

LOW-COST FRANCHISES

Today's Top Franchise Opportunities Under \$100K



www.FranchiseBusinessReview.com

TOP LOW-COST FRANCHISES

By Molly Rowe | June 2012

Introduction

When people hear the word “franchise,” it’s often the big food brands—McDonald’s, Dunkin’ Donuts, Papa John’s—that come to mind. But it’s the low-cost franchise opportunities—those with an average investment of less than \$100,000—that are among the most popular and sought-after. Without the overhead of real estate, pricey retail locations, or large product inventories, this niche group of franchise businesses has only grown in popularity through the economic downturn, and they are positioned for strong growth as the economy continues to recover.

This report is designed to give you a broad overview of low-cost franchise opportunities, including the different concepts and business models, what you can really expect from an investment

standpoint, what the “typical” franchisee looks like, and how franchisee satisfaction has fared in the past year. We will also identify the top low-cost brands based on our franchisee satisfaction research.

Who We Are

Franchise Business Review is a national market research firm that performs independent research of franchisee satisfaction. Our products include franchisee satisfaction reports, economic impact studies, customized surveys, and sector studies.

Methodology

To compile the data for this report, we surveyed 11,167 franchisees from low-cost franchises and researched more than 130 brands. We also talked to CEOs and franchisees at some of the top low-cost franchises for their in-the-trenches view.

When we research a franchise company, we contact every franchisee via phone or email and invite them to take part in our independent survey. We average well over 50% participation, and, in many cases, survey participation will be as high as 70, 80, or even 90%. Franchisees answer 33 benchmark questions ranking their franchise system in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 19 questions ask franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community. From this data, we identified our list of franchises with above average satisfaction (see list on page 3).

Franchise Business Review does not charge a fee for our base survey or awards. Any franchise company with at least 10 operating franchisees can participate in our research at no cost, and the companies listed in our reports are based solely on franchisee satisfaction ratings.

It’s the low-cost franchise opportunities—those with an average investment of less than \$100,000—that are among the most popular and sought-after.



Photo courtesy of Soccer Shots

Models/Services

The variety of business models in the low-cost franchise space can be seen in our list of companies, which includes home healthcare providers, fitness and recreational businesses, travel planners, and even a mosquito control company, to name just a few. While the business models may be very different, most of the companies share one trait: They don’t require a big office or retail space, a lot of inventory, or other resources that require large amounts of capital. For this reason, most of the businesses in the low-cost space are service-type businesses (rather than retail businesses, for example).

Best of the Best: Today's Top Low-Cost Franchises with the Highest Owner Satisfaction

Advertising & Sales Page 10

Money Mailer
Our Town America*
Proforma
Town Money Saver

Automotive Page 10

Auto Appraisal Network
Snap-on Tools*

Business Services Page 10

ActionCOACH*
Brightway Insurance
Estrella Insurance
FocalPoint Coaching*
InXpress
RTOWN Communications
Sandler Training*
Unishippers

Child Services Page 11

CompuChild
COMPUTER EXPLORERS*
Drama Kids International
Images 4 Kids
JumpBunch*
Mathnasium
TGA Premier Junior Golf
THE TUTORING CENTER
UCMAS Mental Math
Young Rembrandts

Finance & Tax Page 13

Murphy Business & Financial
Tax Centers of America

Fitness Page 13

Baby Boot Camp
FitGolf
Fitness Revolution

Cleaning & Maintenance Page 13

AdvantaClean
Aire-Master of America
ASP - America's Swimming Pool Company
Buildingstars
DKI (Disaster Kleenup International)
Heaven's Best Carpet Cleaning*
MaidPro
Office Pride
OMEX International
Oxi Fresh Carpet Cleaning

Food Page 14

Happy and Healthy Products

Home Services Page 14

Budget Blinds
Five Star Painting*
HandyPro Handyman
HouseMaster
Miracle Method Surface Refinishing
ProTect Painters
ShelfGenie
Surface Specialists Systems
The Glass Guru
The Grout Doctor
Window Genie*

Pet Services Page 15

G'day! Pet Care
Sit Means Sit

Real Estate Page 16

Help-U-Sell
Showhomes Home Staging
United Country Real Estate

Senior Care Page 16

CarePatrol
Caring Senior Service
FirstLight HomeCare*
Home Instead Senior Care*
Right at Home
Visiting Angels

Services Page 17

1-800-GOT-JUNK?
A All Animal Control
Boulder Designs
Creative Colors International
Fish Window Cleaning Services*
Mosquito Squad
Paul Davis Emergency Services
Pestmaster
Pop-A-Lock
Signal 88 Security
The Grounds Guys
Truly Nolen of America
U.S. Lawns*
Weed Man

Specialty Retail Page 18

Just Between Friends
Rhea Lana's

Sports & Recreation Page 19

American Poolplayers Association
Soccer Shots

Travel Page 19

Cruise Planners
CruiseOne

Technology Page 19

Computer Troubleshooters
TeamLogic IT*

The top 84 franchise opportunities listed above were found to have above-average franchisee satisfaction, based on independent research with 11,167 franchisees from over 130 low-cost franchise brands. Companies are listed alphabetically by industry category.

*View this company's full satisfaction report at: www.FranchiseBusinessReview.com

Cover photos courtesy of (clockwise from left): Just Between Friends, Soccer Shots, Mosquito Squad, FirstLight HomeCare.

Prospective franchisees may be surprised by the companies and brands that fall under the “low-cost” umbrella —soccer programs, children’s consignment “parties,” commercial security providers— because they provide niche services that aren’t typically considered in the mainstream definition of “franchise.” There are numerous opportunities to choose from, but it’s important to research them carefully.

Many of the business concepts in the low-cost segment benefitted from the economic downturn of the past few years. **Signal 88**, a commercial security company, saw an uptick in business as municipal police departments shrunk their forces. Similarly, **JumpBunch**, which offers mobile sports programs for children, saw an increase in sales as schools cut their budgets for in-house physical education.

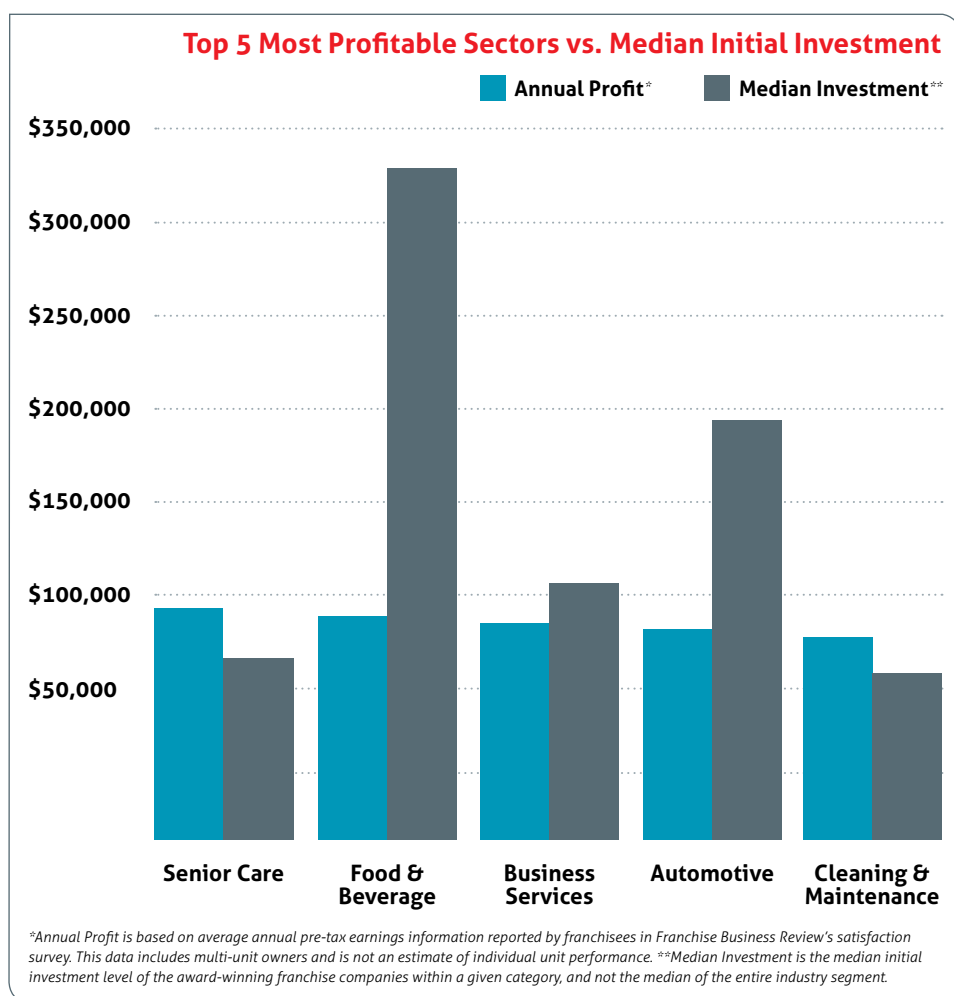
Resale and consignment franchise concepts, like **Just Between Friends** and **Rhea Lana’s**, continue to be popular. The economy may be improving, but companies and consumers are still budget-oriented, and the franchise concepts that cater to that consciousness continue to do well.

Investment

The companies represented in this report have an average initial investment of less than \$100,000. But within the different brands, there is great variety. Some opportunities can be started for less than \$5,000, and franchisors of some of the higher investment opportunities also now offer low-cost options.

In the past few years, franchisors at all levels have taken steps to reduce the financial burden of running a franchise. Some franchisors have reduced their initial franchise fee, and many have taken strides to reduce the cost of opening the business by eliminating the need for office space and branded car wraps, for example.

Fitness Revolution, a personal training concept, may be one of the more flexible franchise opportunities out there in terms of investment. The franchisor provides the



blueprint for running a fitness business, but franchisees (many of whom already operate some type of fitness business) can design their own programs, pricing, and marketing materials, depending on what makes the most sense financially.

“We offer flexibility in areas that allow us to ‘meet our prospects where they are at,’” said Fitness Revolution president Nick Berry. “We offer a co-branded model for those who already have their own brand established, rather than require everyone to forego that brand equity they may already have. That option is a big draw for conversions and startups who prefer to combine our branding with theirs.”

It’s important to note that not all low-cost franchise opportunities are intended to provide a full-time salary. Just Between Friends, which requires an initial investment of \$24,500, is intended to be a supplemental income business, says

co-founder and CEO Shannon Wilburn— although some of the most successful franchisees have made it their livelihood. There are plenty of low-cost franchise opportunities that offer high revenues for the price of a small investment, but prospective franchisees should make absolutely sure they have realistic expectations before they commit to any franchise agreement.

One change we’ve seen in franchisee satisfaction across the board (at both low and high investment levels) is that franchisors are more concerned about unit-level profitability than ever before, and, as a result, franchisees are more satisfied with the financial picture of the franchise. According to the franchisees we surveyed, the average annual profit for the top low-cost franchises listed in this report runs approximately 10% lower than our overall franchise benchmark (\$61,000 vs. \$67,000), but return on investment (on a



Photo courtesy of Fitness Revolution

In the past few years, franchisors at all levels have taken steps to reduce the financial burden of running a franchise.

percentage basis) would be significantly higher in some cases because the overall investment is so much lower than other franchise opportunities.

Franchisors are making a concerted effort to ensure that their franchisees are getting the most for their investment, that they are well-capitalized for start-up and for economic ups and downs, and that they understand before they become franchisees what's really required to run the business successfully.

"You must be well-capitalized even for a lower cost investment; people don't realize this," said Omar Soliman, CEO of **College Hunks Hauling Junk**. College Hunks recently increased its capital requirements for franchisees. Although their investment level is slightly higher than FBR's threshold for the low-cost list, they were rated a top franchise across all investment levels in 2012.

Almost all the CEOs that we interviewed for this report have added (or will be adding this year) an Item #19 to their franchise disclosure documents (FDD) so potential investors have a better idea of what to expect in the way of profitability.

"We have added a number of key financial metrics and key operational metrics that drive financial performance into **Mosquito Squad's** Item 19," said Chris Grandpre, chairman and CEO of Mosquito Squad's parent company, Outdoor Living Brands. "These key operating metrics drive long-term financial performance, and a prospective franchisee needs this type of data to build a realistic proforma as they consider investing in a Mosquito Squad franchise."

The franchise industry as a whole has faced a difficult few years in terms of financing and accessing capital, but the low-cost segment has not been as

affected by the lending shortage as higher investment opportunities.

"In most cases, we've discovered that people who really want to own a **Soccer Shots** business find a relative or friend who will invest or lend the necessary funds," said Justin Bredeman, partner at Soccer Shots, which offers youth soccer programs. "Our business model allows for relatively quick cash flow and is operationally profitable out of the gates. Most of our franchisees pay off their loan in less than 15 months after they start their business." Soccer Shots' average initial investment is \$16,238.

Opportunities on the higher end of the spectrum—those with an initial investment closer to \$100,000—may be more difficult to finance because they require an outside lender but don't have a lot of tangible collateral in terms of equipment, etc.

According to the CEOs that we spoke with, the biggest challenge for franchisees in this space is their ability to access liquid capital to run the business in the first six months. They may be able to fund the start-up, but they don't have enough cash to cover early expenses.

Signal 88 offers franchisees a company-branded credit card with a line of credit up to \$35,000 (depending on the franchisee's credit rating) and no interest for the first six months. This provides franchisees with the early cash they need to get the business up and running.

The CEOs we interviewed also emphasized that low-cost investments, in particular, must ramp up very quickly to be successful.

"We have frank conversations with prospective franchisees that they really need to follow our systems... They have to get their business ramped up quickly because they don't have much time to waste," said **TeamLogic IT** CEO Chuck Lennon. "After they open, we monitor their sales and how much additional capital they have that first year to ensure that they are not running out of cash."

To ensure success, franchisors at the low-cost level are especially careful of who they accept as franchisees. The CEOs told us that a lot of people are attracted to low-cost franchise opportunities because they don't think they require much money, but franchisees do need money to run the business successfully.

"Franchisors still need to make sure potential franchisees are financially worthy to afford the franchise model," said Wilburn of Just Between Friends. "People fail at all levels. It's just easier to walk away from a low-cost investment than it is to walk away from the higher ones."

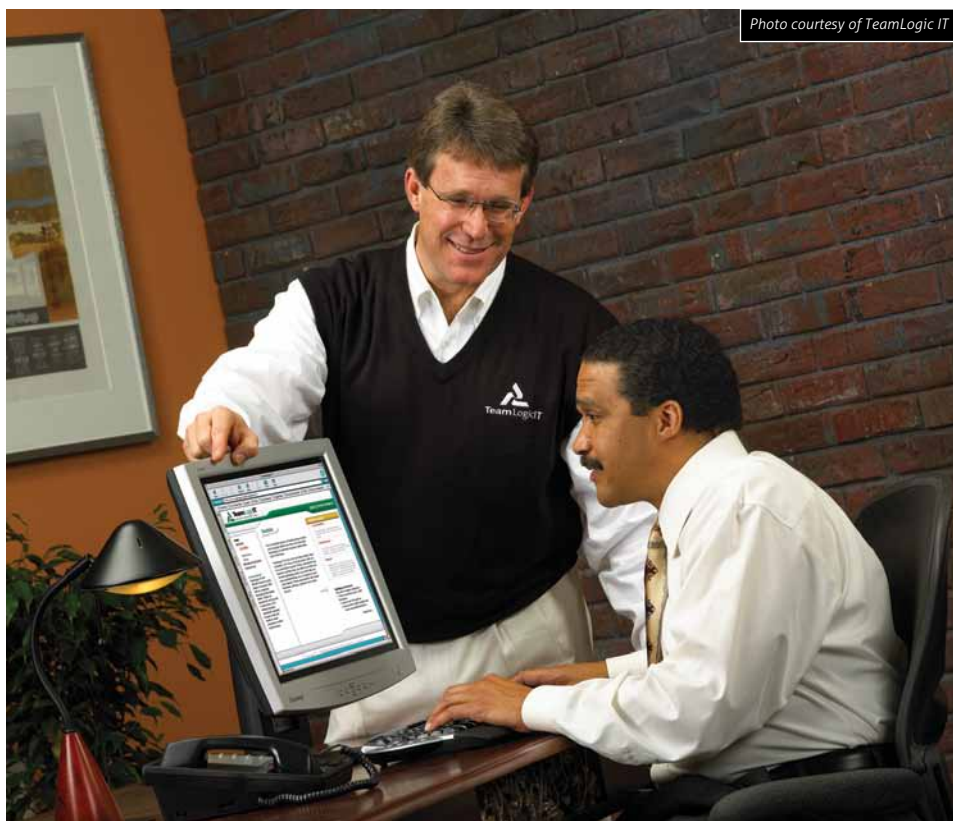
Signal 88 is able to keep a closer watch on its franchisees' finances than most franchisors because the corporate office handles billing and payroll for all of the individual franchisees.

"As opposed to getting quarterly or annual statements and identifying whether franchisees are making money, we can see almost daily where they may be overspending in particular categories," said CEO Reed Nyffeler. "They know on a day-to-day basis how things are going, and we can help them manage their accounts better."

When it comes down to it, potential investors really need to take a careful look at a franchisor's support and training systems, as well as their growth strategy, if they want to ensure profitability.

"A serious franchise prospect has to do his or her due diligence and be confident that the franchise system is a quality one," said Bredeman of Soccer Shots. "Just because it's a low-cost franchise should not mean that the business model is allowed to be flimsy and the franchisor isn't world class or working in that direction. Bottom line is that low-cost shouldn't mean low quality."

A lot of people are attracted to low-cost franchise opportunities because they don't think they require much money, but franchisees do need money to run the business successfully.



Market Analysis

The popularity of lower investment opportunities only increased with the economic downturn, as more people took their money out of the stock market and invested it in businesses. The number of low-cost franchisors that Franchise Business Review surveyed went in up in 2012, as did the number of low-cost companies that have higher-than-benchmark satisfaction. Of course, along with increased popularity, there's more competition, so franchisees should be aware of that in whatever space or industry they are considering.

All in all, the market for low-cost franchise opportunities looks to be strong for the long-term future.

Pros

In general, low-cost means lower risk, and for most franchisees, that's the biggest pro of starting a low-investment franchise. Depending on the investment, franchisees who buy into this space will be able to pay back their investment pretty quickly and, in general, don't risk losing their assets or retirement savings if the business fails. For some of the lowest-cost concepts,

franchisees may be able to fund the business without using outside financing.

The costs associated with running a low-investment franchise also tend to be lower than some of the high-cost concepts like restaurants or retail stores. Most of the businesses within the low-cost space don't require a big physical space, lots of inventory, or dozens of employees, so it's easier for franchisees to manage their expenses.

Many franchisees in the low-cost segment are drawn to businesses in fields that they are passionate about (e.g., child care, senior care, fitness, photography), and because they are so often owner-operators, they are actually able to do what they are passionate about.

Fitness Revolution franchisee Cassandra Forsythe is one such operator. A fitness and nutrition expert since college, she's able to teach classes, offer personal training and nutritional seminars, and coach fat loss groups in addition to the day-to-day management of her franchise. Fitness Revolution provides the business management tools, resources, and networking opportunities that she needs to run the business successfully, while she focuses on what she knows best—fitness.

Depending on the business, there may be more flexibility in a low-cost franchise than in others. Quite often, a franchisor will allow franchisees to run their businesses from home, on their own hours, while keeping another job—at least in the beginning.

"I don't have a typical day, which is the best part," said Fitness Revolution franchisee Forsythe.

Cons

No matter how flexible a business seems, it's important that franchisees have realistic expectations as far as what they're getting into and what they'll need to get started. Prospective franchisees will want to ask franchisors how well they can expect to do while maintaining



Photo courtesy of Just Between Friends

Many franchisees in the low-cost segment are drawn to businesses in fields that they are passionate about.

another job or working at the business limited hours. If it takes twice as long to break even while working another job, a franchisee might want to reconsider whether it's really worth working that full-time job.

"I'd say the biggest 'con' would be the trap that you can bootstrap everything in your low-cost franchised business," said Bredeman of Soccer Shots. "A Soccer Shots business allows you to bootstrap the business from the start, which I believe is a positive thing about our concept. However, in order to scale the business in a significant way, an owner needs to transition into a role of active investor, which may necessitate hiring salaried staff or moving from your home-based office into a true office."

Soccer Shots franchisee Doug Schneider supports this notion. Doug, who opened his Soccer Shots franchise in 2005, worked a full-time job while his partner (his brother) focused on growing the business. Although his brother was able to make a good living running the franchise, Doug knew they could do a lot more if he, too, focused solely on the business.

"In 2009, it began to dawn on me that a lot of opportunity and a lot of money was going under the bridge because we hadn't fully invested," Schneider said.

At that point, he quit his job and invested all of his energy into Soccer Shots. Since then, the business has expanded its territory across Pennsylvania and into New Jersey and is approaching annual revenues of \$500,000. As much as soccer is a passion for Schneider (he has an impressive collegiate record), he spends most of his time marketing and selling the business, not coaching.

"My philosophy from the get-go was to do a minimal amount of coaching myself. My time is better spent selling the business than coaching," Schneider said. "Some franchisees who come on are passionate about soccer and coaching and want to do that too, but you will be somewhat limited if you try to do both; you only have so many hours in the day."

The CEOs that we interviewed told us that there are probably more people in the low investment space who are under-capitalized for their business than in other investment levels.

Although Item #7 in all FDDs maps out the expenditures needed by franchisees to establish a business, prospective franchisees need to make absolutely sure that their franchisor is realistic and upfront about those costs, and what it really takes to run the business. Some companies will outline the necessary working capital, but others—who might want to keep the stated investment level as low as possible—might not. Any investor should understand and plan for the fact that it might cost three to four times more to actually run the business than is listed in the Item #7.

Prospective franchisees also want to ensure that they know what they'll be getting out of their franchise fees in the long term—not just today but 10 years down the road when they know the business and might not need as much support from the corporate brand.

Although Soccer Shots' Schneider is pretty well-versed at this point in running his youth soccer programs, he says he still finds corporate support critical to his success.

"I don't want to have to deal with building a web site, designing a brochure... I don't think that's a good use of my time," Schneider said. "As Soccer Shots grows as a brand, it becomes nationally known. I think the franchise fee is worth it just from a professionalism that the franchisor brings to the company." Both Schneider and Fitness Revolution franchisee Forsythe say that the relationships they have with other franchisees are also a big benefit to being part of a franchise system.

Franchisee Success Attributes

The low-cost franchise segment attracts a lot of people who may be interested in starting a business of their own, but who aren't necessarily a good fit for franchising. Franchising is not for everyone. You need the skills to run a business and the willingness to follow a tried-and-true system.

Because they are so often owner-operators with fewer resources, franchisees at the lower investment level must be able to multi-task and wear a lot of hats, at least initially, until

their business is well-established. Sales and marketing experience is especially important—in part because many of the low-cost brands aren't as well known or advertised nationally. Much of this responsibility many fall on the franchisee (depending on the brand).

Most of the CEOs we interviewed are using some sort of profiling tool to help identify who might make a good franchisee or, once they are franchisees, to help identify their strengths and weaknesses for running the business.

"Experience has taught us that financial wherewithal alone doesn't predict success. Franchise candidates must have the right mix of business skills, experience, passion, and energy to be successful...Capital alone doesn't foster success," said Mosquito Squad's Grandpre.

"I usually tell my franchisees that I can provide them with an awful lot of direction and business prowess and support, but I can't teach somebody how to be trustworthy and how to be nice to their customers," said Signal 88's Nyffeler.



Photo courtesy of Soccer Shots

"As obvious as it may sound, it is really essential when I'm looking at successful attributes of franchisees they've got to have those communication skills and the ability to communicate trust to their prospective customers."

Recently, there has been a big push in the low-cost segment to attract military veterans as franchisees. Military-trained franchise operators know firsthand the success that can be attained from teamwork, discipline, and following a proven system, and because of this, a growing number of companies recognize the significant business potential of veterans and offer special incentives to attract vets to their brand.

According to Signal 88 CEO Nyffeler, close to 70% of his franchisees are military veterans because they are well-qualified for the security business. Nyffeler and his team will work with servicemen and women while they are stationed abroad, offer them online education and webinars about the business, and they they'll attend Discovery Day while on leave. This process usually takes close to a year (compared with the typical sales cycle of 100 days), but it gives the prospective franchisee time to save more money, too.

TeamLogic IT, like many franchise companies, is working with the International Franchise Association (IFA) to attract more veteran franchisees. In 2012, TeamLogic is waiving its franchise fee (\$35,000) for qualified veterans. So far this year, they've awarded two franchises through this program, said CEO Lennon. (For additional information on the IFA's VetFran Program and the franchise brands and benefits offered to qualified military veterans, visit www.VetFran.com)

Along similar lines, Aire-Master's parent company, the Dwyer Group, a long-time supporter of veterans in franchising, recently launched the Public Protectors Franchise Advantage Program (PPFA), which offers 20% off the minimum franchise fee for any current or former full-time law enforcement/fire person with a minimum of two years of full-time service.

A Look at Low-Cost Franchisees

15% More likely to be women, compared to all franchise sectors

20% More likely to be veterans, compared to all franchise sectors

71% Are currently single-unit/territory owners

25% Are planning to purchase additional units/territories

83% Are operating in markets with 100K+ population

Franchising is not for everyone. You need the skills to run a business and the willingness to follow a tried-and-true system.

Franchisee Satisfaction

The 84 companies listed at the front of this report excel in franchisee satisfaction based on recent surveys of their franchisees. In general, the average franchisee satisfaction for low-cost companies is 8% higher than our benchmark across all investment levels, and franchisee satisfaction within this elite group of 84 opportunities is even higher—averaging 15% above our overall satisfaction benchmark.

"When a franchise organization communicates regularly with each individual franchisee, shows that it genuinely cares about the franchisee's pursuit of their personal and business goals through the franchise, and efficiently coaches each franchise to help them to reach their goals, then franchisee satisfaction takes care of itself," said Grandpre of Mosquito Squad.

Summary

The lower-risk nature of the low-cost franchise space is increasingly popular with all levels of investors, and the number of opportunities and types of businesses within the space increases every day. In the past year, many franchisors have made a concerted effort to reduce franchisee costs even more and to increase their profitability. However,

as we caution with every franchise model at every investment level, not all franchises are created equal—and not all "low-cost" opportunities are as good as they sound. It is important to do your homework, talk to current franchisees, get to know the culture of the organization you are considering, and be sure your expectations are realistic.

Most importantly, make sure that franchisee satisfaction and performance across the board is solid. Undoubtedly, you will always run into a few unhappy franchisees in any franchise brand, but broad satisfaction research, like the independent reports provided by Franchise Business Review, are that must-have, 3rd-party validation required before moving forward with any franchise opportunity. When talking to any franchise company, ask to see their FBR Satisfaction Report, and visit www.FranchiseBusinessReview for more research and resources for investing in a franchise.

For more information about Franchise Business Review's research or the companies in this report, visit www.FranchiseBusinessReview.com, call (866) 397-6680, or email molly@franchisebusinessreview.com.

ADVERTISING & SALES

Money Mailer

Startup Investment: \$56,000 - \$76,000

Cash Requirement: \$50,000

Domestic Franchises: 205

Money Mailer is the perfect franchise for sales professionals who want to help local businesses succeed. Our integrated media approach with direct mail, internet and mobile-powered franchisees led to a 12% increase in ad sales in 2010. Coupon redemption continues at record levels, and we are perfectly positioned for more double-digit growth ahead. Use our patent-pending technology, cutting-edge marketing tools and an aggressive first year launch package to get on the fast-track to success. With our internal financing, you can start your business with \$7,500 down. High repeat business potential, extremely fast startup and world class training and support are what our franchisees have.



Our Town America

Startup Investment: \$74,800 - \$105,450

Cash Requirement: \$89,000

Domestic Franchises: 40

Our Town is America's premier welcoming organization. Since 1972, we have been connecting new movers with the businesses they are searching for by mailing warm gifts from neighborhood businesses in a premium gift certificate package. Thousands of satisfied business owners throughout the United States attest to the success and effectiveness of our program, while dozens of locally owned Our Town franchises validate our success as a viable business opportunity.

For more information on Our Town America opportunities, call (727) 345-0811 x232 or visit www.ourtownamerica.com.

Proforma

Startup Investment: \$4,730 - \$53,195

Cash Requirement: \$29,500 - \$48,095

Domestic Franchises: 723

With over 30 years of experience, Proforma remains focused on providing solutions to businesses for their graphic communications needs. A leading provider of promotional products, printing services, business documents, and ecommerce solutions, Proforma is one of the top five largest companies in our industry.

Town Money Saver

Startup Investment: \$19,900

Cash Requirement: \$19,900

Domestic Franchises: 37

Town Money Saver has been structured to provide you with the tools and management knowledge to effectively and profitably produce a monthly community publication. There is no storefront, inventory, or employees required to start your franchise. Town Money Saver handles your graphic coordination, printing, and mailing—allowing you to focus on customer relationships and growth. Exclusive territories allow you to develop long-term relationships that will result in a solid future.

AUTOMOTIVE

Auto Appraisal Network

Startup Investment: \$12,000 - \$30,000

Cash Requirement: \$16,700 - \$64,275

Domestic Franchises: 25

Auto Appraisal Network supplies our clients with accurate, highly detailed appraisal values of their vehicle. This is your chance to join the fastest growing automobile appraisal company in the country. You will be providing your clients with the most professional, most comprehensive, most detailed automobile appraisal documents available. This is your opportunity to join the most respected appraisal company for classic and custom vehicles and much more. For an extremely low franchise territory fee, we offer a protected territory, extensive training, and certification. You will benefit from our 23 years of experience, impeccable reputation, national advertising, and website presence.

Snap-on Tools

Startup Investment: \$19,490 - \$295,796

Cash Requirement: \$19,490 - \$81,347

Domestic Franchises: 3,253

Snap-on Incorporated is a leading global innovator, manufacturer, and marketer of tools, diagnostics, and equipment solutions for professional users. Product lines include hand and power tools, and are sold through its franchisees, company-direct sales, and distributor channels, as well as over the internet.

BUSINESS SERVICES

ActionCOACH

Startup Investment: \$82,500 - \$108,441

Cash Requirement: \$40,000

Domestic Franchises: 345

ActionCOACH offers consultants an opportunity to become business and executive coaches and form a home-based company providing business and executive coaching services to other companies. ActionCOACH franchisees provide a valuable service to business owners and executives, offering unique perspectives in evaluating current company structure, while helping improve business profitability.

Brightway Insurance

Startup Investment: \$92,250 - \$101,750

Cash Requirement: \$120,000 - \$150,000

Domestic Franchises: 97

Brightway Insurance has redefined how independent insurance agents can grow and profit. Not only do we arm you with an industry-leading array of carrier choices to more completely serve your clients needs, but also the power of a centralized back office that keeps your overhead low, your paperwork limited, and your growth rate high. It's the best way to grow profitably in the insurance business.



Estrella Insurance

Startup Investment: \$49,000

Cash Requirement: \$20,000 - \$50,000

Domestic Franchises: 52

Insurance agency (auto, home, and business insurance) experienced welcome but not necessary, though you must be able to obtain an insurance license. We are looking for people that are interested in running their own business with the help and assistance of a company that has been in business for over 30 years, and has learned how to do it right. Estrella Insurance offers extensive marketing and advertising support and is in the SBA franchise registry for potential financing. **For more information on Estrella Insurance opportunities, call (855) 4Estrella or visit www.estrellainsurance.com.**



FocalPoint Coaching

Startup Investment: \$49,950

Cash Requirement: \$49,950

Domestic Franchises: 64

FocalPoint Coaching, powered by Brian Tracy, specializes in training managers, entrepreneurs, and executives who are passionate about coaching, teaching, and mentoring others. Franchisees receive exceptional training, support, and the resources needed to be successful. At FocalPoint, you'll learn how to think and act like a business coach, how to find and acquire clients, and how to keep them! **For more information on FocalPoint Coaching opportunities, call (877) 433-6225/(702) 932-3870 or visit www.focalpointcoaching.com.**



InXpress

Startup Investment: \$44,700 - \$49,700

Cash Requirement: \$80,000

Domestic Franchises: 77

InXpress is a sales-driven and business management franchise that can be the vehicle to achieve your dreams. Franchise owners focus on selling and building strong and lasting relationships with their customers. As an InXpress franchisee, you will recruit new customers and offer them discounts on all their shipping needs. Whatever they need delivered, anywhere in the world, InXpress can do it! As an InXpress franchisee, you will be provided access to a fully integrated system, with support to help you flourish and succeed. The firm foundation of an InXpress franchise and the support of a highly professional, winning team, will offer you a highly rewarding opportunity. **For more information on InXpress opportunities, call (801) 495-7894 or visit www.inxpressusa.com.**

RTOWN Communications

Startup Investment: \$50,000 - \$100,000

Cash Requirement: \$20,000

Domestic Franchises: 11

As Canada's most advanced digital advertising network, RTOWN Communications uses a variety of dynamic digital mediums to connect businesses to their target market through our national network of digital marketing solutions. From customizing hotel room channels, public digital signage, and theatre pre-shows, to using the latest web and mobile advertising technologies, RTOWN Communications reaches your target market right when they're choosing what to buy, eat, see, or do next.

Sandler Training

Startup Investment: \$82,150 - \$98,750

Cash Requirement: \$150,000

Domestic Franchises: 168

Sandler Training is the leader in innovative sales and sales management training. We have over 235 training centers in major cities throughout the country and around the world, offering instruction in a dozen languages. Entrepreneur Magazine has ranked Sandler as the No. 1 training franchise nine times, including 2010. Our training is designed to create lasting performance improvement rather than the motivational "quick fix" typical of many seminar-based training programs. The demand for quality sales training has rarely been greater than it is today. As a Sandler franchisee, you can tap this vast market—and beyond.

Unishippers

Startup Investment: \$75,000 - \$150,000

Cash Requirement: \$75,000

Domestic Franchises: 290

For 25 years, this business-to-business franchise has been focused on selling and servicing discounted shipping services to small and medium-sized companies. Unishippers offers franchisees access to one of the most extensive shipping supplier networks available, including UPS, and more than 30 local, regional, and national freight carriers.

CHILD SERVICES

CompuChild

Startup Investment: \$18,300 - \$33,600

Cash Requirement: \$20,000

Domestic Franchises: 64

CompuChild is dedicated to preparing children for the academic challenges of tomorrow through technology education today. Classes are offered at existing child care centers, schools, and community centers. This easy to operate home-based business offers exclusive territories, low overhead and proprietary curriculum

COMPUTER EXPLORERS

Startup Investment: \$23,425 - \$33,750

Cash Requirement: \$25,000

Domestic Franchises: 45

COMPUTER EXPLORERS is a recognized expert in children's computer and technology education. Their dynamic program provides software, curriculum, technology-certified teachers and staff, continuous and up-to-date training, and real-life, hands-on education. The difficult task of implementing a system that truly works is no longer a problem; COMPUTER EXPLORERS has developed that system.



Drama Kids International

Startup Investment: \$33,550 - \$38,950

Cash Requirement: \$35,000

Domestic Franchises: 51

Drama Kids International is the provider of the largest after-school drama program in the world with over 50,000 children currently enrolled. Our franchise owners operate a home-managed business that brings a very unique, developmental, and fun drama program into schools, camps, and community locations. We consider ourselves to be a teaching and educational company that uses a structured curriculum encompassing a wide range of drama activities in a fun, fast-paced, and educational approach to develop speaking skills, confidence, leadership, and creative thinking. Drama experience is NOT required to own a Drama Kids franchise. We are interested in speaking to potential owners who will enjoy a recession-resistant, children-focused business that is rewarding for owners, and that builds important qualities for lifelong success in children and young adults. The positive difference in your life will be dramatic!

For more information on Drama Kids International opportunities, call (866) 809-1055 x150 or visit www.dramakids.com.



Richard T. Scott FocalPoint Franchisee

How long have you been a franchisee?
Since 2008.

Why did you decide to buy a franchise?

After a fair amount of research and reflection on what talents, skills, and strengths had played a part in my past business successes, I realized I wanted to own my own business again, but didn't want to work on my own. A franchise was one of the most strategic options available.

Why did you choose your franchise?

I had decided what field I wanted to work in. Business consulting, and more specifically coaching, was where my past experience, talents, and passion were. In developing my business plan I had identified a couple of gaps that would require some significant investment of time, money, and effort to fill. In researching solutions to those gaps, I came across FocalPoint. The company and their system filled both the gaps I had identified and provided additional tools and support for much less than the estimates I had researched if doing it on my own.

What is the best part of being your own boss?

I make a terrible employee. I like to do a lot more, at a lot faster speed, than anybody I have worked for in the past. Being your own boss rewards you for your achievements.

Where do you see yourself in five years?

I see extending my business with a few more associates and continuing to develop and improve the quality of our products and offerings. We have only just scratched the surface of what is available, and I am very excited to be a part of something that affects so many people in such a practical and personal way. With the shift in demographics of the baby boomer generation we are at the beginning of a tremendous shift in the way businesses are run, managed, sold/transferred, and grown, and FocalPoint Business Coaching is a tremendous company to aid and service the needs of those companies.

Child Services continued on page 12

Images 4 Kids

Startup Investment: \$45,600 - \$67,100
 Cash Requirement: \$45,600 - \$67,100
 Domestic Franchises: 56

Images 4 Kids is the premier school photography franchise specializing in daycare, private school, and preschool photography. We bring studio quality photographs to school picture day, and the difference is spectacular. Our business model is based around a love of children, photography, and the need for a flexible work schedule. Images 4 Kids provides a state-of-the-art secure online system for parents to view and order their child's portraits as well as a computer management system that organizes each franchisee from the point the photo shoot is booked to delivering the final portraits to the school.



JumpBunch

Startup Investment: \$31,400 - \$70,000
 Cash Requirement: \$35,000 - \$77,000
 Domestic Franchises: 42

JumpBunch offers structured sports and fitness programs for children from age 15 months to 12 years. The classes are typically 30 minutes long, once a week, with over 70 activity plans. Not a gym or facility, JumpBunch classes are offered as part of a child's day at school, daycare, and after-school programs, plus in YMCAs and Parks and Rec Departments. We help build healthy bodies, self-

esteem, and a life-long love for sports and fitness!
For more information on JumpBunch opportunities, call (410) 703-2300 or visit www.jumpbunch.com.



Mathnasium

Startup Investment: \$80,000 - \$107,500
 Cash Requirement: \$29,500
 Domestic Franchises: 303

Most kids need help with math—some desperately, while others just want to get ahead. With this ever growing demand for quality math instruction, Mathnasium Learning Centers have become one of the fastest growing educational franchises in the world. Mathnasium offers highly effective and engaging mathematics instruction for children and is the perfect venture for individuals seeking a meaningful business opportunity. Our proprietary Mathnasium Method not only helps children become more competent at math, it also builds confidence. If you're ready to start a new life chapter with a real sense of purpose, then Mathnasium may just be the perfect business for you. Rediscover your passion for math and find: Income + Lifestyle + Fulfillment.
For more information on Mathnasium opportunities, call (877) 531-MATH(6284) or visit www.mathnasium.com/franchise.

TGA Premier Junior Golf

Startup Investment: \$13,150 - \$62,200
 Cash Requirement: \$13,150 - \$62,200
 Domestic Franchises: 49

TGA Premier Junior Golf offers a turnkey solution to owning your own business while growing the game of golf. TGA's award-winning youth development program brings golf into elementary schools through parent-funded afterschool programs that take place on 2,500 school campuses across the U.S. As students advance through our five level programs at their schools, TGA partners with local golf facilities and transitions students to TGA camps, tournaments, and clinics at our partner courses. TGA franchisees receive the tools, training, and support needed to build a prosperous golf business. TGA has introduced golf to 150,000 youth through 47 franchises in 22 states.

THE TUTORING CENTER

Startup Investment: \$75,000 - \$110,000
 Cash Requirement: \$39,000
 Domestic Franchises: 65

Over a 15-year period of testing and refining, THE TUTORING CENTER has developed a winning formula. Our franchise opportunity is unique because you have the ability to change the lives of children while investing in your future. Running one of our centers is a personally rewarding and enriching business opportunity. In other words, you'll make a difference! Owning one of our franchises affords you recognition and a time-tested system. We take great pride in creating a successful relationship with our franchisees. It's important to us that we create an environment of teamwork. By working together and supporting your needs, you receive all the tools to run a successful business in our industry.



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UCMAS Mental Math

Startup Investment: \$25,000
Cash Requirement: \$15,000
Domestic Franchises: 40

UCMAS Mental Math is a child development program that was pioneered in Asia in 1993 and today we have over 5,000 centers in more than 49 countries worldwide, including the United States, United Kingdom, Spain, India, China, Australia and the Middle East. With over 1 million children trained worldwide, our UCMAS Learning Centers serve a real need—to boost child development and brainpower in kids aged 4 to 13 by offering Mental Math and Abacus training. Be part of a business that will make a difference to your life and to the life of kids in your community.

Young Rembrandts

Startup Investment: \$39,600 - \$49,600
Cash Requirement: \$50,000
Domestic Franchises: 80

Young Rembrandts is a home-based business that provides affordable art education for families. The foundation of our business model is the unique and proven Young Rembrandts Method, in addition to our original, copyrighted curriculum and solid educational disciplines, which develop art and academic skills in children. Our method gets results that surpass all expectations. A Young Rembrandts franchise provides flexibility in regard to work and family, an opportunity for franchisees to give back to their communities, and financial stability.

CLEANING & MAINTENANCE**AdvantaClean**

Startup Investment: \$84,500 - \$159,200
Cash Requirement: \$100,000
Domestic Franchises: 109

AdvantaClean is a leading provider of environmental cleaning (i.e., Indoor Air Quality and Comfort services). Through a streamlined, low overhead business model that leverages real-time business analytics, AdvantaClean franchisees run recession-resistant businesses that offer non-discretionary services to property owners.

Aire-Master of America

Startup Investment: \$18,900 - \$31,500
Cash Requirement: \$22,900 - \$35,500
Domestic Franchises: 87

Aire-Master is a unique system of odor control and restroom fixture cleaning developed over 54 years. Aire-Master deodorizers and deodorant products actually eliminate odors. We offer complete training to build a customer base in all industries: medical, food, real estate, retail, and more. We are FDA-registered and manufacture deodorants, cleaning products, and hand soaps.

ASP - America's Swimming Pool Company

Startup Investment: \$49,200 - \$89,500
Cash Requirement: \$25,000
Domestic Franchises: 94

ASP - America's Swimming Pool Co., the Southeast's most respected swimming pool maintenance and repair franchise, was established in 2001 by Stewart Vernon of Macon, Ga. The company was built on the belief that providing the highest-quality pool maintenance with competitive pricing and a high level of dependability would attract customers.

Buildingstars

Startup Investment: \$2,000 - \$36,000
Cash Requirement: \$1,000
Domestic Franchises: 343

Buildingstars has developed the most advanced business model in the commercial cleaning industry. This unique business model provides our franchise owners with the best way to start their business, the best way to manage their business and the best way to grow their business. This is not just an empty claim; every franchise owner is supported by a team of industry professionals through their local support center. From startup throughout the development and growth of the business, our hands-on team is there to help with acquiring customer accounts, customer service, account retention, and administrative support.

DKI (Disaster Kleenup International)

Startup Investment: \$7,145 - \$102,535
Cash Requirement: \$30,000 - \$90,000
Domestic Franchises: 182

As a participant of DKI, you join one of the most exclusive disaster restoration groups in the country. Each franchise member of DKI has their own unique qualities; however, all members and internal associates share the strengths of the organization. DKI represents an unmatched opportunity for successful contractors to join together with their peers to create a dominant presence within the marketplace while providing direct value back to one another.

Heaven's Best Carpet Cleaning

Startup Investment: \$28,900 - \$64,000
Cash Requirement: \$15,000
Domestic Franchises: 1,248

Heaven's Best Carpet Cleaning brings together the best products and services to create an excellent franchise package. With over 25 years of experience in the industry, we can get you started off on the right track. Join the franchise that has been rated #1 by Franchise Business Review for five years in a row.

MaidPro

Startup Investment: \$18,709 - \$103,959
Cash Requirement: \$20,000
Domestic Franchises: 135

MaidPro prides itself on its proven groundbreaking technology and software, creative marketing efforts, established brand identity, and stellar support to its franchisees. The company is constantly trying to reinvent new practices and refine old ones to ensure its place in the rapidly growing house cleaning industry. MaidPro offers you the advantages of rapid growth, low startup costs, manageable hours, and recurring revenue. Join a franchise that gives you control and ownership of your business with unmatched 24/7 support!

Office Pride

Startup Investment: \$34,000 - \$59,900
Cash Requirement: \$16,000
Domestic Franchises: 118

Office Pride Commercial Cleaning provides top quality janitorial services while building mutually beneficial relationships with customers, employees, vendors, and franchisees. At Office Pride, employees are trained on how to specifically give an office or facility the most thorough cleaning it has ever had, every time they clean.

OMEX International

Startup Investment: \$40,000 - \$70,000
Cash Requirement: \$25,000
Domestic Franchises: 20

The OMEX franchise is designed for the entrepreneur looking to build and develop a professional, commercial cleaning business, not a small franchise where the owner is the principal worker. It is an opportunity to manage your own company and management staff while managing the maintenance needs of professional offices.

Oxi Fresh Carpet Cleaning

Startup Investment: \$33,495 - \$55,950
Cash Requirement: \$29,900
Domestic Franchises: 232

Oxi Fresh Carpet Cleaning is now the frontrunner in the evolution of the carpet cleaning industry! The company's key strengths are its wealth of business experience and innovative products proven to reinvent carpet right before the customer's eyes.

FINANCE & TAX**Murphy Business & Financial**

Startup Investment: \$40,000 - \$80,000
Cash Requirement: \$30,000
Domestic Franchises: 150

Murphy Business & Financial Corporation provides new or experienced business brokers with the support to build a successful business brokerage firm on several fronts. These include ownership transfers, business valuation and appraisals, mergers/acquisitions, and property management.

Tax Centers of America

Startup Investment: \$15,000 - \$45,000
Cash Requirement: \$15,000 - \$40,000
Domestic Franchises: 165

Tax Centers of America is a recession-proof business with an unlimited opportunity for growth, and the greatest franchise business opportunity available in America today. We are the home of the "buy one, get three free" franchise, and we offer a veterans discount and an enrolled agent discount.

FITNESS**Baby Boot Camp**

Startup Investment: \$3,690 - \$9,699
Cash Requirement: \$2,900 - \$5,299
Domestic Franchises: 115

Baby Boot Camp offers prenatal and postpartum fitness and nutrition programs for moms. A Baby Boot Camp franchisee will offer indoor and outdoor core strength classes primarily oriented toward these moms. Most, but not all, class formats incorporate moms bringing their young children to class in a stroller; hence, we refer to this category as "stroller-based fitness." The primary target demographic for this franchise program is first-time moms with stroller-age children (usually between six weeks and four years old).

Fitness continued on page 14



Justin & Melanie Staus Mathnasium Franchisees

Why did you decide to buy a franchise?

We moved from downtown Atlanta to Roswell, a nearby suburb, because we were expecting our first child. After relocating to Roswell, our commutes drastically increased to 60 to 90 minutes one way. This significantly increased the number of hours we were spending away from home and our newborn son. Melanie had always wanted to teach math, and, upon her return to the corporate world after her maternity leave, she decided to change careers so that she could spend more time being a mom. I had always dreamed of running my own business. We decided to pursue a tutoring franchise that would fulfill both of our desires, and Mathnasium proved to be the perfect opportunity from both an educational and business perspective.

What is the best part of being your own boss?

One of the reasons we left corporate America is that we wanted a fulfilling career while still maintaining our financial lifestyle. You don't always reap the rewards of your efforts in corporate settings. However, there is a direct correlation between the time and money we invest in Mathnasium and the personal and financial rewards that we receive. Furthermore, we have changed the lives of thousands of students in the six years that we have been open. We feel that we now have the perfect work/life balance.

What is the worst part of being your own boss?

The worst part of being your own boss is that you are responsible for all aspects of the business: sales, marketing, hiring and training, and customer satisfaction, just to name a few. You will never end the day with everything on your "to do" list completed. However, over time, the number of hours you are devoting to these tasks can be decreased by delegating or streamlining processes.

What advice do you have for prospective franchise buyers?

Owning your own business can be extremely rewarding; however, it takes time, dedication, and your full commitment to reach the personal and financial goals that you have set for yourself. In our opinion, Mathnasium is a great franchise for individuals who have a passion for business, children, and math education.

FitGolf

Startup Investment: \$65,040 - \$122,230

Cash Requirement: \$30,000

Domestic Franchises: 26

FitGolf Performance Center's mission statement is to revolutionize golf learning by helping understand the importance of the body and golf swing relationship. As the leader and standard of the golf fitness franchised industry, FitGolf Performance Centers offer: A strong relationship with Titleist Performance Institute, full training, full ongoing system support (including marketing, advertising, and operational), an established system, popular products, and industry recognition. This is a cash-pay business that creates no hassle with insurance companies. Contact us today to learn more how to become "The Golf Fitness Expert" in your area.

Fitness Revolution

Startup Investment: \$13,509 - \$121,908

Cash Requirement: \$13,509 - \$121,908

Domestic Franchises: 137

Fitness Revolution is the fastest growing personal training franchise in the world today, but it's so much more. Fitness Revolution is a national network of like-minded fitness entrepreneurs committed to revolutionizing the fitness industry; a knowledgeable, professional team of coaches to help guide you over hurdles and unleash your business potential; an internal and external comprehensive marketing program; and an operational system that's a must if you are to ever have any freedom in your life whatsoever.

FOOD

Happy and Healthy Products

Startup Investment: \$30,362 - \$85,670

Cash Requirement: \$30,362 - \$85,670

Domestic Franchises: 43

Taste your future! Join us in celebrating our 20th year and become a part of a fun, flexible franchise family providing all natural and delicious products. We offer you a home-based, low investment, royalty-free franchise opportunity complete with training and guaranteed accounts. Work full-time or part-time—it's up to you!

HOME SERVICES

Budget Blinds

Startup Investment: \$50,000 - \$99,999

Cash Requirement: \$74,950

Domestic Franchises: 800

Budget Blinds was founded in 1992 and currently boasts over 800 franchise territories serving nearly 4,000 cities throughout the United States and Canada. Budget Blinds has been recognized as a leader in the franchise industry by organizations such as Entrepreneur, AllBusiness, Inc. and Franchise Business Review. Our vendor alliances and product portfolio continue to grow in line with consumer's home improvement aspirations, positioning Budget Blinds to be the leader in the multi-billion dollar window furnishings market.

Five Star Painting

Startup Investment: \$50,000 - \$80,000

Cash Requirement: \$20,000

Domestic Franchises: 63

With cutting-edge technology, online and offline marketing, multi-media and in-person training, daily support and industry leading growth, you can truly change your life by joining Five Star's team of successful franchisees. Five Star has a highly experienced management team that creates success through a personal touch and feel, yet our startup costs are the lowest in the industry.

HandyPro Handyman

Startup Investment: \$68,000 - \$107,000

Cash Requirement: \$125,000

Domestic Franchises: 18

We are an alternative to the other side of senior care and have a great dual business density niche by incorporating home maintenance (our Honey Do List) with home modifications, creating a larger dense return referral for up to 10 years. (Home modifications are about making the existing residence fit the loved ones needs as well as generational family aspect through modifications such as stair lifts, safe patient transferring, bathing solutions, etc.).



HouseMaster

Startup Investment: \$59,200 - \$89,200

Cash Requirement: \$45,000

Domestic Franchises: 365

HouseMaster has been helping entrepreneurs from all educational and business backgrounds realize their dreams for the past 33 years, and has collectively performed over 2 million inspections. It is our motto to go above and beyond in supporting our franchisees, providing training, comprehensive business planning, marketing and operations support, resources, and coaching in all areas of the business. Franchisee and customer satisfaction alike, along with the highest level of quality service, are why HouseMaster continues to be the recognized authority on everything home inspection. **For more information on HouseMaster opportunities, call (732) 823-4087 / (888) 823-4087 or visit www.housemaster.com.**

Miracle Method Surface Refinishing

Startup Investment: \$85,000 - \$123,000

Cash Requirement: \$67,500 - \$105,500

Domestic Franchises: 125

The nation's largest surface refinishing franchise, Miracle Method offers onsite services to homeowners, hotels, colleges, and property managers as a money-saving alternative to removal and replacement of bathtubs, tile, fiberglass, and kitchen countertops. We don't just teach refinishing; we train franchisees on how to operate a highly successful and profitable business whose services are in big demand. Consistently ranked in the top five of FBR's Top 50 for Franchisee Satisfaction, Miracle Method's 15 days of training, and ongoing administrative, marketing, and technical support assures you the greatest opportunity for success.

ProTect Painters**Startup Investment:** \$73,050 - \$88,800**Cash Requirement:** \$50,000**Domestic Franchises:** 35

Professional exterior/interior painting franchise that focuses on quality, service, and value in a fragmented industry dominated by unreliable independents. Franchisee will own and manage the business; sub-contractor painting crews will do the work. The service is in high demand even when the economy is down, and it meets all of your key model criteria: Franchisee will be able to build an equity business that is scalable and achieve the lifestyle goals that they've set. Owner will join a team of professionals who care about one another and who are passionate about their work.

ShelfGenie**Startup Investment:** \$70,000 - \$125,000**Cash Requirement:** \$45,000**Domestic Franchises:** 120

As a ShelfGenie franchise owner, you'll be part of a dynamic company with well established standards and procedures. We have meticulously planned everything down to the last detail, and you'll enjoy countless advantages. You'll be able to offer an extraordinary product with numerous potential revenue opportunities throughout a customer's home, as well as in commercial installations. You'll also have the opportunity to benefit from our experience, having installed thousands of projects, plus our ongoing research and development of the ShelfGenie brand, with new products introduced on a regular basis.

**Surface Specialists Systems****Startup Investment:** \$46,000 - \$75,500**Cash Requirement:** \$25,000**Domestic Franchises:** 45

By offering a much greater variety of service options than any other franchise in the bathroom and kitchen repair and refinishing industry, and capitalizing on our 30 years of experience, Surface Specialists' reputation as "The Repair & Refinishing Experts" is not just a slogan or a tagline. It is a proven fact. We are looking for self-motivated individuals who possess blue collar skills and an executive mindset and who also believe in the importance of top quality workmanship and being the best in their field. **For more information on Surface Specialists Systems opportunities, call (866) 239-8707 or visit www.surface-specialists.com.**

The Glass Guru**Startup Investment:** \$27,190 - \$113,990**Cash Requirement:** \$15,000 - \$75,000**Domestic Franchises:** 58

The Glass Guru is the fastest growing franchise in the window market segment. Glass Guru's Entrepreneur Magazine rankings move up annually: now #273 - Top 500 List, #12 - Top 50 New Franchises and #50 - Top Low-Cost Franchises (generally less than \$50k). Their cutting-edge moisture-removal "Micro-Vent" technology is patent-pending, money-saving, and a "green"

technology—saving energy and reducing landfill waste. Offering new solutions to common problems, it's no wonder Glass Guru franchisees keep growing, and gaining market share. Glass Guru franchisees, overall, are quickly generating positive cash flow—some within the first quarter of operations—and have a closing ratio over 2x greater than the industry average.

The Grout Doctor**Startup Investment:** \$23,405 - \$39,915**Cash Requirement:** \$23,405 - \$39,915**Domestic Franchises:** 68

Ranked in Entrepreneur Magazine's 2011 Franchise 500, The Grout Doctor is the largest and most experienced national franchise exclusively providing grout, tile, and stone care by highly qualified specialists. With the most recognizable brand in the business, an unmatched support system in the industry, and a niche market expected to stay in high demand, The Grout Doctor is a solid business opportunity and well positioned for growth.

Window Genie**Startup Investment:** \$49,950 - \$128,600**Cash Requirement:** \$40,000**Domestic Franchises:** 94

At Window Genie, our owners are excited about "Unleashing the Power of the Genie." Window Genie is an innovative leader in home services, through our window cleaning, window tinting, and pressure-washing services. We also provide gutter cleaning, tile and grout cleaning, and gutter protection. Clearly identified in the marketplace by our branded GENIEMOBILE's, Window Genie is a mobile service company that services the needs of our customers through "best in class" service, on-time technicians, and professional ownership. The business is driven and marketed by our professional owners, delivered in the field by our trained and uniformed Window Genie technicians.

**Have a Passion for Pets?**

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- Exclusive territories
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Join the Leaders of the Pack!

"There is nothing in the world like G'day! Pet Care. The potential for growth is outstanding!"

– G'day! Owners Craig & Nadine Buell, CO

Franchise Opportunities
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PET SERVICES**G'day! Pet Care****Startup Investment:** \$23,850 - \$72,100**Cash Requirement:** \$10,500 - \$12,500**Domestic Franchises:** 21

Americans love their pets! They now spend more than \$50 billion on them, with annual spending increasing year-over-year. G'day! Pet Care is the only nationwide pet-care provider to offer specialized services in three categories: Pet Care, Premium Pet Food with FREE Home Delivery, and Home Care. All services are customized to clients' needs and delivered by Red Cross Pet First Aid-certified Pet Care Professionals. With exclusive territories, specialized training, customized marketing programs, and ongoing business support, G'day! offers franchise owners a low-investment, scalable, home-based business with recurring customers and multiple revenue streams. **For more information on G'day! Pet Care opportunities, call (877) 600-GDAY(4329) or visit www.GdayPetCare.com/franchise.com.**

Pet Services continued on page 16

Sit Means Sit

Startup Investment: \$5,675 - \$86,850

Cash Requirement: \$11,500

Domestic Franchises: 50

You receive a lot more than just learning how to effectively train dogs; you learn how to make a living in the dog training business. There is a big difference. As a Sit Means Sit franchisee, you receive all the training protocols, business support, and knowledge developed over years of success. In addition to becoming a Sit Means Sit dog trainer, the franchise system includes branding, advertising and marketing help, sales training, add-on products, and more.

REAL ESTATE

Help-U-Sell

Startup Investment: \$25,000 - \$60,000

Cash Requirement: \$17,500

Domestic Franchises: 103

At Help-U-Sell Real Estate, we pride ourselves on efficiency, affordability, and satisfaction, for our franchisees and their clients. As one of our franchisees, you will receive support every step of the way—from one-on-one coaching to weekly training sessions. Your technology tools will include a free website, a lead-generation management system, a new mobile application, and in-house tech support. Plus, your low set-fee business model will attract sellers in today's equity-challenged market. It has never been a better time to join the Help-U-Sell family. We invite you to speak with us today.

Showhomes Home Staging

Startup Investment: \$43,800 - \$75,500

Cash Requirement: \$10,000

Domestic Franchises: 75

Join Showhomes, a home staging business with a twist. One of the top 50 franchise companies in the U.S., and one of the top 30 low-investment franchises, Showhomes is growing and helping solve the housing crisis by staging one home at a time. If you love real estate and looking at homes and enjoy working with people, discover how a Showhomes franchise could be a great fit for you!

United Country Real Estate

Startup Investment: \$15,000 - \$25,000

Cash Requirement: \$12,500

Domestic Franchises: 519

United Country Real Estate is the largest, fully integrated network of conventional and auction real estate professionals in the U.S. We've been innovators in real estate marketing since 1925, specializing in properties in America's small cities, towns, and recreational areas. When you join our family of nearly 550 offices, you profit from our comprehensive marketing program that includes one of the largest portfolios of property marketing websites (more than 3,000 separate sites and traffic of approximately 3 million visitors per month), multiple United Country Real Estate catalogs with international distribution, an extensive buyer database and national advertising of local properties that reaches more than 90 million homes per week.



Photo courtesy of Visiting Angels

SENIOR CARE

CarePatrol

Startup Investment: \$45,000 - \$72,000

Cash Requirement: \$45,000

Domestic Franchises: 25

CarePatrol was designed to help families find safe assisted living and in-home care options while creating an explosive potential business for our franchisees. Get into the senior care franchise industry without having the hassle of hiring and supervising hundreds of caregivers. Our franchisees get paid handsomely each time one of our elderly clients moves into one of our contracted assisted living facilities. We offer national contracts and support from pioneers in the senior placement industry. Making a good living while helping others may be the perfect opportunity for you.

FirstLight HomeCare

Startup Investment: \$53,030 - \$79,265

Cash Requirement: \$75,000

Domestic Franchises: 65

Designed from the ground up, FirstLight HomeCare is the new service leader in non-medical care franchises. With an unmatched approach for client satisfaction, caregiver retention, technology platform efficiencies, web marketing, extensive training and support "in the field," an unparalleled track record of success, and much, much more, FirstLight HomeCare is now the fastest-growing senior care franchise offering. No healthcare experience necessary, just strong presentation and communication skills with a desire to help others. Our foundation: Extraordinary People... Exceptional Care. If you or someone you know are extraordinary and desire to join the service leader in senior care, call or email today.



Caring Senior Service

Startup Investment: \$55,000 - \$90,000

Cash Requirement: \$50,000

Domestic Franchises: 42

With 20 years of senior homecare experience, we offer a proven business model designed with your success at the forefront. Our comprehensive start-up, training, and ongoing support will set your business on the right track. Caring Senior Service offers a complete solution to help you hit the ground running after our robust training program. We are also your business resource center so you can focus on what is really important—growing your business. Please contact us to discover how you can Grow With Us. Care With Us. Change Lives With Us. **For more information on Caring Senior Service opportunities, call (866) 528-7905 or visit www.CaringFranchise.com.**

Home Instead Senior Care

Startup Investment: \$53,334 - \$69,470

Cash Requirement: \$41,000

Domestic Franchises: 640

The Home Instead Senior Care family network of locally owned franchise offices was developed with a passionate desire to be your trusted source in helping your family keep your aging mother, father, grandparents or friends in their home as they grow older.

Right at Home

Startup Investment: \$60,900 - \$111,600

Cash Requirement: \$100,000

Domestic Franchises: 246

Right at Home, a leading franchisor of in-home care and assistance for seniors and others, is looking for individuals with a strong business ethic, great management skills, and a desire to run their own businesses. We provide the proven concept, training, tools, and support; you provide the passion to serve those in your community with one of the fastest growing franchises in the nation.

Visiting Angels

Startup Investment: \$59,170 - \$80,920
Cash Requirement: \$31,950 - \$39,950
Domestic Franchises: 450

Visiting Angels has established over 400 senior home care franchises (non-medical) in 47 states across the U.S. We advertise and market nationally for homecare client leads, and we distribute thousands of homecare client leads every month to our franchisees! Visiting Angels has been ranked by Entrepreneur magazine as one of the fastest growing franchises in America.

SERVICES

1-800-GOT-JUNK?

Startup Investment: \$83,250 - \$118,400
Cash Requirement: \$83,250 - \$118,400
Domestic Franchises: 180

1-800-GOT-JUNK? is the world's largest junk removal franchise with 200 locations throughout the United States, Canada, and Australia. 1-800-GOT-JUNK? has revolutionized standards of customer service and professionalism in an industry that once operated without set rates, price lists, or receipts. Our brand's success is based on the quality of people we invite into the system. Our most successful Franchise Partners are strong leaders, results-oriented and excited about long term growth. In February 2008, 1-800-GOT-JUNK? founder and CEO Brian Scudamore was named the International Franchise Association's Entrepreneur of the Year. This prestigious award and countless others demonstrate that 1-800-GOT-JUNK? is the best system available in the franchise service industry today.

A All Animal Control

Startup Investment: \$7,500 - \$30,300
Cash Requirement: \$10,750 - \$41,615
Domestic Franchises: 37

As a national leader in wildlife management for over 17 years, A All Animal Control provides unique solutions to human/wildlife conflicts. By using a niche business model, an in-depth training program, and a support team to guide you every step of the way, you will be well-equipped to enjoy and profit from this fascinating career field. If you have been seeking an outdoor career that is filled with daily challenges, you owe it to yourself to learn more about this opportunity. Honorably discharged Veterans receive a special discount and waiver of our \$5,000 franchise fee.

Boulder Designs

Startup Investment: \$54,325 - \$65,275
Cash Requirement: \$30,000
Domestic Franchises: 42

Boulder Designs is an uncomplicated franchise system coupled with low cost of entry and minimal inventory requirements and best of all, very fun to do. Boulder Designs trains you around our simple system to create custom boulders that can be used for name or address rocks, memorials, business signage, ranches, schools, parks, subdivisions—anywhere that signage is desired or needed. Our products are earth-friendly and are often allowed by local zoning regulations where other signage is not. If you love to work with others and are looking for a rewarding career, then Boulder Designs may be what you're looking for.

Creative Colors International

Startup Investment: \$51,150 - \$82,050
Cash Requirement: \$49,000
Domestic Franchises: 72

Creative Colors International offers the motivated entrepreneur the opportunity to operate a proven business, which provides immediate income and unlimited potential for growth. You will be in business for yourself but not by yourself. CCI helps establish your client base so your franchise is generating revenues immediately. Franchisees receive intensive four weeks of training and ongoing consultation services to keep your business at peak performance. Our Start-Up Program includes an equipment package for operator convenience. With modest start-up costs, a complete training program, and support, we can put tremendous growth potential at your fingertips. Act quickly because each franchise is awarded its own exclusive territory. Let CCI help create a successful opportunity for you! Go into business with a business on the go. It may be your vehicle for a rewarding future.

Fish Window Cleaning Services

Startup Investment: \$75,000 - \$135,000
Cash Requirement: \$75,000 - \$135,000
Domestic Franchises: 230

Fish Window Cleaning provides service to commercial and residential customers nationwide. They specialize in cleaning: ground-level storefronts; one-, two-, and three-story office buildings; restaurants; banks; churches; schools; and homes. Whether at work or at

home, they offer a variety of services such as exterior windows of all types, storm windows, construction clean ups, screens, mirrors, chandeliers, ceiling fans, gutters, and skylights.



Mosquito Squad

Startup Investment: \$30,000 - \$60,000
Cash Requirement: \$30,000
Domestic Franchises: 100

Mosquito Squad is a proven, effective, and dependable treatment solution that kills mosquitoes, ticks, and other outdoor pests, helping you fight the spread of West Nile Virus, Lyme Disease and Encephalitis in your community. Starting with our proprietary insect treatment program and an innovative marketing plan, you can be up and running in 30 days. **For more information on Mosquito Squad opportunities, call (800) 722-4668 or visit www.mosquitosquadfranchise.com.**

Services continued on page 18

Soccer Shots

★ LOW-COST INVESTMENT
 ★ FULL-TIME OPPORTUNITY

★ PRIME TERRITORIES AVAILABLE

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Entrepreneur's **FRANCHISE 500**
 RANKED #1 IN CHILD FITNESS
 2012



Paul Davis Emergency Services

Startup Investment: \$40,784 - \$147,624

Cash Requirement: \$50,000

Domestic Franchises: \$80

Paul Davis Emergency Services is engineered as a modern, lean, technologically advanced business that can be run from your home and vehicle. With an average gross margin of 64.5%, you're looking at the potential for real financial success! Paul Davis Emergency Services provides rapid response water and fire damage cleanup, structural drying, and mold removal using the latest technology and procedures. Paul Davis has been in business since 1966 in what is now a \$60-billion, need-based industry that is recession-proof and in consistent demand. The business model can be easily scaled to meet demand as you grow and succeed. **For more information on Paul Davis Emergency Services opportunities, call (800) 722-5066 or visit www.pauldavisbusiness.com.**

Pestmaster

Startup Investment: \$25,800 - \$56,800

Cash Requirement: \$30,000 - \$80,000

Domestic Franchises: 28

Pestmaster Services has always been an industry leader in performing Integrated Pest Management (IPM). Our mission is to provide the most effective pest management services with an earnest concern for the environment and for the safety of our customers and employees. Our first and foremost concern is the safety and health of our customers, their families, and their pets. Many times, pests can be controlled with simple habitat modification, which our specialized technicians have been extensively trained to recognize.

Pop-A-Lock

Startup Investment: \$30,000 - \$120,000

Cash Requirement: \$45,000

Domestic Franchises: 250

Pop-A-Lock is a lucrative service business with a time-tested, proven business model and the best initial and ongoing support and training. Pop-A-Lock is the only franchise system offering a complete range of leading-edge technology and traditional mobile locksmith, credential, and security services for all commercial, automotive, and residential customers. This includes many national and regional customers who have locations in cities all across the country and around the world. The efficiency aspect of one reliable point of contact is one of many dominate differences for a Pop-A-Lock franchisee.



Signal 88 Security

Startup Investment: \$86,000 - \$106,000

Cash Requirement: \$86,000 - \$106,000

Domestic Franchises: 80

Signal 88 Security Group, the leading security service franchisor, was founded in 2003, in Omaha, Neb., where "signal 88" is police code for "situation secure." Signal 88 Security was created to bridge the gap between the large inefficient security company and the small, local security shop. Signal 88 Security provides a superior security services offering through the utilization of the latest technology and a management process with intrinsic efficiencies and capabilities powered by this technology—none of which is available to or utilized by the competition. This approach is unique in the industry and provides a competitive edge for the success of all Signal 88 Security franchisees. **For more information on Signal 88 Security opportunities, call (877) 498-8494 or visit www.signal88.com.**



The Grounds Guys

Startup Investment: \$60,660 - \$185,160

Cash Requirement: \$50,000

Domestic Franchises: 70

The Grounds Guys is the newest and fastest growing of The Dwyer Group's seven brands. The Dwyer Group has applied its more than 30 years of franchising experience to successfully building this landscaping/lawn maintenance business to an expected 100 units by the end of 2012. If you are in the lawn-care business and are struggling with low-cost competition, or if you are looking for a new business venture, The Grounds Guys and their proven business systems could be your answer. There are five specific and integrated components of The Grounds Guys franchise: marketing, operations, management, finance, and technical. Please contact us to learn more about how we might help you achieve your personal and financial goals through The Grounds Guys franchise. **For more information on The Grounds Guys opportunities, call (800) 638-9851 or visit www.groundsguysfranchise.com.**

Truly Nolen of America

Startup Investment: \$25,000 - \$280,000

Cash Requirement: \$25,000 - \$280,000

Domestic Franchises: 26

The Truly Nolen Four Season Approach plan fights pest invasion with common sense techniques and materials geared toward sending those pests packing. "Truly-Scape Lawn Care" offers a year-round program designed to take the guesswork out of insect control, fertilization, fungus, and weed control.

U.S. Lawns

Startup Investment: \$50,000 - \$75,000

Cash Requirement: \$30,000

Domestic Franchises: 254

Commercial landscape management is one of the most sustainable new businesses you can start. Grass and plants grow everyday, commercial property landscape must be maintained year round, and annual contracts produce recurring revenue. U.S. Lawns is the landscape industry's leading commercial landscape management franchise. We provide full service landscape services to commercial customers throughout the U.S.

Weed Man

Startup Investment: \$40,000 - \$60,000

Cash Requirement: \$60,000

Domestic Franchises: 399

Ranked in Entrepreneur Magazine's 2012 Franchise 500, #1 in the category of "Lawn Care," the Weed Man franchise system provides homeowners with reasonably priced, fully guaranteed lawn care services. Weed Man offers entrepreneurs a successful system to build high-margin recurring revenues with minimal capital investment and limited exposure to recession in an industry whose strong growth is fuelled by the demographic trends of dual-income families and aging baby boomers. Through proven systems, unparalleled support, and marketing know-how, these franchise owners have grown Weed Man one customer at a time. Today, more than 394 unit territories exist across North America, reporting more than \$110 million in combined annual revenues.

SPECIALTY RETAIL

Just Between Friends

Startup Investment: \$24,500 - \$32,500

Cash Requirement: \$12,900

Domestic Franchises: 125

Just Between Friends is the nation's leading children's and maternity consignment sales event franchise. Franchisees offer sales events in organized shopping venues two to three times per year where shoppers can find all they need for their families at substantial savings. Just Between Friends franchisees lead the market through use of proprietary point-of-service software with backend internet software and support, and professional branding through targeted marketing materials.

Rhea Lana's

Startup Investment: \$16,050 - \$33,050

Cash Requirement: \$8,000 - \$10,500

Domestic Franchises: 58

Rhea Lana's is a national children's consignment franchisor, founded in 1997. Rhea Lana franchisees host seasonal events while building meaningful relationships in the communities in which they serve. As the leader in the industry, Rhea Lana's offers trusted, upscale consignment opportunities to families across America. Rhea Lana's trademarked and innovative software provides real-time tracking of sales for consignor and complete management tools for franchise owners. Rhea Lana's focus on superior customer service and Golden Rule leadership has allowed the company to grow with 100 percent franchise success in four years of franchising.

SPORTS & RECREATION

American Poolplayers Association

Startup Investment: \$17,080 - \$20,150
 Cash Requirement: \$10,000 - \$14,000
 Domestic Franchises: 298

Today, the APA has grown to more than 270,000 members and boasts more members than all other "national" leagues combined. The league is administered locally by a network of franchise operators. League play is conducted weekly with both 8-ball and 9-ball team formats offered.



Soccer Shots

Startup Investment: \$13,925 - \$18,550
 Cash Requirement: \$10,000
 Domestic Franchises: 101

Soccer Shots is a leader in youth soccer development for children ages 2-8. Our nationally recognized program offers a high energy, fun, age-appropriate introduction to the wonderful game of soccer. Soccer Shots was named #1 in Children's Fitness in Entrepreneur magazine, a Top Low Cost Franchise and was listed on the magazine's Franchise 500 list two years in a row. Our innovative curriculum emphasizes

both soccer skills and character development. Our goal is simple: to leave a lasting, positive impact on every child we serve. Join us and see why tens of thousands of children throughout North America have benefited from the Soccer Shots experience! **For more information on Soccer Shots opportunities, call (855) 332-7468 or visit www.soccerforliving.com.**

TECHNOLOGY

Computer Troubleshooters

Startup Investment: \$17,200 - \$37,900
 Cash Requirement: \$15,000
 Domestic Franchises: 175

Computer Troubleshooters provides a full range of computer and technology solutions to small businesses and home users. Computer Troubleshooters specialists are fully trained and are experts at diagnosing and implementing a broad range of technology solutions.

TeamLogic IT

Startup Investment: \$80,000 - \$130,000
 Cash Requirement: \$50,000
 Domestic Franchises: 52

TeamLogic IT franchisees provide computer support and state-of-the-industry managed services solutions to small and medium-sized businesses. Franchise owners serve as the CEOs of their businesses and hire the IT staff to perform the work. The candidate for a TeamLogic IT business is a person who wishes to work in a business environment, likes technology, and enjoys working with other business professionals.

TRAVEL

Cruise Planners

Startup Investment: \$495 - \$9,995
 Cash Requirement: \$10,000
 Domestic Franchises: 800+

Cruise Planners/American Express is a low investment, home based, business opportunity that yields high returns with no travel experience required. Americans have trusted the brand name American Express above all others in travel for over 150 years. We are an American Express Travel Service Representative agency, which lends instant credibility to our new franchise owners with a trusted, well-recognized brand.

CruiseOne

Startup Investment: \$4,575 - \$26,690
 Cash Requirement: \$9,800
 Domestic Franchises: 780

Celebrating our 20th year in business, CruiseOne is now a leading travel retailer in the country. As part of World Travel Holdings (WTH), we maintain the position as the premier vacation supplier providing millions of people access to the world's most fascinating destinations. Beyond our growing clientele base, we have mastered the art of unrivaled buying power, innovative marketing programs, and dedicated franchise support. Undoubtedly, our franchise owners stand out above the rest!



**Year-round demand.
 Proven performance.**



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- High-demand, need-based services
- Tremendous growth potential
- Best-in-class training and support
- Established brand name
- In business since 1966

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Even in a down economy, Paul Davis Restoration and Paul Davis Emergency Services are thriving. Our franchisees provide rapid response water and fire damage cleanup, structural drying, mold removal and more – needs that can arise anytime, anywhere.

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