

WEALTH PRINCIPLES

The Beginners Guide to Franchising From Seed to Cash Cow



Written By: Brad Thomas



The Bad Guy Notice

Franchise Empowerment Support



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Brad Thomas

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“If experience is truly the best teacher, then I’ve had the perfect business education.”

At a time when people are looking for that next career – either through choice or by force, franchises present a tried and true option because they’ve already passed the uncertainty and risk of the start-up phase, and they’ve solidified all the systems and processes. The number of franchises

to be considered is mind-numbing, however, and can be quite confusing.

Brad Thomas is a franchise consultant who helps sort through the potential businesses that may be appropriate for an individual. Brad developed Franchise Empowerment to help candidates with the very important decision-making process of determining if a franchise is the right business model for them and if they’re qualified to be awarded a franchise.

His unique background makes him the perfect franchise consultant for this task. From his very first career owning a family, bricks and mortar business, and entrepreneur, he has been a business owner who set up his business to be scaled and sold. From purchasing and human resources to sales, marketing, accounting and bookkeeping, Brad has had many years’ experience running and building a business from the ground up with the infrastructure to succeed.

In addition, his many years as an executive at Kraft Foods for over 30 years in operations, sales and marketing has awarded him the business consulting experience, working with leading corporate, independent and franchise retailers including Kroger, Wal-Mart, and IGA.

“So I’ve been on both sides of the entrepreneurial/corporate fence and both were great teachers. Together, they have allowed me to follow my passion as I work to help people find their perfect franchise or business opportunity.”



I'm very thankful to have been connected with Brad during my franchise search. I had spent 5-6 months prior to this doing investigation on my own, and was able to figure out exactly what I was looking for.

I gave Brad a few specific criteria (time commitment, scalability, initial investment) and he came back within 2 days with a six interesting options that met my criteria.

Brad then coached me through speaking with those franchisors, which ultimately led to finding a match. Brad was very responsive to my phone calls and emails, and put forth great effort to make sure my questions were answered and that I was comfortable with each step of the process.

~Matthew Shurtz



Schooley Mitchell has come to know Brad Thomas as an experienced and intelligent franchise business consultant. He always provides us with candidates who are well qualified and ready to take the next steps in the discovery process.

He takes the time to get to know each and every one of his clients to find the opportunity that matches their skillset and lifestyle goals. Schooley Mitchell would absolutely recommend Brad to anyone who wants to explore the world of franchising

~Jillian Anderson



I highly recommend working with Brad Thomas if you are in a career transition and are looking to explore franchise ownership.

Brad is a genuine, transparent and very easy to work with professional.

Having so many years in helping people explore franchises, his experience and advice should be taken with much weight.

I like Brad for his lighthearted approach and positive outlook on business and on life!

~Daniel Claps



I worked with Brad for about six months, starting in early 2016 as I searched for a franchise to purchase. Brad provided several options during my initial search and was very helpful and involved in the introductions and meetings with the franchisors.

Upon a thorough review of those options and not finding a great fit to my experience and long term goals; Brad presented the franchise that I ended up purchasing last month.

Brad introduced me to several financial partners so I could determine the best way to fund my purchase and always lent me good advice on how best to proceed in the discovery process. Brad is professional, hardworking and listened to me as his client.

I enjoyed working with him and would not hesitate to recommend him to anyone who will be looking for a franchise to purchase.

~Devin Drambarean



Brad was an outstanding resource in helping me find and acquire my new business franchise. The entire process could not have been more convenient and professional. He offered great advice, and I thoroughly enjoyed the process as we explored the opportunities.

I am confident and excited about my new opportunity, and credit Brad for helping make it happen. He referred me on to other great resources that helped in other aspects of starting a new business. Overall I am sure he's one of the best in the industry!

~Robert Hays



Brad Thomas is not only a great guy with high business ethics, morals and values, but he is a great partner. He is a great communicator and always wants what is best for his business ownership candidates.

We work well together as Brad provides updates after talking to his candidates and is receptive to what I have to share as well. It is a true pleasure to work with Brad and appreciate that he is a business partner but also a friend. ~Dave Woggon

I wanted to make sure that I took some time to provide you with some testimonials. If you have not yet read them, please go back and do so now.

First, I want to let you know that the contents of this eBook have the power to change your life in a most positive way. Second, I want to point something out in case you missed it...

From Matthew's testimonials on the previous page, I bolded the key sentence...



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*I gave Brad a few specific criteria (time commitment, scalability, initial investment) and **he came back within 2 days with a six interesting options that met my criteria.***

The irony is this.....

I sent Matthew the criteria he was looking for within a 2 day time period from our initial conversation.

- ✓ I didn't make him wait!
- ✓ I didn't make him guess or go find the info on his own!
- ✓ I didn't go make him do the research himself!

I chose to make him feel important and make sure his needs were met within a timely fashion.

This can happen for you, too, if you allow me the opportunity, but before you do, I want to educate you on what you need to know before you dive head first into the world of Franchising.

Are you ready?

I am..... So let's get started!

Welcome Aboard,

Brad Thomas

“The Beginners Guide to Franchising from Seed to Cash Cow”

By: Brad Thomas

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Chapter 1-What is franchising?

By definition franchising is based on a marketing concept which can be adopted by an organization as a strategy for business expansion. Where implemented, a franchisor licenses its know-how, procedures, intellectual property, use of its business model, brand, and rights to sell its branded products and services to a franchisee.

What's the difference between a franchisor and a franchisee?

Franchisor- the person who sells the right to open stores and sell products or services using its brand, expertise, and intellectual property. It is the original or existing business that sells the right to use its name and idea.

How Franchisors Work

The franchisor company generally receives an initial start-up fee, an annual fee, and a percentage of the branch's profits. It may also charge for other services.

Becoming a franchisor is generally a good business alternative, especially for large, already-successful companies, though there are both advantages and disadvantages.

PROCEED WITH CAUTION



A *chain store* is one of a series of stores owned by one company; if Starbucks (NASDAQ: SBUX), for example, were to franchise some of its stores, then those would be owned by outside investors—not by the original company—and Starbucks would become a *franchisor*.

A good example of a Franchisor would be Dunkin Donuts –“Everybody runs on Dunkin”

Franchisee- One who purchases a franchise. The franchisee then runs that location of the purchased business. He or she is responsible for certain decisions, but many other decisions (such as the look, name, and products) are already determined by the franchisor and must be kept the same by the franchisee. The franchisee will pay the franchisor under the terms of the agreement, usually either a flat fee or a percentage of the revenues or profits, from the sales transacted at that location.

What is the role of a Franchisee?



History of Franchising

The franchise model has been known as the greatest business model of all time. It's allowed individuals across the globe to create generational wealth for their families.

- ✓ The word Franchise comes from old French meaning privilege or freedom.
- ✓ In the middle ages a franchise was a privilege or a right.
- ✓ In 1960, the International Franchise Association was created with the specific intent of uplifting the entire industry.
- ✓ The IFA works closely with the US Congress and the Federal Trade Commission on improving how the industry relates to the franchise owners.

Let's take a deeper look at the History of Franchising in order to gain a better understanding.

The Middle Ages is where the franchising model originated.

This time period is when feudal lords initiated the practice of selling others the rights to collect taxes and operate markets on their behalf. This practice marks the earliest concept of franchising.

It was a way of doing business in the mid-nineteenth century in Germany, where brewers set up contracts with tavern owners to sell their beer exclusively in taverns

Isn't that a cool concept?

In the United States the earliest example of Franchising was not found in the bars or taverns, but rather in the sale of products to housewives. In 1851, Issac Singer became the first American product name franchisor when he started selling the rights to sell his sewing machines.

Even though the sewing machine company was the earliest American product name franchisor, it was quickly outplaced by Coca-Cola in the mid 1890's.

Coke has been not only a house hold name, but a staple found in most households today.

Chapter 2- Why Franchising?

Buying a franchise can be a life-changing experience. There are many reasons why you should fulfill your dream of becoming your own boss and open a franchise. The following reasons to buy a franchise will help you to understand why it will be a great investment.

Reason #1.

Proven Track Record, Sound Business Model, and Proven Results.

Reason #2

Turnkey. Buying a franchise means opening the door and turning on the lights. Now that does NOT mean that there isn't a lot of work to be done, but with a franchise you can reduce the workload. Securing the right location, negotiation of the lease, finding the right contractors or vendors is key.

Reason #3

Brand Identity-when you buy a franchise, the branding is already built into the franchise model. Whether it is regional, national, or international recognition, the franchisor has already created a professional image that will align well with customers.

Reason #4

Training-Franchisors want to be sure that the brand is upheld, which is why they offer training programs that show you the most successful way to run your franchise. Training is ongoing and doesn't stop the minute you open the doors.

Reason #5

Operational Support-As a franchisee, you will gain access to experts within the company who can provide support to help maximize your business. Be sure to rely on these resources at any time as they can help prevent costly errors.

Reason #6

Marketing-As a franchisee owner, you can take advantage of worldwide marketing campaigns such as print, TV, radio, bill boards, magazine, and newspapers. Marketing helps to build your brand recognition and drive customer growth.

Why Franchising continued.

Reason #7

Vendor Networks- Once you become a franchises, you are part of a huge network of locations. You can leverage vendor relationships for products, supplies, materials, and office supplies. You can also take advantage of corporate purchasing power and leverage vendor relationships to keep costs down.

Reason #8.

Find It & Build It- If you need to build your own site, franchisors have documentation manuals, and real estate experts to help you identify locations, negotiate prices, and find the best possible deals. Franchisors can also help with the design and build out of your location, ensuring you have the right furniture and equipment.

Reason #9

Easier to Obtain Financing

- ✓ Lenders are usually very comfortable financing the purchase of a franchise because they already have a proven track record.
- ✓ Bankers usually look at successful franchise chains as having a lower risk of repayment default and are more likely to loan money based on that premise.
- ✓ Some franchise systems even provide in-house financing and/or leasing options.

And Last, but Not least.....



Reason #10

Higher Likelihood of Success

- ✓ Buying a franchise is very different from starting a mom-and-pop business.
- ✓ Since there is an already established system in place, there is a higher likelihood of success.
- ✓ If you follow the system the franchisor has put

in place, you should be on your way to running a very successful business.

Chapter 2 Bonus

Another reason why you'd want to buy a Franchise.



Reason #11

Exclusive Territory

✓ When you buy a franchise you are also buying an exclusive territory in which to do business.

✓ Franchisors will only allow a certain amount of franchises to be open within a certain geographical region.

✓ You will be entitled to a certain area and no other franchises (within your franchise

system) can be open within that area.

Own Multiple Locations

- ✓ Being a part of a franchise system will always offer you more opportunities to grow within the system.
- ✓ Once you have become a successful franchise owner, the next step is to become a multi-unit franchise owner.
- ✓ After you have one successful franchise with a great management team, you can focus on opening a second location.
- ✓ Multi-unit franchise owners manage more than one location and are able to sometimes double their income by taking on more than one location.
- ✓ Owning multiple franchise locations can be very lucrative.

Chapter 3- The Future of Franchising

Within a decade or less, franchising will comprise over 50% of the retail economy; it will employ millions of people, and it will enable hundreds of thousands to realize the American dream of successful business ownership.

In this chapter I will lay out more information that will highlight current market conditions, and what to look forward to moving into 2020. What does the future really hold for Franchise Owners?

Upcoming trends to look for moving into 2020!

1. More Multi-Location Owners

More and more franchisees are choosing to buy more than one location. This holds true for those holding a single brand or branching out into different companies. This trend is not just for a single town or city, but has been spread over several geographical locations.

If you are a franchisee and only own one location, perhaps you'd like to consider owning more than one location. It's not required, however, it's a great option for career growth. Who doesn't want the ability to grow?

2. Credit Lines are Opening

With years of lending backlash due to economic downturn, potential business owners have more access to lending opportunities. This can make the process easier and more time effective. There is less paperwork and better loan rates. With lower rates it means less money owed for those who qualify.



3. Website and Digital marketing are Key

In order to be found in today's high tech digital marketplace one must not only have a proper stand out brand online, but one must also have a proper marketing strategy in order to rise above the competition. By having a strong online presence, franchises in all industries are able to find more customers, bring in a larger audience base, and have

larger visibility.

Continuation of Chapter 3-The Future of Franchising

Hosting your own corporate website is highly recommended, while local business manage their subsequent social media pages. The marketing plan will change based on each individual location as each location is looking to reach a certain demographic.

Before creating a brand or online presence, be sure that you remain compliant.

4. Franchises are Being Bought and Sold

If you're following the media, you are aware that chains are being bought by BIGGER fish. More likely it's within a similar industry, though this is not the rule. It is always best to be aware that ownership has the ability to fluctuate, and the potential for change, and that change can affect your franchise.

5. Single-Owners vs Partnerships

Over half of franchise locations are owned by a single owner, leaving just 40% that are run by corporations to multi-partner setups. This should really make you smile – whether you want to become a franchisee on your own, or you want to work with others on your team, you'll be in good company.

The key is to research which set up will work best for you. Understand the set up and the technology so you are well informed on how to run your business.



6. Mobile Business and those Selling Online.

This trend is nothing new, but it is on the rise. More and more franchises are working in a way that leads them to be more accessible, whether by driving or offering services on the spot, remotely, or selling items online.

Each of these methods will allow businesses to have a wider reach with a lower overhead. If you are considering reaching more customers at a faster pace, you might be in the market for a business with such capabilities. Franchising is seeing ongoing growth as a whole, while specifics are adjusting year by year.

If you want to learn more about the new trends and how you can take advantage of owning and running a franchise, reach out to me at FranchiseEmpowerment.com.

Chapter 4 – Conclusion



Final Thoughts.....

The strategies that I've laid out throughout this book are the same strategies that have turned my career around by providing the same techniques to my clients. In a very short period of time, I went from being laid off from Kraft foods after 20 years of service to their company to helping individuals find the right franchise. My goal was to work hard enough to build a large network of people for whom I can help achieve financial freedom.

This should mean something to you: That no matter where you are in life, how far down you've been beaten, or how happy/un-happy you may be with your life right now, you can always turn things around and make things better. You can absolutely achieve your goals and your dreams- and do it faster than you can ever imagine.

But one thing is certain. You will have to work you tail off in order to get to the level of success you are striving for, and that is financial FREEDOM. The biggest rewards demand the highest prices. The world would gladly pay you what you expect it to pay you, and never a dime more.

You only get one shot at this called life, and I'd love to be your co-pilot.

With you all the way,
Brad Thomas

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