

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

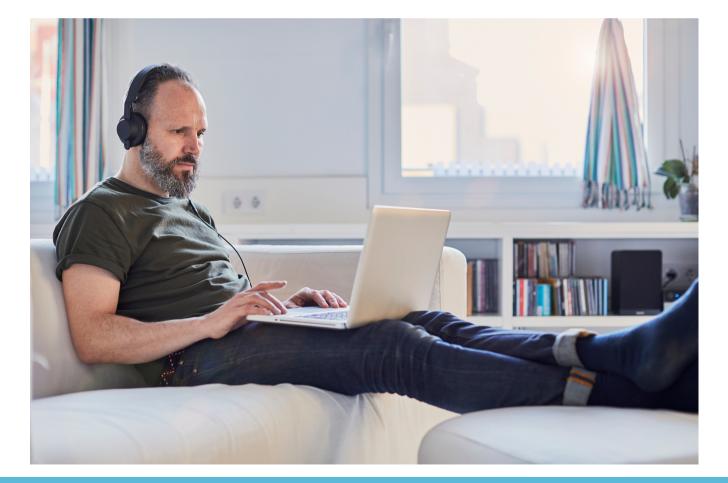
NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED! Franchisers are looking for your leadership, people, business, and management SKILLS, <u>NOT</u> your knowledge. Training about the business is provided.

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, <u>fitness</u>, 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
- <u>Homes Services</u>: 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

Learn. Launch. Live Your Dreams.





