

## FRANCHISE ALERT #3: SIDE HUSTLE FRANCHISES

**OWNER'S ROLE:** Manage-the-manager (semi-absentee) or (part-time)

**SKILLS REQUIRED:** Team leadership, strong people and business management, investor mindset

**NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED!** Franchisers are looking for your leadership, people, business, and management **SKILLS**, NOT your knowledge. Training about the business is provided.

### UNIQUE CHARACTERISTICS:

- The business model is NOT owner/operator (the majority of franchises are this)
- The business runs independently of the owner
- The limited time commitment on the part of the owner
- The owner is not involved in daily operations
- Desire and ability to scale to multiple units/territories
- Tends to be the more turnkey, strong application of technology

### MINIMUM FINANCIAL QUALIFICATIONS:

- \$200K - \$250K+ non-financed liquidity
- \$600K+ Net Worth
- Good credit score 700+, no bankruptcy in past 7 years





#### HOT MANAGE-THE-MANAGER FRANCHISES:

- **Personal Services:** health, wellness, [fitness](#), and beauty concepts
  - Mainly upscale retail, brick, and mortar units located in grocery store-anchored shopping centers
  - Multiple unit franchisees are strongly desired (3, 6, and 10-pack territories)
  - Technology and marketing are big differentiators compared to independent competitors
- **Homes Services:** general maintenance, repair, and home improvement services catering to mid to upper-income homeowners (not do-it-yourself customers)
  - Mobile businesses with (leased) vehicles and technicians/designers/tradesmen (employees, subcontractors, or 1099ers)
  - Dull, normal businesses that remain in demand as people keep up their largest or one of their largest investments, their home
  - Strong technology integration and savvy marketing are big differentiators compared to independent competitors

**HOT MARKETS:** Across North America

**NEXT STEP:** 2 options

1. Book an appt with Anna to learn more and discuss your situation by clicking [here](#)
2. Visit the website [FAQ](#), [Franchise Funding Companies](#), [Blogs](#), [Newsletters](#), and [Videos](#)

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