plus, you can plan your next celebration with us! We provide unique, one-of-a-kind birthday parties, baby showers and group privates- at the studio and at your home or location of your choice.

In addition to classes available for all ages, Zooga also offers a kids yoga retail component, including many Zooga branded products only available from Zooga. Yoga mats, yoga cards, cd's, dvd's, books, apparel, tote bags, eyes pillows and water bottles are just some of the items available.

Zooga's caring, experienced teachers guide children and parents through a transformational, educational yoga experience. We are passionate about teaching kids of all ages to experience the healthy benefits of yoga and physical activity in a non-competitive, stress-free environment. Yoga is an ancient practice that can help modern kids achieve calm and balanced minds, while they build strong and flexible bodies.

Our mission is to inspire fun and promote fitness to kids and families through yoga and much, much more. Zooga is a multifaceted mind-body fitness studio catering primarily to children ages 0 to 18. Created and perfected at our flagship location in Culver City, California, our approach is completely unique! "Our Om is your home".

Learn to roar like a lion, float like a butterfly, and swim like a dolphin. It's a jungle out there, so bring your animal instinct and sense of yogaplay®.

Franchises now available for purchase.

email franchise@zoogayoga.com for more information.



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In a Skyrocketing Market, You Can Own the World's #1 Math-Only Tutoring Center for Under \$150K

Mathnasium offers an exclusive territory, predictable revenue, and a proven track record of franchisee success.

Mathnasium Learning Centers teaches math to children in grades K-12*. We boost grades and scores, help with homework, and offer college board preparation, all in a safe, fun, rewards-driven environment. Centers are open year-round, at least five days per week during after-school and weekend hours. We also offer an optional live, web-based instructional platform for at-home learning. Children typically attend 2-3 times weekly for best results. Mathnasium has transformed children's lives since 2002; today, we have more than 1,050 thriving centers on five continents.

OUR INDUSTRY ACCOLADES INCLUDE:

- **Franchise Gator: #1 in Top Hundred Franchises for 2020**
- **Forbes: #2 Franchise To Buy in America for 2019**
- **Entrepreneur: #7 Top Low-Cost Franchises for 2020**
- **Franchise Business Review: #2 Education Franchise in 2020**

Mathnasium offers a low-cost investment, simple startup, and a solid business model with a successful track record. For less than \$150K, you'll receive an exclusive, protected territory, extensive training, and ongoing national and regional support — no math or education background required. You also get Mathnasium's proprietary assessments, curriculum, and methodology — the renowned Mathnasium Method™. Because we operate on a monthly enrollment schedule (similar to a gym membership), your revenue will be predictable.

As a franchise owner, you'll have a **startup specialist** help you with every aspect of getting your business up to speed. Throughout the life of your franchise agreement, a dedicated **franchise business consultant and online support systems** will foster long-term success. You'll learn how to take



advantage of our proven marketing system, with its cost-effective tools and easy-to-execute strategies.

The market for private tutoring is exploding due to increased competition in college admissions and the global demand for STEM skills — forecasted to reach \$272.9B by 2024. With Mathnasium, you'll own your own business in this booming industry and have the opportunity to own multiple locations. With each center, you'll change children's lives and make a difference in the local community.

Mathnasium's global brand represents quality and excellent customer service. Our Net Promoter Scores (a highly regarded measure of customer satisfaction) are the best not only in our own industry, but across multiple industries.

Mathnasium's mission: Teach children math so they understand it, master, and love it. Math can change their lives, and they can change the world.

*Grades K-1 optional



MATHNASIUM

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mathnasium.com/franchise

Pet Supplies Plus

Owning our pet store franchise is rewarding and incredibly fun.

Pet Supplies Plus' mission is to make it easier for pet parents to find better products and services for their pets and to become America's favorite neighborhood store. Currently, we operate 480 stores in 34 states. There has never been a better time to join the recession-resistant pet industry; it has experienced year-over-year growth since 1994 and hit \$75 billion dollars in 2019, including a whopping \$480 million in pet Halloween costumes!

Pet Supplies Plus has been ranked as the #1 franchise in the pet category for the last 6 years, was ranked #46 overall in 2019 by Entrepreneur Magazine, and was named to their Fastest Growing Franchise list. Our owners enjoy low royalty fees, an easy-to-execute business model, and best-in-class franchisor support, including inventory ordering; marketing support through market segmented, personalized direct mail and email; social brand building; in-store set up; and team training. We've identified several hundred

neighborhoods that can support a Pet Supplies Plus store with many neighborhoods being west of the Mississippi River.

Pet Supplies Plus opened its doors in 1988 and began franchising its concept in 1991. Currently, we operate 262 franchised stores and 218 corporate stores and have more than 150 stores in development. In 2018, Pet Supplies Plus launched "You Click. We Fetch," which allows our customers to buy online and pick up in store or have the item delivered so that we can meet our customers' needs when and how they need us to.

A strong Pet Supplies Plus owner has a passion for animals and those that love them, the ability to create strong connections within their community, and the ability to build strong store teams. We do ask that our candidates have \$600,000 in total net worth with \$200,000 of that being in liquid, unencumbered assets. Pet Supplies Plus is proud to support the Vet-Fran program and offers a 20% discount to veterans.



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Join the Clean Dog Revolution

The First Wellness-Focused, Membership-Based Dog Grooming Franchise

We're Revolutionizing Dog Care

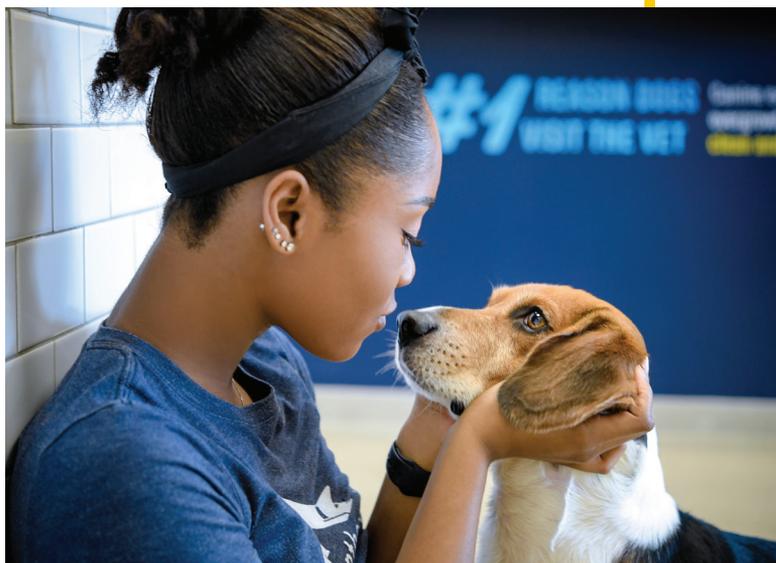
Traditional dog groomers focus on aesthetics and hairstyles. Yet, 8 out of the top 10 most popular dog breeds don't need haircuts. While all dogs require routine maintenance in order to stay clean, comfortable and healthy, many don't get the care they need either because their parents don't know they need it, or because they can't find a place that provides it. Scenthound is out to change that by giving all dogs --- not just those that need haircuts --- access to preventive grooming-related maintenance.

Scenthound is a revolutionary dog care franchise that provides an inclusive grooming plan that takes care of their Skin, Coat, Ears, Nails, and Teeth (SCENT), with optional services on an as-needed basis, to keep pups healthy and avoiding health concerns later down the line.

We're Passionate About Pups

Scenthound locations -- Scenters -- put education front and center. The moment a customer walks in with their pup they see an entire wall full of information about dog health and how routine care leads to happier outcomes for their furry friends. Pet parents learn how dog grooming is so much more than just a new hairstyle.

Our monthly membership plans break down the barriers to routine dog care -- making clean, healthy dogs a priority. Parents choose the option that works for their budget and their schedule, keeping their dog's health on track and building a strong customer relationship through repeat business.



Scenters are located in errand-intensive shopping areas and basic monthly visits are completed in under 30 minutes so it's very convenient for dog parents to avail themselves of our services. The bottom line: we make grooming Fast, Easy and Affordable.

The franchise's simplified model captures a huge underserved market, building a dedicated customer base. It keeps pups feeling great, customers coming back, and franchisees well ahead of the curve.

We're Looking for Dog-Lovers Like You - Ready to Join the Pack?

The initial investment for a Scenthound franchise ranges between just \$206,400 - \$378,400 including a franchise fee of \$50,000.



SCENTHOUND

715 Commerce Way.
#10
Jupiter, FL 33458

(561) 581-2005
eileen@scenthound.com
www.scenthoundfranchise.com

BY THE NUMBERS

ABOUT 44% OF FRANCHISE OWNERS HAVE A BACHELOR'S DEGREE.

SOURCE: WSJ.COM



FRANCHISES ACCOUNT FOR ABOUT 3% OF NATIONAL GDP.

SOURCE: IFA

Commercial cleaning (home and office) generates total sales of an estimated **\$78 BILLION** each year domestically.

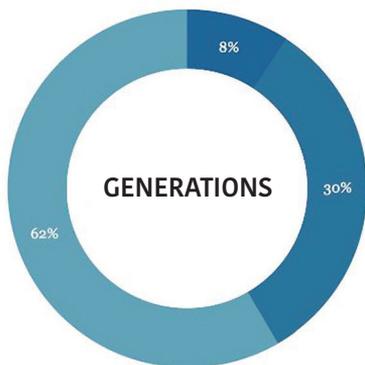


THE NATIONAL AVERAGE FOR MAID SERVICES IS \$185 (ONE-TIME CLEANING).

SOURCE: HOMEGUIDE

WHO ARE FRANCHISE OWNERS?

■ Millennials - 8% ■ Gen X - 30% ■ Boomers - 62%



Home services, which is made up of a variety of verticals including plumbing, landscaping, pool service, painting, decorating, cleaning, home repair, and more, is currently a **\$600 BILLION** market.



U.S. CERAMIC TILE CONSUMPTION IN 2019 WAS 2.9 BILLION SQ. FT. (273.2 MILLION M²)

The five countries from which the most tiles were imported in 2019 based on total U.S. \$ value (CIF + duty) were:

COUNTRY	TOTAL VAL 2019	TOTAL VAL 2018	% CHANGE
Italy	656,168,942	709,898,735	-7.6%
China	449,075,413	626,339,930	-28.3%
Spain	443,786,983	359,297,060	23.5%
Mexico	225,697,007	230,421,036	-2.1%
Turkey	128,290,114	108,526,735	18.2%
All Countries	2,213,155,469	2,298,042,045	-3.7%

SOURCE: TILE COUNCIL OF NORTH AMERICA



PHOTO BY DANIELLE DANIEL

RESIDENTIAL LANDSCAPING ACCOUNTS FOR 30% OF INDUSTRY REVENUE.

PROJECTED TOTAL HOME IMPROVEMENT SALES IN THE U.S. IN 2023

\$455 BILLION.

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



FRANCHISING OFTEN INCREASES DURING ECONOMIC DOWNTURNS BECAUSE ITS SEEN AS A SAFE OPTION.

AVERAGE PER OWNER HOME IMPROVEMENT SPENDING IN THE U.S. WAS APPROXIMATELY

\$2,800

2015 SOURCE: JOINT CENTER FOR HOUSING STUDIES

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Helping franchises thrive is important.

Our expertise and knowledge of franchise specific lending, combined with our full-service banking capabilities, enables us to create solutions that fit your unique needs.

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- Lending and real estate expertise for expansions and new construction
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