

FRANCHISE ALERT # 6: SEASONAL FRANCHISES

OWNER'S ROLE: Work “on” the business vs. “in” the business

SKILLS REQUIRED: Good people skills, ability to build, lead and motivate your team, general business understanding, and business owner mindset.

Owner's role is to

- Focus on customer acquisition
- Apply proven marketing strategies
- Hire, train and retain team members
- Manage the business growth and operations

NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED!

These are businesses where the owner hires people or uses 1099 independent contractors to deliver the service to your customers. Franchise provides industry specific training.

Ex: If you own a tax preparation business, your role as the owner is NOT to complete tax forms. You hire the tax preparers, and focus on marketing to gain customers.

SEASONAL FRANCHISES:

- Tax preparation
- Lawn care services, irrigation system installation, and fence/rail installation
- Mosquito control services
- Roofing, painting, gutters, and pressure washing services
- Pool cleaning
- Holiday lighting

UNIQUE CHARACTERISTICS:

- There is seasonality to the business so there are slow or down times during the year.
- These businesses are great complements to other seasonal businesses.
 - Ex: A roofing company that also does holiday lighting. This allows full-time employment to workers especially in cold climates with a lot of snow.
- Labor force is ideally suited to
 - College students (summers and winter holidays free),
 - Retirees looking for supplemental income but not stress,
 - Veterans also looking for supplement income but not stress
 - Teachers (summers and winter holidays free) and
 - Shift workers (first responders, healthcare workers, factory workers)
 - People who love to work outdoors and be out and about





➤ Ideal candidates to own a seasonal business

- Career changers longing for a fun, interesting second career
- High energy retirees seeking purpose, supplemental income and time to travel
- Investment-minded people desiring a “side hustle” while working full-time
- Savvy investors creating additional income streams
- Husband/wife teams and families with kids needing a lifestyle business
- Frustrated corporate professionals eager for an exit strategy
- People who love to work outdoors and be out and about

MINIMUM FINANCIAL QUALIFICATIONS:

Starting at \$60K - \$75K Liquid capital with Net Worth of \$200K

HOT MARKETS: mid-Atlantic, mid-Pacific, Southeast, Southwest, Midwest

States: Arizona, California, Florida, Georgia, North Carolina, South Carolina, Texas

NEXT STEP: 2 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [resources](#), and [LinkedIn](#) profile
2. Schedule a confidential appointment with Anna by calling/texting [706.736.0579](tel:706.736.0579), emailing anna@selectfranchises.com, or [clicking here](#).

Learn. Launch. Live Your Dreams.



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