

WHAT FRANCHISE LISTS **DON'T** TELL YOU



You want to be your own boss. You've browsed all the top trade publications and spent hours online googling franchises with search terms like "top franchises" and "best franchise opportunities." Overwhelmed yet?.

Checking out the latest rankings of top franchises can give you an idea of what types of franchises are out there, but before you sign on to own a franchise, it would be wise to think carefully about what those long lists are NOT telling you.

LOCATION. LOCATION. LOCATION! Lists of top franchises give you no clue as to the availability of that franchise brand in your area. Just because you don't see a franchise brand on your block you does not mean someone has not already secured the rights to the territory. Nothing stinks more than to waste time researching a franchise only to find out the no vacancy sign was posted long ago.

SHOW ME THE MONEY. Most listings of franchise opportunities show you only a part of the entire financial picture. They may only list the initial franchise fee omitting all the other costs associated with starting up the business. Perhaps the investment range is listed, but do you know what that includes? How much working capital do you really need?

CAN YOU CUT THE MUSTARD? What does it take to run the "top-ranking" franchise business? The summary information might intrigue you at first, but it tells you nothing about the skills YOU need to have to drive the success of that particular business model.

LOVE STINKS. Most people want to feel a connection to the product or service. Is it something you're drawn to? Is it something you're passionate about? Could you love it? If you're narrowing down your list to only your most beloved, you're missing out. Set aside your love for the product and understand that you have to dig deep beneath the surface to find out if owning and running that business will light your fire. Loving the product or service as a consumer is not at all the same thing as loving your roles and responsibilities as the owner.

TWO WAY STREET. Run away from a franchisor who doesn't investigate you with the same vigor you're looking at them. A strong franchisor will carefully vet potential franchise owners to be sure the fit is right. Just because a company has lots of franchisees or a lower initial franchise fee does not mean it's a great franchise fit for all parties involved.

At FranNet of Atlanta, we help match you to the franchise opportunity best suited for you. Year over year FranNet franchise owners have outperformed other franchise owners in terms of overall satisfaction and longevity. Don't go it alone. Our services are FREE, so the question becomes, what will it cost you if you don't call one of our consultants today?

**Learn how FranNet can help you avoid these and other potentially costly mistakes at
AtlantaFranchiseExperts.com**