

## FRANCHISE ALERT #: 21 ECO-FRIENDLY FRANCHISES

### OWNER'S ROLE:

Most eco-friendly franchises offer the classic owner/operator role. This is a full-time commitment on the part of the franchisee. Yet, there are several which provide for an executive management role. This too requires a full-time commitment. To a lesser extent, some offer a manage-the-manager role. This is less than a full-time commitment on the part of the owner and is more of an investor role or semi-absentee one.

**Owner/operator:** The owner has regular involvement in daily operations and customer acquisition. The focus is on building, training and leading your team, growing the customer base, ensuring customer satisfaction and managing the business by the numbers.

Many people confuse the role of an owner with the role of employees, 1099ers or subcontractors.

For example: Junk removal company owners don't drive trucks to the dump; owners of insulation companies don't spray insulation; pest control owners don't spray for bugs, and maid service owners don't push vacuum cleaners. If owners relegated their roles to that of hourly positions, they neglect the responsibilities they have to their businesses, to their customers and to their teams.

One of the main responsibilities of the owner is to **go out and get the business** by networking and calling on potential customers.

**Manage-the-manager(s):** The owner hires a full-time Operations Manager from Day One. In some instances a full-time Sales Director is also hired from Day One. These key employees often attend franchise training with the owner and keep their fingers on the pulse of the business daily.

In contrast to these full-time positions, the owner role has a time commitment which is less than full-time. This is because he or she manages the business from a big picture perspective.

Here, the owner's focus is on financial performance, HR, monitoring Key Performance Indicators (KPIs) and business development. The latter responsibility involves networking with and calling on potential customers in the community to grow the book of business. If a full-time Sales Director is hired, most of the business development is handled by this key employee instead.





**IDEAL CANDIDATE:** This person or couple has business acumen and management skills; ability to hire, develop, and lead a team. Interest in networking in the business community and people/sales ability to call on potential customers. If this is not the case, then a full-time Sales Director may be necessary.

**SKILLS REQUIRED:** NO INDUSTRY SPECIFIC EXPERIENCE IS REQUIRED!

Franchisors provide training about what an owner needs to know about the business or industry they are in. They also provide ongoing support to owners (same as franchisees) throughout the length of the franchise agreement term.

As with all businesses, a positive, can-do attitude coupled with general people and business skills are important to have. Pluses include a growth mindset, blue collar supervisory experience and skills and leadership skills.

**NOTE:** Eco-friendly or green franchises are found across many industries. These include businesses from food, restoration services, and home services, to junk removal, pest control and consignment of furniture, clothing and sporting goods.

Many home services like HVAC and roofing reduce utilities consumption and thus lower operating costs while also reducing carbon footprints. Restoration services often eliminate the need to replace contents in a home thus keeping tons out of landfills.

Other examples: some residential/commercial cleaning services and pest control services use **NON-TOXIC INGREDIENTS** that are safe for pets, plants and people.

Junk removal services often donate viable goods to non-profit organizations, again reducing what goes to landfills.

Enough can't be said about the benefits of recycling, reusing, repairing, restoring or renovating existing things. This keeps them from having to be replaced and the original items being discarded.

**UNIQUE CHARACTERISTICS:**

Think of businesses that do the following:

**REDUCE, REUSE, RECYCLE, RESTORE or RENOVATE!**

**MINIMUM FINANCIAL QUALIFICATIONS:**

Franchises have minimum financial qualifications based on a potential franchisee's liquidity (non-financed cash availability) and net worth. Such parameters are a litmus test to determine if there is the minimum to meet the general financial requirements of starting a business. There also needs to be the necessary financial depth to keep the business operational until it can support itself or achieve "breakeven."





On the low end, expect \$70K in liquidity and a net worth of \$200K.

On the high end, expect \$300K+ in liquidity and a net worth of \$1.2M.

**HOT MARKETS:** Available all across the United States.

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It's my pleasure to provide insightful economic data and information to you about [eco-friendly franchises!](#)



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