

A PROVEN FORMULA

Franchising is a popular choice for entrepreneurs looking for strong corporate brand support.

Susan and Ronnie Morris are in good company, literally and figuratively. Owners of an Express Employment Professionals franchise in Jackson, Tenn., the former Coca-Cola Enterprises executives are so pleased with the success of their franchise that they would love to open another. That places them among the 98% of satisfied Express franchisees, a statistic they turned up when doing research before striking out on their own two years ago.

Not that you're ever entirely on your own as a franchise operator, which is one of the main reasons this type of business appeals to so many people. This is especially true in times of economic uncertainty and a sluggish job market. According to the International Franchise Association (IFA), franchises support nearly 18 million jobs throughout the U.S.

The people attracted to franchising are as diverse in work experience and background as they are in age, gender, location, and net worth. They follow a franchisor's proven formula and benefit from their corporate tools, support, track record, brand reputation and, often, direct or third-party financing to reach their goals. For most those goals include creating equity, controlling their own future, enhancing their income, and setting their own hours.

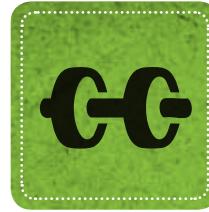
REAPING THE BENEFITS

Whether they put \$10,000 or millions into a franchise, by using the brand's road map and adding their own entrepreneurial spark, the franchisee is in a position to reap the benefits of his or her hard work. "That direct line between your efforts and your compensation was very appealing," says Jennifer Goodrich, who chose franchising after downsizing eliminated her nine-to-five job.

Goodrich, based in Tennessee, bought a license with Crestcom, a management-training franchise that counts more than 190 licensees worldwide. Before signing on the dotted

In partnership with:





line, Goodrich trained for three days at Crestcom's Denver headquarters and spent another three days shadowing a licensee. "It's a feeling-out process for both sides," says George Godfrey, Crestcom president and CEO, who provides licensees with video and other management-training tools. "Never before has our country had a greater need for companies to get their managers skilled in our core competencies," he says. "You can't ask people to do more with less without giving them the proper tools."

It's a message that's resonating across the country. David Lewis, executive director of franchising for Express, which was founded in a recession and now has almost 600 franchises globally, has a set of numbers that make the case: "Our effective continuity rate was over 98% last year, and our average owner with a single

territory—whose initial investment was \$135,000—generated over \$4.5 million in revenue. The primary customers for an Express franchise are businesses that are outsourcing hiring and HR functionalities. Our franchisees boom in conditions like these."

DELIVERING VALUE TO CUSTOMERS

Today's business climate is also a positive for Batteries Plus, whose 520 locations offer access to more than 40,000 types of batteries, light bulbs, and related products. American businesses may still be wary of staffing up in an economy that the U.S. Bureau of Economic Analysis says grew at an annual rate of only 1.5% from April through June, but companies of all sizes—as well as individuals—continue to have a growing need for battery-powered devices and specialty lighting. Says Batteries Plus CEO Russ Reynolds: "We've got a very engaged group of franchisees who work hard to deliver valuable products and services to our customers." Franchisee Dave Cohen delivers both at his Daytona Beach, Fla., location and is opening additional stores in the state.

As an indication of the overall health of the franchise business, a record-breaking 334 exhibitors and more than 14,000 attendees showed up in June for the International Franchise Expo in New York City, which is sponsored by the IFA. MFV Expositions, which produced the show, is expecting an impressive turnout at its annual West Coast Franchise Expo in Anaheim on Oct. 12–14. Programs at the California show, which draws franchise prospects and exhibitors from the West Coast states, Asia, and elsewhere, will include free seminars targeted at women, veterans, and minorities. Exhibitor industries range from accounting services and weight-control products to specialty rental equipment and various food operations.

According to the IFA, companies in more than 300 categories are now using the franchise model to grow their brands. "I see an uptick in franchising across the board," says Tom Portesy, president of MFV. "Everybody agrees that big business isn't going to get us out of the mess we put ourselves in. Small business and franchising will do the trick." ●

Right Franchise

Right Time

With low interest rates, affordable real estate, and an abundant work force,
it's the right time to start your own business.

BatteriesPlus 

Find out why the nation's largest, fastest-growing battery and light bulb franchise may be the right franchise for you.

BatteriesPlus.com/Franchising
1.866.854.2152