Franchising 101:
Understand Franchising as a Business Ownership Option
Thursday, June 23rd | SBA Education & Training Center

Topics:
- Overview of Franchise Business Model
- Myths & Realities of Franchising
- How to Find Your Franchise Fit
- Minimizing Risk via Research

Franchising - What is it?
>>> The creation of a __________ __________ to build brand identity and attain market dominance… __________!

Franchises give you…
A license to use:
- __________________________
- __________________________
- __________________________
- __________________________

In exchange for:
- __________________________
- __________________________

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<th>Advantages of Franchising</th>
<th>Disadvantages of Franchising</th>
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Myths and Realities of Franchising

Myth 1: Only fast food and retail.

Sources of Financing:
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Myth 2: Franchises succeed because of product quality.

Myth 3: Successful franchises emerge in a new industry with no new competitors.

Myth 4: Franchises are expensive.

Myth 5: High return requires high investment.
Myth 6: Industry experience is required

Franchise Disclosure Document

Franchisor Info

Costs

Franchise Contract

Franchises aren’t all the same. Make sure it’s the right fit for you!
→ Many units vs. Fewer units
→ Mature vs. Emerging
→ Structured vs Flexible Systems
→ Expensive vs. Inexpensive

Business Models

Why own a franchise?
You are in business for yourself, but not by yourself.

Other considerations
- A decision time frame takes _____ days and serious research takes ___ hours per week
- Your ______ needs to be supportive
- You need some investment capital, typically around $50k and be able to support your personal overhead for _______ months

- You have created a ________________ ________________ with professional assistance
  (attorney, CPA) if going into business with a partner

**Plan Your Strategy**
When you are thinking about being a business owner, you should develop:
- ____________________________
- ____________________________
- ____________________________

**Professional Resources**
- ____________________________
- ____________________________
- ____________________________

**Your Franchise Specialist – Charlie Magee**

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- Franchise Specialist with FranNet since 2012
- Provides guidance to clients at no cost
- 20 years with Franchisors
- Professional Practice Broker
- Puget Sound Resident since ‘91
- Volunteer in Local Community

**Other Notes**

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