Women Are Flocking to Franchise Ownership at Historical Rates  P. 6

Low-Cost Franchises Provide Opportunities for Business Ownership  P. 14

2020 TOP LOW-COST FRANCHISES

360CLEAN
CAREPATROL
FISH WINDOW CLEANING
HOUSEMASTER
MAIDPRO
MOSQUITO JOE
and more... P. 16

FRANCHISEE SPOTLIGHT:
Kevin Jones, FASTSIGNS P. 27
Rebecca Feldman, TWO MEN AND A TRUCK® P. 23
Never look at a house the same way again.

From now on, all you’ll see are dollar signs.

➤ A Proven Model for Success
With over a thousand HomeVestors® franchise locations, we have a vast network of knowledgeable real estate professionals who help and mentor one another, rather than compete.

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Our ValueChek® software takes the guesswork out of estimating repairs and helps you steer clear from making costly mistakes.

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Reviews, interviews, satisfaction awards, and more resources are available at: www.FranchiseBusinessReview.com

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- Franchisee Satisfaction Award 10 Years in a Row!
- Home-based business
- Flat fee royalties
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Letter from the founder

Franchising Will Survive and Prosper

Over the last few weeks, our world has been turned upside down by Coronavirus (COVID-19). As I write this, many of you are probably self-quarantined at home, worried about the health and safety of your family and friends—wondering what the future may bring. My thoughts go out to each and every one of you during these extremely challenging times.

Few of us could have ever imagined that a little virus could have such a wide impact so fast—closing schools and businesses, crashing the economy overnight, and bringing our health care system to its knees. While much of the news this week has been bleak, the one silver lining for me has been watching how the franchise community has rallied together to support their business families—franchisors, franchisees, and employees all across franchising.

All of us have huge struggles ahead. But thanks to our franchise family, “we are in business for ourselves, but not by ourselves.” Together, we will get through this, and franchising will not only survive, but thrive.

Stay safe and healthy. When you are ready to explore the many entrepreneurial opportunities that franchising has to offer, give us a call. Franchise Business Review and the whole franchise community will be here for you.

Eric Stites, Founder and CEO

FranchiseBusinessReview™

Sharing the franchise experience

Franchise Business Review is the leading franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. Before you invest in any franchise opportunity, read our reports to get the facts from those who know best—franchisees. We publish quarterly research reports, examining segments of franchising including the Top 200 Franchise Opportunities, Top Low-Cost Franchises, Top Franchises for Women, Top Food & Beverage Franchises, and Top Franchises for Veterans. All publications are available digitally at FranchiseBusinessReview.com.

HOW WE IDENTIFY THE TOP FRANCHISES

Participation in Franchise Business Review’s franchisee satisfaction research is free for all North American franchise systems with a minimum of 10 franchisees. For this report we looked at data from nearly 28,000 franchise owners from 307 leading franchise brands. We collected this data between October 2018 – February 2020. We asked each franchisee over 33 benchmark questions ranking their franchise 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. We also asked them to answer an additional 16 questions 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 top franchises with the highest franchisee satisfaction. More detailed information about our research methodology is available at www.FranchiseBusinessReview.com.

Surveys to determine the Top Food Franchises, Top Franchises for Veterans and Most Profitable Franchises are underway. If you are a franchisor and would like to get involved in our research, please call 866-397-6680 or contact info@FranchiseBusinessReview.com.

For more information on the companies in this report, visit www.FranchiseBusinessReview.com
Ready, Set, Launch!
Women Are Flocking to Franchise Ownership at Historical Rates
Women-owned businesses are more than taking flight—they are soaring high. According to the National Association of Women Business Owners (NAWBO), more than 11.6 million businesses are owned by women, generating $1.7 trillion in sales nationwide. In fact, women are starting an average of 1,821 new U.S. businesses every day, according to a commissioned report by American Express. This doesn’t only apply to start-ups—but also includes franchising. Over the last decade, there has been a 24% increase in women-owned franchise businesses. Today, 26% of all franchises are solely woman-owned, and another 9% include at least one female partner in the ownership group. Additionally, 41% of new franchisees that have launched in the last 24 months were led by women. (Source: Franchise Business Review).

CAPITALIZE ON OUTDOOR HOBBIES
Monica Brubaker of Springboro, Ohio, is an example of a woman entrepreneur who stumbled upon franchising, thanks to her passion for the outdoors, marketing background, and drive to succeed. Brubaker had worked as a part-time graphic designer for years before investing in two Wild Birds Unlimited franchises in 2007 and 2016. While she was raising her children, she developed a market research and advertising background, thanks to further education and a variety of freelance roles. Brubaker became eager to take on a new challenge once her children got older. At the same time, she had discovered her local Wild Birds Unlimited store, which began as another part-time job—but quickly evolved into a passion and opened up a new career path for her.

“When my kids were in high school, I decided I needed to get out in the world a bit more. We had recently built a home in the woods—and my passion for birds, once started by my father as a child—was reignited. I then started visiting a Wild Birds Unlimited near me,” Brubaker said. “Within a few months, I began working there part-time. A year in, and I knew this was going to be my opportunity to put everything I’d learned related to computers, marketing, advertising, and graphic design and begin a new journey!”

Featuring backyard bird food and nature products, the Indiana-based Wild Birds Unlimited began franchising in 1983 and now operates more than 345 locations in the United States and Canada. The business offers franchisees a low investment opportunity and revenue streams from both its retail and online stores. With support and training, owners teach customers how to turn their yards into a bird feeding habitat that not only brings enjoyment, but also benefits the wild birds and the environment.

Brubaker took out a bank loan to finance her first store in Springboro. For nine years, she perfected her business model before opening another location in West Chester, Ohio.

“Every year, after I got the basics down, I found myself focusing on a particular element that I wanted to improve in my store,” she said. “For me it’s that flexibility that has kept me engaged, and I’m very grateful that I’m with a franchise that respects each individual.”

In the beginning, Brubaker admits that it’s unrealistic for any franchisee to expect a perfect work/life balance. You’ve got to put your time in to understand your customers and learn how to run your business, she said.
"As you grow, you learn to hire employees with multiple skill sets who can aid you in your day-to-day functions, to free up your time," she said. "Find the strengths in those who are willing to work to better themselves and empower them to work in those areas and produce results. Pay them well! You have to be willing to delegate some of the responsibility in order for it to get done and allow time for the other things in life that feed you."

Paul Pickett, chief development officer of Wild Birds Unlimited, said that more than 50% of its franchises are led by women. The hobby of backyard bird feeding doesn’t discriminate, he said, adding that the corporate office includes a large percentage of women in leadership positions, including a chief operating officer, a vice president of retail concepts, and two other female executive team members. It’s the culture of Wild Birds Unlimited that makes franchise ownership attractive to women, men, couples, and people from many diverse backgrounds, Pickett said.

"No one even notices if you’re a man or a woman, or if you’re gay or straight. In our values, we embrace diversity—we like people from all walks of life," he said. "People who are smart and thoughtful and have a greater view than just of themselves make great leaders and great franchisees. Empathy is an important trait to look for in both men and women. Women do a really good job of engaging with their customers."

Women particularly make great franchisees because they often don’t let their egos get in the way of decision making and understand the importance of building connections in their communities, Pickett said. The corporate office continues to place value on each individual and the uniqueness they bring to Wild Birds Unlimited, he said, adding that the brand built and maintains a culture that leaves no room for misogyny.

For Brubaker, Wild Birds Unlimited not only provided her with a fun business opportunity, but it also gave her the confidence and support she needed for her business to take flight and remain prosperous for 15 years. "I wasn’t considering starting a business from the ground up, and after 15 years in this system, I realize I couldn’t have done it by myself and have been happy. I’ve got a fabulous built-in support system that wants to see me flourish!" she said.

LEVERAGE SKILLS FROM PREVIOUS CAREERS

For those with other interests, hundreds of franchise brands offer relatively low investment fees and the flexibility many women investors desire. For example, Carol Nunnery of Cape Girardeau, Missouri, found her franchise niche helping clients travel well beyond their backyards. As the owner of the home-based Nunnery Travels and Associates-Dream Vacations, Nunnery leveraged years of hospitality experience in the Las Vegas
For Dream Vacations franchise owner Carol Nunnery, lots of family vacation time is just one of many business perks.

Gambling industry and in direct sales/recruiting to launch her own travel agency in July 2015.

Founded in 1991, Dream Vacations supports franchisees who work with clients and travel industry providers to book exclusive vacations for customers anywhere in the world. Based in Fort Lauderdale, the brand includes 1,500 units throughout the United States and Canada. The franchise offers ample training, online booking resources, lead generation, and dedicated business development managers that assist franchisees—even ones with no travel experience—navigate their businesses.

Not only does Nunnery enjoy the flexibility of her job and helping clients plan the vacations of their dreams, but she also enjoys taking between eight to 10 trips a year for pleasure. After all, she’s able to book flights, hotels, and cruises any time of year, as long as she can connect to the internet. Because the initial startup costs range from $3,245 – $21,850, Nunnery was able to invest in a unit without financing.

“I was very impressed with the business model and the support and training that was already in place. I had no previous experience in the travel industry, but I was confident that I could put in the time needed to educate myself and then implement the skills I acquired in my other two careers,” she said.

Nunnery sees women as equal players when it comes to opportunities in franchising, whatever sector or brand they may choose to join. For those interested, she suggests saving up enough money to cover the bills while you are in the start-up phase of your business and learning everything you can along the way.

“I think franchising is a good opportunity for anyone, really. ‘Women in the workplace’ has always been subjective; but in this day and age people should be ‘parenting’ equally, so I don’t see a difference between men and women entrepreneurs,” she said.

READY FOR YOUR CAREER TO TAKE FLIGHT?
Owning a franchise gives you the opportunity to enjoy flexibility, be your own boss, and earn a solid income. However, before you dive in, you should understand your own strengths and weaknesses and carefully pursue your own research. As a prospective franchisee, our annual Franchise Business review Top Franchises Guide is a great place to start your franchise research. Over the past 18 months, our team at Franchise Business Review has surveyed nearly 7,700 female franchisees, to find out exactly how satisfied they are with their franchise business. Our Top Franchises for Women list represents the best of the best that franchising has to offer.
## THE LIST
### Best of the Best:
Franchises for Women

“There is a great team at corporate to answer any questions or help with anything that we may need. As a franchisee we feel well supported by corporate.”

— Dogtopia franchisee

“I have nothing but praise for the franchisor team. They put a tremendous amount of thought into the programs they offer and if there are ever any questions or ideas, they always make time to listen to us.”

— Home Instead franchisee

### Survey

<table>
<thead>
<tr>
<th>Start-Up Investment</th>
<th>Cash Requirement</th>
<th>Total Units</th>
</tr>
</thead>
</table>

*This brand’s Franchisee Satisfaction Report is available at www.FranchiseBusinessReview.com*
For more information on the companies in this report, visit www.FranchiseBusinessReview.com

<table>
<thead>
<tr>
<th>Company</th>
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<th>Start-Up Investment</th>
<th>Cash Requirement</th>
<th>Total Units</th>
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<td>Motto Mortgage</td>
<td>Oct. 2019</td>
<td>$48,000 – $68,000</td>
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<td>N2 Publishing</td>
<td>Nov. 2018</td>
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<td>NextHome</td>
<td>Nov. 2019</td>
<td>$14,500 – $212,600</td>
<td>$3,500 – $7,500</td>
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<td>Nothing Bundt Cakes</td>
<td>May 2019</td>
<td>$408,187 – $588,587</td>
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<td>Orangetheory Fitness</td>
<td>Nov. 2018</td>
<td>$563,529 – $999,121</td>
<td>$563,529 – $634,100</td>
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<td>* Our Town America — more on p. 30</td>
<td>Sep. 2019</td>
<td>$63,300 – $86,250</td>
<td>$70,000</td>
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<td>Pizza Factory</td>
<td>Aug. 2018</td>
<td>$372,000 – $562,000</td>
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<td>Rhea Lana's</td>
<td>Dec. 2019</td>
<td>$19,050 – $38,950</td>
<td>$15,000</td>
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<td>* Right at Home</td>
<td>March 2020</td>
<td>$80,150 – $147,150</td>
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<td>Showhomes Home Staging</td>
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<td>$60,550 – $103,000</td>
<td>$30,000 – $100,000</td>
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<td>Simple Simon's Pizza</td>
<td>Sep. 2019</td>
<td>$142,000 – $200,000</td>
<td>$20,000</td>
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<td>Snapology</td>
<td>Sep. 2019</td>
<td>$40,000 – $56,200</td>
<td>$34,900</td>
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<td>Sotheby’s International Realty</td>
<td>Jan. 2020</td>
<td>$194,650 – $267,000</td>
<td>$63,650 – $206,000</td>
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<td>* Supporting Strategies</td>
<td>March 2019</td>
<td>$77,130 – $102,390</td>
<td>$100,000</td>
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<td>The @WORK Group</td>
<td>Feb. 2020</td>
<td>$154,000 – $231,000</td>
<td>$150,000</td>
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<td>The Drybar</td>
<td>Sep. 2019</td>
<td>$644,070 – $1,348,360</td>
<td>$50,000 – $65,500</td>
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<td>* The Goddard School</td>
<td>July 2019</td>
<td>$712,800 – $786,100</td>
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<td>The Little Gym</td>
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<td>$186,450 – $441,500</td>
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<td>* The Maids</td>
<td>April 2019</td>
<td>$64,100 – $154,300</td>
<td>$50,000</td>
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<td>* TSS Photography</td>
<td>July 2019</td>
<td>$20,415 – $74,254</td>
<td>$10,500</td>
<td>179</td>
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<td>Weichert Real Estate Affiliates</td>
<td>Sep. 2019</td>
<td>$50,000 – $134,700</td>
<td>$50,000 – $134,700</td>
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<tr>
<td>* Wild Birds Unlimited</td>
<td>Oct. 2019</td>
<td>$170,382 – $281,606</td>
<td>$40,000 – $50,000</td>
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<td>You’ve Got MAIDS</td>
<td>Aug. 2019</td>
<td>$40,379 – $118,772</td>
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<td>Young Rembrandts</td>
<td>Oct. 2019</td>
<td>$41,250 – $48,650</td>
<td>$40,000</td>
<td>96</td>
</tr>
</tbody>
</table>

“The franchisee community is great. I love being able to call on any other of the franchisees to brainstorm, discuss new ideas, or just ask general questions about their business.”

— Payroll Vault franchisee

“The franchisor has strong core values. I have never felt neglected by anyone from the franchise. I feel like everyone is working for my success.”

— Supporting Strategies franchisee

For more information on the companies in this report, visit www.FranchiseBusinessReview.com
Looking for a New Job in 2020?  
Why Buying a Franchise Is a Strategic Career Move 

Sponsored Content

Ken Helmuth, 51, spent more than 22 years in leadership positions in the pharmaceutical and medical device industries, where he led sales teams and provided products and services to hospitals and other health care entities. He had worked his way up the corporate ladder but found himself in search of a career that would offer more freedom and personal meaning.

In 2014, Helmuth found a new opportunity as the owner of an in-home care franchise, Right at Home, in the Durham/Chapel Hill area of North Carolina. Right at Home helps people age successfully in their own homes by providing care that allows them to retain as much independence and dignity as possible for their situation. Ownership has allowed Helmuth to be his own boss and more directly impact the people he serves.

“I like having the ability to work very closely with clients and their families and see the positive impact we make for them. Experiencing care firsthand is a lot different. In my prior career, I might have sold a device meant to save someone's life, but I sold it to a hospital and never saw the outcome,” Helmuth said.

When he first invested in his Right at Home franchise, Helmuth had no idea that he’d be able to achieve his financial goals so quickly. In fact, he expects Right at Home of Durham & Chapel Hill to grow another 30 to 50%, thanks to a growing economy drawing the children of Baby Boomers to the area for jobs. Many of their parents are following them to the area and need services that bridge the gap between care and independence.

“I feel very blessed and fortunate. I didn’t know when I bought this business that I had a gold mine,” Helmuth said.

WHY BUY A FRANCHISE? IT MAKES GOOD FINANCIAL SENSE IN TODAY’S ECONOMY.

“You don’t have to come from a health care or home care background to thrive in the in-home care business,” said Eric Little, chief development officer of Right at Home. “While we have some franchisees who have worked in health care, we most of our franchisees worked in the corporate world prior to owning a Right at Home Franchise.

We are looking for people who want to take the next logical step in their career path,” Little said.

Little believes that while a full-time job working for a corporate business may carry with it the illusion of predictability and security, corporate buyouts and layoffs do occur. When they do, employees find out they have to react quickly to replace their incomes. One of the benefits of owning a franchise includes being in control of your financial future.

“Franchising with Right at Home is great for career professionals looking for a change because they get the best of both worlds. You own your own business, make all of the decisions related to hiring and firing, but you also get to do that while creating a business that makes a tangible, positive difference in the world,” he said.

Furthermore, franchisers provide investors a roadmap for building their business, delivering an operating system that has already been battle-tested. Right at Home first opened in 1995 under owner and former hospital administrator Allen Hager, who perfected the corporate model for five years before opening Right at Home up to franchising in 2000 and then expanding internationally in 2010. Today, Right at Home franchisees operate 471 franchises in the United States and over 100 locations in another seven countries. The company shares the data and best practices it has collected over the past 25 years with its franchisees.

“For career-changers there is already a recipe. They don’t have to reinvent the wheel. Our historical performance outlined in our franchise disclosure document shows potential investors how our business model has performed over time,” Little said.

The profitability of Right at Home franchisees remains strong thanks to a relatively low estimated initial investment of about $80,000 to $150,000 and minimal overhead costs, which includes one office staff person and 800 square feet of dedicated office space. Franchisees reach “cashflow break-even” fairly quickly, Little added, with the bulk of their ongoing expenses allocated toward variable costs such as caregiver salaries.
“The fixed costs aren’t very high. If you do have a lot of costs in any given month, it’s likely because you have a lot of clients and you need to pay caregivers to take care of them,” he said.

WHY HOME CARE IS A FRANCHISE SECTOR TO CONSIDER

The home care business is booming, thanks to an aging population that will triple by 2050, according to UN estimates. As a result, the Bureau of Labor and Statistics reports that home health care is one of the fastest-growing segments within the health care industry.

Demographics show that the Baby Boomers have fewer adult “children” to care for them. Not only are people living longer, but they have a greater need for services. In fact, 47% of women over the age of 75 live alone with no spouse or loved one to assist them with daily activities like housework, cooking or cleaning, according to the Institute on Aging. Furthermore, a recent AARP survey states that older and physically challenged Americans desire to stay in their homes and maintain the highest level of independence possible.

“If we look at our business now, in any given week we are taking care of over 20,000 people and we aren’t even scratching the surface. The year 2021 will be the first year the Baby Boomers turn 75. When people reach their mid-70s, we know their care needs tend to increase over time,” Little said.

There also continues to be a large care gap after people are discharged from the hospital. Because hospital stays are shorter now than they were in the 1980s, more older adults find themselves in a bind when it comes to recuperating at home after a hospital stay. Hiring caregivers who can assist them in their daily activities greatly reduces accidents and hospital readmissions.

Right at Home was the first nationwide home care brand to create a package of services, called RightTransitions®, to assist hospitals, as well as other providers, in the reduction of preventable hospital readmissions and associated costs. In a three-year home pilot study in conjunction with Forsyth Hospital in Winston-Salem, NC, with funding from the Duke Endowment, RightTransitions® reported a 65% reduction in preventable readmissions, a 99% patient satisfaction rate, and more than $1 million in hospital savings.

Little emphasized that investors do not need a health care background to be successful but should be good with people. Successful business owners are good at recruiting quality caregivers and truly aim to make a contribution to their communities.

“This is also a really good business for millennials, or anyone who wants to change the world. What better business is there than home care to allow them to work on one of the developed world’s biggest problems?” Little said. “They can help figure out how to best support the elderly allowing them to age with as much dignity and independence as possible within their personal circumstances.”

Helmuth encourages entrepreneurs interested in home care to find the right company and jump in with both feet.

“Right at Home gives you every opportunity to succeed. They have business coaches and a team in place to support you,” he said. “If you are going to take a risk, why not go with a franchise you can trust and who is there to support you?”

FAST FACTS ABOUT RIGHT AT HOME

If you are ready to buy a franchise that caters to seniors and adults with disabilities, here are some financial requirements you’ll need to fulfill if you decide to join Right at Home, according to the company’s Financial Disclosure Document.

- Total startup investment: $80,150 to $147,150, including franchise fee
- Franchise fee: $49,500, $44,550 for honorably discharged veterans
- Minimum Liquid Assets to be considered for a franchise: $150,000
- You can also expect to pay royalties to Right at Home that total 5% of your revenues.

Other ongoing costs include contributions to Right at Home’s brand marketing and promotional fund, which is 2% of revenue on the first $1 million. The contribution percent declines after the first million in revenues. This money is a powerful resource in the marketplace that most other senior care companies can’t match. Right at Home is one of the largest senior care companies in the world, and as such the contributions to this fund allow the company to offer sophisticated marketing to benefit the brand and ultimately the franchise owners.

Initial training includes 10 days of on-site training at Right at Home’s Omaha headquarters. At the training, franchisees learn about the administrative and operational aspects of the business, as well as specific sales and marketing techniques for a home care franchise.

Franchisees are located in specifically designated areas (territories). Each territory is defined by zip codes that include 15,000 to 30,000 people age 65 and older.

HISTORICAL BUSINESS PERFORMANCE

Like most franchises, Right at Home doesn’t offer any forward-looking projections for how much franchisees can make, but they do disclose historical sales and gross margin performance of their current franchisees. This information is published in the company’s franchise disclosure document (FDD). As an example, the FDD shows Right at Home franchises open for 13 to 24 months as of December 31, 2018 (the most recent year that data is available) reported median net billings of $314,997 while the 217 franchises open for more than 61 months reported median net billings of $1,116,348, according to Item 19 of the company’s FDD. Remember, the amount billed, or total revenue earned, is not the same as the profit realized. As you would investing in any business, when you research franchise opportunities, you should carefully conduct your research: weigh your options, look at all franchising costs, and talk to current franchise owners to validate your understanding of the business. You also need to be honest about the amount of time and capital you are willing to invest in your business.

There are still 300 open and available territories, including Grand Rapids, Michigan; Bakersfield, California; Daytona, Florida; Akron, Ohio; El Paso, Texas; and Jackson, Mississippi to name a few.

Owning an in-home care business can not only be financially rewarding but can also prove to be the next step on your career ladder.

To learn more and receive a free Right at Home franchise kit, call 866-350-9770 or visit https://rightathomefranchise.com.
While franchising can be lucrative for many entrepreneurs, franchise fees and high initial start-up costs like inventory and real estate can lengthen the time it takes owners to reach a robust return on investment—leaving potential investors lukewarm about the prospect of taking the leap. Thankfully, there are several choices for entrepreneurs looking to invest in well-known brands that provide strong support—without large upfront costs.

CLEANING UP, THANKS TO LOW INITIAL INVESTMENT COSTS

Tim Courtney, vice president of franchise development at **PuroClean**, a disaster-response cleaning company, said that low-cost franchise opportunities can actually provide many franchise owners a very high return on investment in the long-run. Known as the “Paramedics of Property Damage,” PuroClean franchises provide fire and smoke damage remediation, water damage remediation, flood water removal, mold removal, and biohazard cleanup to commercial and residential customers. Owners manage cleaning crews, spend their time marketing their business, and establish relationships with insurance agencies and other organizations that drive business to PuroClean.

“There is also an opportunity for scaling the business, as low-cost franchises such as PuroClean open doors for purchasing additional territories without millions of dollars. It’s a great option to maximize your profit and avoid debt in the first stages of starting a franchise,” Courtney said.

PuroClean charges a $50,000 franchise fee, but only requires an average total initial investment of between $72,765 to $192,615; whereas some larger restaurant franchises have total initial investment costs upwards of $1 million, for example.

PuroClean intentionally looks to save potential franchisees money in the incubation stage. Franchisees do not need to operate their businesses from dedicated office space, and the corporate office regularly reviews its vendors relationships to get franchisees the best prices possible, Courtney said.

Ivan Oliver, who has owned the PuroClean of San Antonio NorthWest location for the past two and a half years, said that cost was a major factor in his decision to become an entrepreneur through franchising. He and his wife Karina decided to buy a PuroClean franchise because they loved the company’s mission of serving people during times of need. They had explored other brands but felt that PuroClean best matched their own family values yet offered the support they needed to be successful.

“We wanted to make sure to stay within a range that was comfortable in our budget,” he said, adding that they financed their business through a combination of both their savings and financing. PuroClean is an SBA (Small Business Administration) pre-approved franchisor and can recommend third-party lenders.

PuroClean of San Antonio NorthWest took only six weeks to realize a profit. Oliver said the company’s proven business model provided him with the fundamentals to succeed in the restoration industry as opposed to doing things on his own.

He tells potential investors: “Don’t be scared at the opportunity that is knocking at your door. If you work hard, then you will reap the rewards from following a servant leadership culture.”
You can invest in a brand that doesn’t require hefty upfront fees for inventory, equipment, or real estate to get a good return on your investment.
### THE LIST

**Best of the Best:**

**Low-Cost Franchises**

“Assisted Living Locators is great! They genuinely care about our organization and the success of their franchisees.”

— Assisted Living Locators franchisee

“Cruise Planners is constantly developing new procedures, new technology, and better efficiencies.”

— Cruise Planners franchisee

*This brand’s Franchisee Satisfaction Report is available at [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com)

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<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Industry</th>
<th>Start-Up Investment</th>
<th>Cash Requirement</th>
<th>Total Units</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>360clean</em></td>
<td>Commercial cleaning services</td>
<td>$15,800 – $24,000</td>
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<td><em>ActionCOACH</em></td>
<td>Business coaching</td>
<td>$45,000 – $95,000</td>
<td>$45,000 – $95,000</td>
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<td>Aire Serv Heating And Air Conditioning</td>
<td>HVAC Services</td>
<td>$82,600 – $206,400</td>
<td>$35,000 – $35,000</td>
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<tr>
<td>Aire-Master of America</td>
<td>Commercial hygiene service</td>
<td>$40,364 – $145,900</td>
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<td></td>
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<tr>
<td><em>Amada Senior Care</em></td>
<td>In-home senior care</td>
<td>$87,710 – $174,654</td>
<td>$80,000</td>
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<tr>
<td>Amazing Athletes</td>
<td>Early childhood development</td>
<td>$25,000 – $55,850</td>
<td>$17,500</td>
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<tr>
<td>American Poolplayers Association</td>
<td>Pool league</td>
<td>$20,523 – $28,408</td>
<td>$20,763</td>
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<tr>
<td>APEX Leadership Co.</td>
<td>School fundraising program</td>
<td>$81,500 – $104,200</td>
<td>$40,000</td>
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<tr>
<td><em>Assisted Living Locators</em></td>
<td>Assisted living placement services</td>
<td>$68,450 – $78,100</td>
<td>$50,000</td>
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<tr>
<td><em>ATAX</em> — more on p. 33</td>
<td>Tax preparation, business services</td>
<td>$53,350 – $76,699</td>
<td>$40,000</td>
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<tr>
<td><strong>Best In Class Education Centers</strong></td>
<td>Tutoring services</td>
<td>$67,375 – $127,730</td>
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<tr>
<td>Bin There Dump That</td>
<td>Residential dumpster rentals</td>
<td>$72,200 – $127,600</td>
<td>$50,000</td>
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<td>Bloomin Blinds</td>
<td>Custom blinds and window coverings</td>
<td>$50,000 – $85,000</td>
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<td><em>Brightway Insurance</em></td>
<td>Financial services</td>
<td>$89,488 – $178,916</td>
<td>$75,000</td>
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<tr>
<td><em>CarePatrol</em> — more on p. 4</td>
<td>Assisted living placement services</td>
<td>$71,540 – $88,490</td>
<td>$85,000</td>
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<tr>
<td>College Hunks Hauling Junk &amp; Moving</td>
<td>Junk removal services</td>
<td>$89,300 – $208,000</td>
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<td>Color World House Painting</td>
<td>Residential/commercial painting, repairs</td>
<td>$72,260 – $143,200</td>
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<tr>
<td><strong>Complete Weddings + Events</strong></td>
<td>Wedding &amp; event services</td>
<td>$31,950 – $87,250</td>
<td>$10,000</td>
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<tr>
<td>CompuChild</td>
<td>Children’s technology education</td>
<td>$18,300 – $33,000</td>
<td>$8,000 – $17,000</td>
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</tr>
<tr>
<td>Creative Colors International</td>
<td>Leather &amp; vinyl repair services</td>
<td>$96,975 – $122,250</td>
<td>$84,000</td>
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</tr>
<tr>
<td>Critter Control</td>
<td>Wildlife control &amp; removal</td>
<td>$47,500 – $82,000</td>
<td>$8,075 – $52,075</td>
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<tr>
<td><em>Cruise Planners</em> — more on p. 31</td>
<td>Travel agency</td>
<td>$2,950 – $23,617</td>
<td>$10,995</td>
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<tr>
<td>Dale Carnegie</td>
<td>Leadership training</td>
<td>$19,700 – $174,500</td>
<td>$50,000 – $200,000</td>
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<tr>
<td>Discovery Map</td>
<td>Alternative advertising maps</td>
<td>$33,250 – $44,950</td>
<td>$50,000</td>
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<tr>
<td><em>Dream Vacations</em> — more on p. 32</td>
<td>Travel agency</td>
<td>$5,245 – $21,850</td>
<td>$3,500</td>
<td>1,500</td>
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<tr>
<td>Executive Image Building Services</td>
<td>Oct. 2019</td>
<td>$24,100 – $68,000</td>
<td>$25,000</td>
<td>38</td>
</tr>
<tr>
<td>-----------------------------------</td>
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<tr>
<td>* Fibrenew</td>
<td>Nov. 2019</td>
<td>$87,812 – $99,452</td>
<td>$15,000 – $25,000</td>
<td>249</td>
</tr>
<tr>
<td>* Fish Window Cleaning</td>
<td>Oct. 2019</td>
<td>$83,225 – $146,200</td>
<td>$60,000 – $150,000</td>
<td>271</td>
</tr>
<tr>
<td>Five Star Painting</td>
<td>Sep. 2019</td>
<td>$69,700 – $179,250</td>
<td>$24,450</td>
<td>200</td>
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<tr>
<td>FPC National</td>
<td>Oct. 2018</td>
<td>$65,000 – $86,000</td>
<td>$120,000</td>
<td>65</td>
</tr>
<tr>
<td>FRSTeam</td>
<td>Nov. 2019</td>
<td>$32,000 – $128,643</td>
<td>$25,000 – $35,000</td>
<td>46</td>
</tr>
<tr>
<td>HandyPro Senior Modifications and Handyman Service</td>
<td>Jan. 2020</td>
<td>$70,640 – $128,643</td>
<td>$30,000</td>
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</tr>
<tr>
<td>Heaven’s Best Carpet/Upholstery Cleaning</td>
<td>Feb. 2020</td>
<td>$28,900 – $64,000</td>
<td>$28,900 – $64,000</td>
<td>1,311</td>
</tr>
<tr>
<td>High Touch High Tech</td>
<td>June 2019</td>
<td>$62,750 – $69,000</td>
<td>$37,650</td>
<td>34</td>
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<tr>
<td>Home Care Assistance</td>
<td>Nov. 2019</td>
<td>$77,775 – $145,250</td>
<td>$80,000</td>
<td>175</td>
</tr>
<tr>
<td>HomeSmart International LLC</td>
<td>Nov. 2018</td>
<td>$65,000 – $205,000</td>
<td>$20,000</td>
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</tr>
<tr>
<td>Homewatch Caregivers</td>
<td>Sep. 2018</td>
<td>$83,000 – $141,500</td>
<td>$50,000</td>
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<tr>
<td>House Doctors Handyman Service</td>
<td>Apr. 2019</td>
<td>$98,000 – $128,650</td>
<td>$60,000</td>
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<tr>
<td>* HouseMaster</td>
<td>Oct. 2018</td>
<td>$60,100 – $106,150</td>
<td>$61,100</td>
<td>309</td>
</tr>
<tr>
<td>* Image One</td>
<td>July 2019</td>
<td>$59,900 – $123,700</td>
<td>$59,900</td>
<td>71</td>
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<tr>
<td>In Home Pet Services</td>
<td>Sep. 2019</td>
<td>$9,200 – $35,100</td>
<td>$9,200 – $35,100</td>
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<tr>
<td>InXpress</td>
<td>March 2020</td>
<td>$85,600 – $169,990</td>
<td>$65,000</td>
<td>376</td>
</tr>
<tr>
<td>JumpBunch</td>
<td>Aug. 2018</td>
<td>$45,800 – $59,300</td>
<td>$15,000</td>
<td>89</td>
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<tr>
<td>Just Between Friends</td>
<td>Oct. 2019</td>
<td>$38,550 – $54,509</td>
<td>$45,000 – $49,000</td>
<td>161</td>
</tr>
<tr>
<td>* Kitchen Solvers</td>
<td>Sep. 2019</td>
<td>$65,765 – $90,535</td>
<td>$75,000</td>
<td>51</td>
</tr>
<tr>
<td>Maid Brigade</td>
<td>Feb. 2020</td>
<td>$94,700 – $116,700</td>
<td>$50,000</td>
<td>450</td>
</tr>
<tr>
<td>* MaidPro</td>
<td>Sep. 2019</td>
<td>$74,560 – $204,450</td>
<td>$75,000</td>
<td>276</td>
</tr>
<tr>
<td>MarbleLife</td>
<td>Aug. 2019</td>
<td>$50,000 – $65,000</td>
<td>$30,000</td>
<td>40</td>
</tr>
<tr>
<td>* Minuteman Press</td>
<td>Aug. 2019</td>
<td>$74,904 – $180,053</td>
<td>$50,000</td>
<td>967</td>
</tr>
</tbody>
</table>
THE LIST
Best of the Best:
Low-Cost Franchises

“The number one thing in this system that sets it apart from all others is the level of support franchisees give each other. It’s amazing how many times owners have reached out to me directly to ask if I needed help with anything at all. They don’t even know me, but they know that if I chose to be an Office Pride franchisee then we share a common set of values so they are willing to jump in and help with any and all questions. Even the silly ones you have in the beginning.”

– Office Pride franchisee

<table>
<thead>
<tr>
<th>Company</th>
<th>Industry</th>
<th>Start-Up Investment</th>
<th>Cash Requirement</th>
<th>Total Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miracle Method Surface Refinishing</td>
<td>Bathroom &amp; kitchen remodeling</td>
<td>Dec. 2019 $75,000 – $138,000</td>
<td>$40,000 – $50,000</td>
<td>162</td>
</tr>
<tr>
<td>* Mosquito Joe — more on p. 32</td>
<td>Mosquito control services</td>
<td>Sep. 2019 $95,600 – $140,000</td>
<td>$50,000</td>
<td>340</td>
</tr>
<tr>
<td>Motto Mortgage</td>
<td>Brokerage services</td>
<td>Oct. 2019 $48,000 – $68,000</td>
<td>$12,000</td>
<td>82</td>
</tr>
<tr>
<td>Mr. Appliance</td>
<td>Appliance repair</td>
<td>Sep. 2019 $60,800 – $139,315</td>
<td>$45,000</td>
<td>295</td>
</tr>
<tr>
<td>Mr. Electric</td>
<td>Electrical services</td>
<td>Sep. 2019 $97,600 – $234,750</td>
<td>$35,000 – $35,000</td>
<td>178</td>
</tr>
<tr>
<td>Mr. Rooter Plumbing</td>
<td>Home services</td>
<td>Sep. 2019 $74,975 – $182,140</td>
<td>$74,975 – $182,140</td>
<td>284</td>
</tr>
<tr>
<td>N2 Publishing</td>
<td>Private neighborhood publications</td>
<td>Nov. 2018 $975 – $5,650</td>
<td>$975 – $5,650</td>
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<tr>
<td>Naturalawn of America</td>
<td>Lawn care</td>
<td>Oct. 2019 $47,500 – $112,650</td>
<td>$50,000</td>
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</tr>
<tr>
<td>Network in Action</td>
<td>Professional networking</td>
<td>July 2019 $43,610 – $57,500</td>
<td>$50,000</td>
<td>47</td>
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<tr>
<td>NextHome</td>
<td>Real estate</td>
<td>Nov. 2019 $14,500 – $212,600</td>
<td>$3,500 – $7,500</td>
<td>400</td>
</tr>
<tr>
<td>NYS Collection Eyewear</td>
<td>Eyewear retailer</td>
<td>Oct. 2018 $50,000 – $120,000</td>
<td>$25,000</td>
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</tr>
<tr>
<td>* Office Pride</td>
<td>Commercial cleaning services</td>
<td>Sep. 2019 $59,500 – $107,200</td>
<td>$85,000</td>
<td>137</td>
</tr>
<tr>
<td>* Our Town America — more on p. 30</td>
<td>Advertising services</td>
<td>Sep. 2019 $63,300 – $86,250</td>
<td>$70,000</td>
<td>63</td>
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<tr>
<td>* Payroll Vault Franchising — more on p. 32</td>
<td>Payroll services</td>
<td>Sep. 2019 $49,135 – $74,254</td>
<td>$42,985 – $70,569</td>
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<tr>
<td>Property Damage Appraisers</td>
<td>Property damage assessments</td>
<td>Nov. 2019 $20,300 – $41,950</td>
<td>$20,300 – $41,950</td>
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<tr>
<td>PropertyGuys.com</td>
<td>Real estate</td>
<td>Aug. 2018 $50,000 – $100,000</td>
<td>$50,000</td>
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<tr>
<td>* PuroClean — more on p. 34</td>
<td>Property emergency repair services</td>
<td>Sep. 2019 $72,765 – $192,615</td>
<td>$50,000 – $75,000</td>
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<td>* Qualicare</td>
<td>In-home senior care</td>
<td>July 2018 $65,800 – $149,250</td>
<td>$100,000</td>
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<tr>
<td>Rhea Lana’s</td>
<td>Children’s consignment</td>
<td>Dec. 2019 $19,050 – $38,950</td>
<td>$15,000</td>
<td>100</td>
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<td>* Sandler Training</td>
<td>Business consulting &amp; coaching</td>
<td>July 2019 $97,525 – $108,500</td>
<td>$91,525</td>
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<tr>
<td>* Senior Care Authority — more on p. 33</td>
<td>Assisted living placement services</td>
<td>Oct. 2019 $52,350 – $78,150</td>
<td>$50,000 – $150,000</td>
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<tr>
<td>Service Team of Professionals</td>
<td>Restoration services</td>
<td>Sep. 2019 $78,600 – $138,500</td>
<td>$56,000</td>
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<tr>
<td>ShelfGenie</td>
<td>Shelving solutions</td>
<td>Dec. 2019 $68,600 – $103,750</td>
<td>$75,000</td>
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<tr>
<td>Showhomes Home Staging</td>
<td>Home staging</td>
<td>Jan. 2020 $60,550 – $103,000</td>
<td>$30,000 – $100,000</td>
<td>61</td>
</tr>
</tbody>
</table>

For more information on the companies in this report, visit www.FranchiseBusinessReview.com
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Start-Up Investment</th>
<th>Cash Requirement</th>
<th>Total Units</th>
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<tbody>
<tr>
<td>Sit Means Sit Dog Training</td>
<td>Dog training</td>
<td>$45,000 – $93,850</td>
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<tr>
<td>Snapology</td>
<td>STEM/STEAM programs &amp; activities</td>
<td>$40,000 – $90,000</td>
<td>$34,900</td>
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<tr>
<td>* Soccer Shots</td>
<td>Youth sports</td>
<td>$41,034 – $53,950</td>
<td>$38,000</td>
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<tr>
<td>Surface Specialists Systems</td>
<td>Home remodeling</td>
<td>$43,200 – $56,000</td>
<td>$25,000</td>
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<tr>
<td>The Alternative Board</td>
<td>Business coaching &amp; advisory boards</td>
<td>$44,496 – $90,066</td>
<td>$45,000 – $90,000</td>
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<tr>
<td>* The Glass Guru</td>
<td>Window restoration</td>
<td>$72,750 – $179,500</td>
<td>$64,150</td>
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<tr>
<td>The Grout Doctor</td>
<td>Grout repair services</td>
<td>$12,000 – $40,000</td>
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<tr>
<td>The Honey Do Service</td>
<td>Handyman/ home-improvement service</td>
<td>$65,650 – $95,850</td>
<td>$48,000</td>
<td>14</td>
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<tr>
<td>* The Maids</td>
<td>Cleaning &amp; maid services</td>
<td>$64,100 – $154,300</td>
<td>$50,000</td>
<td>1,397</td>
</tr>
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<td>The Mosquito Authority</td>
<td>Mosquito control services</td>
<td>$50,000 – $100,000</td>
<td>$25,000 – $50,000</td>
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<tr>
<td>The Patch Boys</td>
<td>Drywall repair</td>
<td>$45,500 – $66,000</td>
<td>$45,500 – $66,000</td>
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<td>Town Money Saver</td>
<td>Advertising services</td>
<td>$5,700 – $17,000</td>
<td>$5,000 – $12,500</td>
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<tr>
<td>* Truly Nolen of America</td>
<td>Pest control</td>
<td>$50,200 – $293,000</td>
<td>$35,000</td>
<td>380</td>
</tr>
<tr>
<td>* TSS Photography</td>
<td>Sports, school &amp; event photography</td>
<td>$20,415 – $74,725</td>
<td>$10,500</td>
<td>179</td>
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<td>* U.S. Lawns</td>
<td>Commercial grounds care</td>
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“We have been very satisfied with our new business! The support has been great and, I believe, much better than any other franchise out there.”

— Soccer Shots franchisee

“We have been extremely satisfied with the training and support we have received. The training was excellent and easy to understand. Specifically, the photography training and techniques taught were easily duplicated in the field. Keep up the good work, TSS!”

— TSS Photography franchisee

For more information on the companies in this report, visit www.FranchiseBusinessReview.com
Franchise Ownership Offers Many Senior Corporate Refugees a Chance to Control Their Own Destiny

Whether you are looking for a new challenge or an additional stream of income, franchising can pave the way to a second career that offers autonomy, flexibility, and desirable income.

While some business owners invest in franchises that reflect the type of work they did in their corporate jobs, others choose encore careers that appeal to their personal interests or desire to be a part of a trusted brand. Whether they transitioned from jobs in management, sales, law, hospitality, or other industries, franchisees at these top-rated brands all agree that taking the leap is a decision they don’t regret.

As a prospective franchisee, our annual Franchise Business Review Top Franchises Guide is a great place to start your franchise research. Over the past 18 months, our team at Franchise Business Review has surveyed nearly 10,173 franchisees, who went into franchising after leaving a first career, to find out exactly how satisfied they are with their franchise business. Our Top Franchises for Second Careers list represents the best of the best that franchising has to offer.
KEEP YOUR FULL-TIME JOB AS YOU TRANSITION

Tom Carrero of Ponte Vedra, Florida, opted to invest in a franchise that spoke directly to his passions. A civil litigator for 25 years, Carrero was looking for a second career that would be less stressful and more enjoyable than his first one. After doing thorough research, he found that Dream Vacations offered good technical and business support—and a strong position in its sector.

Dream Vacations is a home-based franchise, giving franchisees the flexibility to plan customized vacations for clients anywhere in the world. Founded in 1991 in Fort Lauderdale, the company operates 1,500 franchise units throughout the United States and Canada.

Three years ago, Carrero bought the travel franchise while he was still practicing law. Today, Carrero operates his Dream Vacations business full-time, crediting the franchise model for giving him the flexibility to take calls in the morning before he drops his three children off at school and then heads to work his day job, which he is starting to spend less time at. He also serves travel clients after dinner and on weekends, around his corporate law schedule. Despite his crammed calendar, Carrero said he looks forward to helping every client.

“I’ve learned that the travel industry is exciting, rewarding, and most of all, so much more fun than law,” he said.

For those considering the path to entrepreneurship, Carrero suggests ensuring that the franchisor you pick has a strong record of success in their given field—as well as strong financials.

“Thirdly, support is going to be the most important factor to consider following your purchase—as you will need as much as possible, especially if you are changing careers,” he said.

BREAK THROUGH CORPORATE CONSTRAINTS

Al Simon, president of Simon, Inc., an authorized Sandler Training center franchise in Greater Atlanta, joined the Sandler Training franchise after experiencing his own career frustration more than 18 years ago. Sandler is a Maryland-based franchise that has been coaching CEOs, presidents, and entrepreneurs using its proprietary training techniques since 1983 and today operates nearly 200 locations throughout the United States and Canada.

As a former corporate salesperson who sold technology solutions to financial institutions, Simon was able to leverage years of his own sales and management experience in his new venture—but, this time, with more control over his own career trajectory and financial future.

Although his initial launch, which took place right after the events of 9/11, proved to be challenging at the beginning, today he says the freedom he experiences as a Sandler franchisee was well worth any initial start-up struggles.

One major lesson he learned: “I don’t need a company and a boss to be successful. I can rely on myself; and yet having the franchisor and other franchisees behind me gives me tremendous support and confidence,” Simon said.

New Sandler franchisee Kaysi Curtin was vice president of sales and marketing at a business journal, where she managed two departments and handled all local agency and national sales, as well as five large special events. At the age of 35, she already felt she had moved up the corporate ladder in her company as high as she could go—and knew it was time for a change. Although she wasn’t sure exactly what change she was looking for, she had been a client of Sandler Training and had directly benefitted from the brand.

When Curtin’s Sandler coach happened to mention that he was moving his business to Sacramento, she then realized she would have the ability to purchase and start her own Sandler franchise in her hometown of Fresno.

“I had an a-ha moment right then and knew right away that this was the last career stop that I was meant for,” she said.

Although she’s only been working for herself for a few months, Curtin has already found the support of the Sandler franchise network to be invaluable. She credits the support of the corporate leadership and other owners—as well as a “can-do” mindset for a solid initial launch.

CONSIDER OPPORTUNITIES IN OTHER SECTORS

Emily Perkins was a lawyer on a traditional career path when she bought a PuroClean franchise in Greenville, South Carolina 11 years ago. To mitigate her risks, she said she chose a brand with a proven model that played to her strengths.

“Since I was focused primarily on business litigation, I thought what better way to truly understand my business clients than to spend some time actually running a business,” she said.

Known as the “Paramedics of Property Damage,” PuroClean provides fire and smoke damage remediation, water damage remediation, flood water removal, mold removal, and biohazard cleanup to commercial and residential customers. Franchising since 2001, PuroClean now operates 285 locations in the United States and Canada.

Perkins said she found the transition from lawyer to business owner to be “energizing,” and has enjoyed meeting new people from within the insurance and restoration industries. From answering phones to completing jobs, she learned about compliance requirements, leadership, staffing, and how to best invest in company infrastructure.

“The best thing about franchise ownership is that I’ve found it to be liberating to oversee my own company, while knowing I have unparalleled support through PuroClean’s executive team to guide me down a proven business model,” she said.

The cleaning sector also opened up opportunity for Michael Amato-von Hemert, of Henderson, Nevada, who looked at five elements when he considered transitioning out of the hospitality industry in his 30s.

Continued on page 23.
Funding Your Franchise: You Have Options
Jeremy Ames, President & Co-Founder of Guidant Financial

There are a few significant differences in financing a multi-unit franchise versus a single unit, though many of the same financing solutions will work for both. Aside from the usual cash, credit cards or even asking for financial support from family and friends, the most common methods used to finance multi-unit franchise purchases include loans from the Small Business Administration, 401(k) business financing, unsecured loans and portfolio loans. Here’s what you need to know about each:

**SBA Business Loans**
Loans from the Small Business Administration (SBA) are one of the most popular financing methods for business owners of all kinds, from startups to franchises. SBA business loans are not directly from the SBA. Rather, the SBA encourages banks to lend to small business owners with preferable terms and low interest rates. In return, the SBA covers 75 to 85 percent of the loan for the bank if the loan defaults. This creates a win-win situation for both the lender and borrower.

When it comes to multi-unit franchises, SBA lenders usually look at each individual unit and also at the collective performance of all the units. Most lenders want to see at least two years of profitable tax returns with the initial business prior to applying for funding for another location. The sooner the business becomes profitable and the stronger a borrower is, the more flexible lenders are. For example, if the borrower shows a strong credit score, has prior business experience in the industry and is able to put down a significant down payment (more than 20 to 30 percent), the bank may be willing to approve funding for more than one location simultaneously.

**SBA Loan Eligibility Requirements**
- 20 percent down payment for an existing business purchase or 30 percent for a start-up
- 640+ credit score
- Personal collateral required
- Industry experience preferred
- Secondary income preferred

**401(k) Business Financing**
With 401(k) business financing (formally known as Rollovers for Business Start-Ups or ROBS), you can use up to 100 percent of funds from an existing retirement account to buy or start a small business or franchise without taking a taxable distribution or getting a loan. Funding through ROBS has been an option since the Employee Retirement Income Security Act passed in 1974, and it’s growing in popularity.

Since ROBS doesn’t involve taking a loan, there are no monthly payments or interest rates, and there are no collateral or minimum credit score requirements. ROBS can also be used in combination with an SBA loan, allowing business owners to use retirement funds as the down payment for the loan.

The process for funding a single-unit franchise versus multiple units is the same with 401(k) business financing. You can either roll 100 percent of your retirement funds during the initial transaction to use for one or multiple units, or choose to use a lesser amount initially to open the first location, then complete another rollover when you’re closer to opening your second location. However, there are timing considerations to take into account, especially if you plan to open multiple units within the first two years. In this case, you may choose to open your first location using an SBA loan, then use ROBS as the down payment for a second loan so you can show lenders strong liquidity.

**ROBS Eligibility Requirements**
- At least $50,000 in a rollable retirement account
- No minimum credit score requirements
- No down payment needed

**Unsecured Loans**
If you don’t want to jeopardize personal property in order to obtain financing, unsecured loans provide up to $150,000 without any collateral. Unsecured loans work like small business credit cards, consisting of multiple lines of revolving credit that can be used and paid back as needed. But instead of relying on collateral, lenders look at your creditworthiness to secure the loan. As such, a high credit score and solid borrowing history is necessary.

Unsecured loans have no use-of-proceeds requirements, so the funds can be used for your first franchise location or subsequent units. It’s important to note that this type of loan shows up as revolving credit on one’s credit report and can have a meaningful impact on a credit score, especially if payments are not made on time. For that reason, we recommend using unsecured loans as a last resort and only as a short-term financing solution.

**Unsecured Loan Eligibility Requirements**
- 690+ credit score
- Credit utilization rate below 50 percent
- Minimal recent credit inquiries
- No recent derogatory comments on your credit report

**Portfolio Loans**
If you own stocks, bonds, mutual funds or other eligible securities, you can borrow up to 80 percent against the value of your portfolio without having to liquidate your holdings. Portfolio loans, also referred to as stock loans or securities-based lending, work like a revolving line of credit—allowing you to finance a business or franchise by borrowing (and repaying) at will. Because of this, they’re ideal for financing multi-unit franchises as you can use as much as you need, pay it back, and then borrow again when you’re ready to move forward with additional locations—all without getting a new loan.

For a detailed walkthrough on funding your franchise, visit www.FranchiseBusinessReview.com/financing
Continued from page 21.

He wanted to invest in a brand that was customer-focused, gave him the opportunity to lead a team, provided recurring revenue, and had an affordable capital investment level.

Almost two years ago, he found that MaidPro, a professional home cleaning franchise, checked those boxes. The brand, which has been franchising since 1991, today has 245 units in the United States and Canada.

“Ultimately, they do business the way I do, so their culture (of being professional but a little bit quirky) was a good match for me,” Amato-von Hemert said.

While business ownership has its challenges, he said he’s proud to own an operation with several employees, have more than 100 recurring clients, and also feel that his team is able to improve lives through offering these services. He credits MaidPro’s business model and marketing strategy—but also its people.

“People have made a big difference in this opportunity for me. The real human connections and relationships I’ve built with employees, clients, referral partners, other owners, and the team at the MaidPro home office are truly a special part of being in the business, and that motivates me to do a better job each and every day.”

CULTIVATE YOUR PASSIONS
Barbara Haralson and her husband, Bill, had very little retail experience when they opened their Wild Birds Unlimited store almost 23 years ago in Greensboro, North Carolina. Bill had worked in upper management for a large, publicly traded company and had always dreamed of opening his own business. Barbara, a former commercial real estate agent, was working on a master’s degree and had planned to become a school psychologist. Suddenly, Bill’s job was eliminated, and the Haralsons had to quickly shift gears.

“We spent almost a year researching various businesses and franchises. My husband looked into everything from a franchise that does oil changes to a sweets shop,” Barbara said. “When he asked me what I loved to do, I took him to the Wild Birds Unlimited store in Nashville (where we lived at the time).”

A nature and gardening hobbyist, Barbara told Bill how much she loved the store, the environment, and the overall mission of the franchise. Wild Birds Unlimited, headquartered in Indiana, teaches customers how to turn their yards into a bird feeding habitat. Since 1983, the franchise, which operates 345 retail locations and also facilitates online sales, sells bird food and products, but claims it really sells “joy” to backyard bird enthusiasts.

“He asked me when we got back in the car after visiting the store if we could make a living selling bird seed. A little research further and 23 years later, and the answer is, ‘yes, we can!’” she said.

Together, they make a good team. Barbara handles the “nature side” of the business, while Bill taps into his business expertise to handle the financials. Today, five employees work for them and they connect regularly with the staff at Wild Birds Franchise Support Center, who they consider an extension of their family.

“There is comfort in being part of a larger system for buying power and negotiations. It’s difficult to put a price on the guidance, support, mentorship, and relationships that have come along from purchasing this franchise—it’s invaluable,” she said.

While conducting careful research is important, joining a franchise that allows you to love what you do not only makes your experience more enjoyable, but it inspires your customers, too.

“If you have a passion for what you do, it will spread to your customers and community. And if you get to explore your deepest interests, you will be a much happier person in both your work and personal life,” Barbara said.

READY TO INVEST IN YOUR FOREVER JOB?
Whether owning a franchise will be your first or second career, investing in one gives you the opportunity to be your own boss and earn a healthy profit. However, with so many franchise opportunities to choose from, you should understand your own strengths and weaknesses and carefully pursue your own research. Aside from reading our reviews, consider all of the different franchising options, weigh costs relative to profits, ask for feedback from current franchise owners, and be honest with yourself about how much time and money you can ultimately afford to invest.
**THE LIST**

*Best of the Best: Franchises for Second Careers*

“Our system is absolutely fantastic! Everything we do builds on something else within our system and all of those things drive growth and generate profit.”

– Fish Window Cleaning franchisee

“The franchise community is so friendly and I can always count on them for help and support. The home office has also been extremely helpful.”

– MaidPro franchisee

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*This brand’s Franchisee Satisfaction Report is available at www.FranchiseBusinessReview.com*

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For more information on the companies in this report, visit www.FranchiseBusinessReview.com
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<td>Private, spacious salon suites</td>
<td>$395,000 – $953,000</td>
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<td>Advertising services</td>
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<td>Pinch A Penny — more on p. 31</td>
<td>Pool supplies retailer</td>
<td>$289,375 – $411,200</td>
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<td>Pizza Ranch</td>
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<td>Property emergency repair services</td>
<td>$72,765 – $192,615</td>
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<td>Senior Care Authority — more on p. 33</td>
<td>Assisted living placement services</td>
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<td>Weichert Real Estate Affiliates</td>
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<td>Wild Birds Unlimited</td>
<td>Nature retailer</td>
<td>$170,382 – $281,606</td>
<td>$40,000 – $50,000</td>
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</table>

“Minuteman Press has always been open and available for any training and support we have needed. I really appreciate the fast and efficient response time to my needs. I’m happy to pay my royalties each month because of the great support I receive in so many areas.”

– Minuteman Press franchisee

“Our franchise community shares our experiences—both successes and struggles—with each other. It has helped us grow as friends and business partners. We love to pay it forward whenever we can.”

– Wild Birds Unlimited franchisee
Today’s leading brands based on FBR’s owner satisfaction data.

*Full Satisfaction Report Available at FranchiseBusinessReview.com

### 2020 TOP 200 FRANCHISES

#### ADVERTISING & SALES
- Our Town America — more on p. 30
- N2 Publishing
- Town Money Saver
- Welcomemat Services
- Discovery Map

#### AUTOMOTIVE
- Christian Brothers Automotive
- Snap-on Tools
- Fibrenew
- Mighty Auto Parts
- Tint World
- RNR Tire Express
- Grease Monkey
- Ziebart

#### BUSINESS SERVICES
- Sandler Training
- FASTSIGNS — more on p. 27
- Sanford Rose Associates
- Network in Action
- Minuteman Press
- ActionCOACH
- Brightway Insurance
- Supporting Strategies
- YESCO
- The @WORK Group
- Remedy Intelligent Staffing — more on p. 27
- Dale Carnegie
- FPC National
- InXpress
- Office Evolution

#### CHILD SERVICES
- Soccer Shots
- CompuChild
- TSS Photography
- Amazing Athletes
- JumpBunch
- Young Rembrandts
- The Little Gym
- Snapology

#### CLEANING & MAINTENANCE
- MaidPro
- Anago Cleaning Systems
- Aire-Master of America
- 360clean
- Office Pride
- The Maids
- Image One
- Oxi Fresh Carpet Cleaning
- Molly Maid
- Cleaning services
- You’ve Got MAIDS
- City Wide Maintenance — more on p. 28
- Executive Image Building Services

#### EDUCATION
- The Goddard School
- Mathnasium
- Online Trading Academy
- Huntington Learning Center
- School of Rock — more on back cover
- Creative World School
- The Learning Experience
- Best In Class Education Centers

#### FINANCIAL & TAX
- Payroll Vault Franchising — more on p. 32
- Motto Mortgage
- Family Financial Centers
- We Insure
- ATAX — more on p. 33

#### FITNESS
- Planet Fitness
- Orangetheory Fitness
- Fitness club
- 30 Minute Hit
- The MAX Challenge
- Burn Boot Camp

See page 28 for additional top franchises. Visit FranchiseBusinessReview.com for brand details.

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### CLEANING & MAINTENANCE

#### 360clean
- Initial Investment: $15,800 – $24,000
- Cash Requirement: $15,000
- Total Units: 95

A 360clean franchise is a unique commercial cleaning franchise that specializes in offering a health-focused office cleaning service. Most office cleaning service companies view clean based on how an area looks. At 360clean, our franchised locations take it a step further. The goal of 360clean is to provide a clean, yet germ and infection-free environment. This unique approach provides 360clean franchise owners a niche in their marketplace. When you become a 360clean franchise owner, you will not only become part of a great business system, you will become part of a culture that is second to none.

For more information on 360clean opportunities, call (843) 552-0116, email lisa@360clean.com or visit www.360cleanFranchise.com.

### EDUCATION

#### School of Rock
- Initial Investment: $192,150 – $422,100
- Cash Requirement: $100,000
- Total Units: 310

School of Rock, the top music franchise in the world, recently celebrated reaching a milestone in its 20-plus year history: the opening of its 250th location, which continues to solidify the brand as a major player in both the education and music business sectors. It’s on track to open in excess of 30 new locations this year alone, with steady, continual growth planned for the next five years. Partnerships with titans of the industry—Atlantic Records, Twentieth Century Fox, Fender and Berklee College of Music, for example—have further cemented School of Rock’s status as an international franchise to watch. The opportunities the brand provides for its students and franchisees continue to grow as time goes on, making it a premiere franchising option.

For more information on School of Rock opportunities, call (866) 254-7567 or visit https://franchise.schoolofrock.com/fbr.
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FranchiseTimes' Fast & Serious List [2018 & 2019]
IFA's "Franchising Gives Back" Newcomer Award [2017]
Nation's Restaurant News "Next 20" Restaurant Brands List [2017]
Restaurant Business Future 50 List [2017]

Kevin Jones
FASTSIGNS
Santa Rosa and Petaluma, CA
Owner Since 2014

What was it about the franchise model and/or leadership that led you to purchase it? I was looking for a local business opportunity that would help me establish deeper relationships in Sonoma County (I had moved here about four years earlier and was commuting to San Francisco). I found the franchise model generally attractive because of access to established systems, a respected brand, and a network of support. I was also looking for an established business, and a FASTSIGNS franchise happened to come on the market. My due diligence confirmed for me that FASTSIGNS offered the best of what a franchise model could be (and spoke to my creative side), making the decision an easy one.

What advice do you have for prospective franchise buyers? What do you wish you had known prior to going into franchising? I believe that the franchise model, and FASTSIGNS in particular, provides a solid foundation for success. AND, there is a LOT of information to absorb (ie. drinking from a fire hose) for being successful. I probably would have moved a bit slower in making an investment decision (I purchased an existing franchise and opened a second within nine months). That said, I will say that being willing to ask for help from the system is an opportunity that you should not ignore. The community of resources from staff and fellow franchisees is invaluable.

What else would you like to share? The reward in owning your own business while still being connected to a supportive network cannot be discounted. What is important to me? I have created jobs for people who contribute to our community and support their families. I have developed relationships with professionals who make a difference in the lives of our neighbors each and every day. I am able to support programs that matter—Sonoma County Pride, Next Gen Academy, and many more—that add value to our community by contributing product and expertise.

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For more information about FASTSIGNS opportunities, call (214) 346-5679 or visit www.fsfastsigns.com/own-a-fastsigns.

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2020 TOP 200 FRANCHISES

FOOD
* Kona Ice
  Walk-On’s Bistreaux & Bar
  Pizza Ranch
  Captain D’s
  Tropical Smoothie Cafe
  LaRosa’s Pizzeria
  Nothing Bundt Cakes
  * Chicken Salad Chick — more on p. 27
  A&W Restaurants
  Fazoli’s Restaurants
  The Wendy’s Company
  Wingstop
  Hungry Howie’s Pizza & Subs
  Wings Etc.
  Pizza Factory
  Lennys Grill & Subs
  Donatos Pizza
  * Simple Simon’s Pizza
  * Firehouse Subs
  * Bruster’s Real Ice Cream — more on p. 34
  Golden Corral Buffet & Grill
  * The Haagen-Dazs Shoppe Company — more on p. 30
  Rising Roll (Franchising Concepts)
  * Checkers & Rally’s
  Straw Hat Pizza
  Taziki’s Mediterranean Cafe
  BIGGBY COFFEE
  Penn Station
  * PJ’s Coffee
  Dash In Food Stores
  * East Coast Wings + Grill
  Nathan’s Famous
  Jason’s Deli

HEALTH & PERSONAL SERVICES
Palm Beach Tan
The Drybar
FYZICAL Therapy & Balance Centers
Miracle-Ear
Sola Salon Studios
Sport Clips
My Salon Suite
101 Mobility

HOME SERVICES
* HouseMaster
  Budget Blinds
  Surface Specialists Systems

* DreamMaker Bath & Kitchen
  House Doctors Handyman Service
  Mr. Appliance
* Kitchen Solvers
  Miracle Method Surface Refinishing
  The Patch Boys
  Mr. Handyman
  WOW 1 DAY PAINTING
  ASP — America’s Swimming Pool Co.
  SheltiGenie
  Shack Shine
  The Grout Doctor
  Closets By Design
  Blomin Blinds
  Custom blinds and window coverings
  The Honey Do Service

PET SERVICES
In Home Pet Services
Sit Means Sit Dog Training
Pet Supplies ‘PLUS’
* Dogtopia — more on p. 33

REAL ESTATE
NextHome
Sotheby’s International Realty
Weichert Real Estate Affiliates
Better Homes and Gardens Real Estate
ERA
* HomeVestors of America — more on inside front cover
  HomeSmart International LLC
  Help-U-Sell Real Estate
  Showhomes Home Staging
  United Country Real Estate
  PropertyGuys.com

RECREATION
American Poolplayers Association
Freedom Boat Club
* Yogi Bear’s Jellystone Park
  Goldfish Swim School
  Streamline Brands

RETAIL
* Pinch A Penny — more on p. 31
  * Wild Birds Unlimited
  Rhea Lana’s
  Learning Express
  Just Between Friends
  * Big Frog Custom T-Shirts
  NYS Collection Eyewear

See page 29 for additional top franchises. Visit FranchiseBusinessReview.com for brand details.
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*2019 average unit revenue for all first franchise locations that were open 12+ months as of 12/31/2019 per our 4/1/2020 FDD - Item 19. A new franchisee’s results may differ from these represented performances. There is no assurance that you will do as well and you must accept that risk. This offering is made by prospectus only.

For more information on the companies in this report, visit www.FranchiseBusinessReview.com

SENIOR SERVICES
- Visiting Angels
- Home Instead Senior Care
- Right at Home
- FirstLight Home Care
- Home Care Assistance
- Assisting Hands
- Qualicare
- BrightStar Care — more on p. 28
- Homewatch Caregivers
- Amada Senior Care
- Senior Care Authority — more on p. 33
- Assisted Living Locators
- Home Helpers Home Care
- CarePatrol — more on p. 4

SERVICES
- Weed Man
- Precision Concrete Cutting
- Two Men And A Truck — more on p. 23
- Fish Window Cleaning
- FRSTeam
- Mr. Electric
- Five Star Painting
- Paul Davis
- College Hunks Hauling Junk & Moving
- Complete Weddings + Events
- Truly Nolen of America — more on p. 34
- The Glass Guru — more on p. 31
- Mr. Rooter Plumbing
- NaturaLawn of America
- PuroClean — more on p. 34
- Aire Serv Heating And Air Conditioning
- Mosquito Joe — more on p. 32
- Window Genie
- Property Damage Appraisers
- U.S. Lawns
- The Mosquito Authority
- MarbleLife
- Precision Door Service
- Critter Control
- Glass Doctor
- Service Team of Professionals

TECHNOLOGY
- TeamLogic IT

TRAVEL SERVICES
- Cruise Planners — more on p. 31
- Dream Vacations — more on p. 32
- Expedia CruiseShipCenters

FOR MORE INFORMATION ON AVAILABLE MARKETS IN THE U.S. AND CANADA:
(214) 674-5480 | citywidefranchise.com

Visit FranchiseBusinessReview.com for brand details.
**Assisted Living Locators**

Initial Investment: $68,450 – $78,100  
Cash Requirement: $50,000  
Total Units: 132

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For more information on Assisted Living Locators opportunities, call (800)-267-7816, email franchise@assistedlivinglocators.com or visit www.assistedlivinglocatorsfranchise.com.
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FRANCHISEE SATISFACTION
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*For the year ending December 31, 2018, Pinch A Penny had 248 stores open. Of those stores, 238 have been open at least one year. Of those open at least one year, the average annual gross sales was $1,257,388. 88 stores (37%) had annual gross sales that exceeded the average. Your results may differ. There is no assurance that you will do as well. See our 2019 Franchise Disclosure Document for more information.

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*For the year ending December 31, 2018, Pinch A Penny had 248 stores open. Of those stores, 238 have been open at least one year. Of those open at least one year, the average annual gross sales was $1,257,388. 88 stores (37%) had annual gross sales that exceeded the average. Your results may differ. There is no assurance that you will do as well. See our 2019 Franchise Disclosure Document for more information.

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This award of the franchise satisfaction information on this form and does not constitute an offer to sell a franchise. The offer of a franchise can be made only through the delivery of a franchise disclosure document. This document contains important information that you should carefully review before deciding whether to purchase a franchise. If you receive the franchise disclosure document from the franchisor before you sign any agreement or make a payment to the franchisor, you may contact the state government agency designated by the U.S. Secretary of Commerce to request a copy of the franchise disclosure document. After you sign an application or make a payment to the franchisor, you may contact the state government agency to request a copy of the franchise disclosure document. The franchise disclosure document will provide you with information about the terms and conditions of the franchise relationship. The franchise disclosure document will include information about the history and nature of the franchisor, the franchisor’s financial condition, the franchise fee, the capital requirements, the territory, the royalties, the term of the franchise agreement, the renewal conditions, the territory, the supply of goods and services, the restrictions on your business activities, the termination of the franchise agreement, the dispute resolution process, and any other事项 that are material to your decision to purchase a franchise. The franchise disclosure document will also include a financial statement of the franchisor and a list of the names of the franchisor’s franchisees. You should carefully review the franchise disclosure document before deciding whether to purchase a franchise. If you have any questions about the franchise disclosure document, you should contact the franchisor directly.

TOP FRANCHISES
SATISFACTION AWARD 2020

Franchise Business
REVIEW

TOP FRANCHISES
FOR VETERANS
SATISFACTION AWARD 2019

Most Innovative Franchises
Satisfaction Award 2019

Most Innovative Franchises
Satisfaction Award 2018

Most Innovative Franchises
Satisfaction Award 2019

Ask about our Veteran’s Incentive

Restore - Repair - Replace

TOP FRANCHISES
SATISFACTION AWARD 2020

Franchise Business
REVIEW

TOP FRANCHISES
FOR VETERANS
SATISFACTION AWARD 2019

Most Innovative Franchises
Satisfaction Award 2019

Most Innovative Franchises
Satisfaction Award 2018

Most Innovative Franchises
Satisfaction Award 2019

Ask about our Veteran’s Incentive

Restore - Repair - Replace

For more information on Cruise Planners opportunities, call (844) 914-0787 or visit www.cruiseplannersfranchise.com.

Before
After

FOR MORE INFORMATION ON THE COMPANIES IN THIS REPORT, VISIT WWW.FRANCHISEBUSINESSREVIEW.COM

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**FEATURED Franchisee**

**Mikaela Walker**

Dream Vacations
Orlando, FL Franchise Owner Since 2011

What was it about the franchise model and/or leadership that led you to purchase it? I liked the amount of training and support that Dream Vacations was providing. While I had a business background, and I had a lot of personal travel under my belt, I didn’t have the first idea of how to run a travel business. After the week of live training, I felt much more comfortable with being an agent and my ability to book cruises. If I had a question, I could call Support Services and they would walk me through it. Even though I was an Independent Agent, I never felt alone.

How did you fund your franchise? Did you receive any discounts/incentives? I used a credit card to purchase my franchise.

What advice do you have for prospective franchise buyers? Know that this is a business and like all businesses you must work at it in order to build it. Headquarters gives us a lot of great tools that we can utilize, and they provide support to answer questions, but your business will not grow unless you dedicate time and resources (manpower and dollars) to it.

What else would you like to share? Dream Vacations headquarters doesn’t rest on their laurels. Every year they try to improve and give us more training and tools. When I started, we only had the National Conference and smaller local conferences in a few areas around the country. We now have even more local conferences and have added a Luxury Summit, Land Summit and River Summit. The Tech Team rolls out new improvements to our software pretty much every year. The software is amazingly simple to use and allows us to spend our time in other areas that will help grow our business.

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Franchise Owner Since 2012

Cynthia Perthuis
Senior Care Authority
Multi-unit owner
with territories in
New York and Florida
Franchise Owner Since 2012

What was it about the franchise model and/or leadership that led you to purchase it? I came from an early background as an entrepreneur. I have also worked decades in corporate America. The franchise model allowed me to take a lifetime of experiences and put it into a business that had a model that worked. The leadership of Senior Care Authority were very flexible with my business ideas and my territory requests.

What do you like most about your job/owning a franchise? There are two things. First, my heart is filled 24 hours a day, seven days a week, 365 days a year, as I truly help people in a real time of need. Every day is a new challenge and I get to work out the solutions. Second, it is mine to make succeed or fail. It is my responsibility. I will not lose my job due to the economy nor my age.

How did you fund your franchise? Did you receive any discounts/incentives? I self-funded my franchise.

What advice do you have for prospective franchise buyers? What do you wish you had known prior to going into franchising? Make sure you have the financial ability to live during the ramp-up period. This is a business that has to be built and the clients have to be found. It takes time and unbelievable effort. I always advise finding a coach and mentors especially in areas that are not your strength. I worked with a franchise broker who helped me understand all the pitfalls of franchising. I walked in with my eyes wide open.

What else would you like to share? I am asked regularly, “What would you do differently?” My answer is that I would have bought more territories. This is the best job I have ever had.
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TOP FRANCHISES SATISFACTION AWARD
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