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BE YOUR OWN BOSS

MAGAZINE



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VISIT OUR WEBSITE

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# LETTER FROM OUR PARTNERS

"Empowering Executives To Make Positive Life Change Through Business Ownership"

We believe that business ownership provides you with the highest potential of freedom, control of income and quality of life. If a goal for your future is to have more freedom, be it financial or lifestyle, business ownership may be the right path for you.

Humans spend 80,000 hours of our lives working. What if you spent those 80,000 hours doing something you truly enjoyed? What if that time was spent doing something that directly benefited you and your family's future?

I started this firm with a very clear vision in mind - that people deserve a system that can find them the right business. I was looking to purchase a franchise and found the process arduous and time consuming. I felt in my heart there should be a better system to help executives like myself find the right franchise opportunity. We've created a systematic, dialed-in approach that gets to know the true you and matches you to concepts that fit your background, skills, abilities and goals.

We want to help as many people as we can become business owners. We do this by investing significant time and resources to find "the next big thing in franchising". We talk to hundreds of brands a year to find the ideal few that we feel stand out beyond all other business models. We have identified our ideal client background and markets and if you are reading this, you fit that specific candidate persona.

We envision ourselves as The Standard in assisting executives with the investment into a franchise business. Thank you for taking this journey with us.



*Natalie Gold*

**Natalie Gold**  
MANAGING PARTNER

*Dan Claps*

**Dan Claps**  
CO-FOUNDER &  
MANAGING PARTNER

# OUR TEAM



**Stephen Williams**  
SENIOR FRANCHISE  
CONSULTANT



**Rich Finley**  
SENIOR FRANCHISE  
CONSULTANT



**Christian Dadulak**  
SENIOR FRANCHISE  
CONSULTANT



**Kim Stravzynski**  
SENIOR FRANCHISE  
CONSULTANT



**Mary Kate Gough**  
SENIOR FRANCHISE  
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**Micah Stopperich**  
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**Derek Santos**  
SENIOR FRANCHISE  
CONSULTANT



**Robert Tikhonov**  
PROJECT MANAGER



**Tim Smith**  
JUNIOR FRANCHISE  
CONSULTANT



**Nichole Iannicelli**  
JUNIOR FRANCHISE  
CONSULTANT



**Brianna Mignano**  
JUNIOR FRANCHISE  
CONSULTANT



**Tiffany Sylvester**  
JUNIOR FRANCHISE  
CONSULTANT



# MARKET TRENDS

## FOCUS ON MENTAL HEALTH

As a child, I remember hearing the word "shrink". I wasn't sure what a shrink actually did but I did understand that it was not a positive thing to have to go.

Luckily, times have changed and you rarely hear the sardonic name for a therapist or psychologist anymore.

Now during this unique time in world history, more and more people are seeking help for their mental health. Never have we seen more celebrities and athletes become so vocal about their own struggles, advocating to end the stigma. However, although we've seen the effect of franchising increase access to physical health, like chiropractic or urgent care franchises, we haven't seen too much in the mental health sector.

Until now.



## THE HOTTEST FRANCHISE FOR 2022

LEARN WHAT INVESTORS ARE BUYING THIS YEAR

**Written by Natalie Gold, CFC**



This year, my top pick for hottest franchise will be a mental health franchise.

### Here are the Key Points:

- Semi-Absentee, Executive business model (About 5 hours per week)
- Economies of Scale - Flexible business hours and telehealth option allows for adding Therapists without adding additional real estate overhead.
- Multiple Revenue Streams - Therapy services, medication management, embedded therapy services, mediation assistance.
- All Employees are Revenue Producers. Master's Educated professionals. Not dealing with entry-level, minimum wage employees.
- Recession Resistant due to insurance providing the coverage. (Franchisor handles all billing & administration)
- Highly Fragmented Industry - Industry disruptor
- Topline Revenue shows an Average of \$1.2 Million
- Net Average nearing \$200K (stated in 2020 FDD item 19)



# WHY YOU NEED A CONSULTANT

## HIRING EXPERTS MAKES THINGS EASIER

Of course you can scour the internet trying to find the next great franchise, only to find out that a business will demand more time than you can dedicate. But why not use a consultant to do the work for you? Because franchise sales are federally regulated, it never costs you more to get an expert involved.

**“ Certified Franchise Consultants can professionally and efficiently do the job - including highlight red flags. ”**

## WHAT ARE SOME SEMI-ABSENTEE BUSINESSES THAT ARE HOT RIGHT NOW?

### GET A PERSONAL ANALYSIS

By attending a Discovery Call with a Franchise Consultant, you will learn:

- What business you can afford
- What is available in your area
- What brands seek out your skill set



**TAKE OUR FREE  
PERSONALITY TEST**

# ADVICE FROM A FRANCHISEE

## HAVE CLEAR CUT GOALS

While the idea of investing in a franchise may be new, it is important in the beginning of the process to lay out your "must-haves". Ask yourself these questions: How much time do I have to invest in a new business? How much return do I need to see for this to make sense as an investment? Do I want to manage things or manage people?

## IT IS AN INTERVIEW

We like to think of Franchise Introductory Calls as a two-way interview. While you're learning about the Brand's story and financial performance, the Brand is trying to assess if you'd be a successful franchisee. It is ultimately the candidates decision to invest in the franchise, not all candidates are approved during the discovery process.

## "CHECK YOUR PREMISES"

Just because you enjoy working out, doesn't mean you should buy a gym. It also doesn't mean that a gym is the right business model to help you achieve your goals. Speak to your consultant and really try to identify your strengths, how much time you can commit, and what you need to accomplish with this investment. People tend to be driven by passions and interests, when in most business ownership roles you attend to the same high level tasks.

## INCLUDE YOUR SPOUSE ON CALLS

Investing in a Franchise is a huge financial decision. *Money Magazine* did a poll recently and found that, "Couples who agree on saving and budgeting feel more financially secure, argue less about money, and in general have more satisfaction in their marriages". Not only will you be more likely to reach your long-term goals, but you both will feel comfortable in the knowledge and understanding of your financial situation.

## TALK TO AN EXPERT IN FRANCHISE FUNDING EARLY IN THE PROCESS

Similar to the process of shopping for a home, it's best to know how much you can afford to spend before falling in love with something that's out of reach. Talking to a Funding Expert won't hurt your credit score and will help narrow down a list of options that are within your budget



# THE FRANCHISE DISCOVERY PROCESS

1.



## STEP ONE

Discuss potential franchise opportunities with your consultant. Complete your Zorakle Personality Assessment.

2.



## STEP TWO

Your consultant will present several franchise opportunities in your market & budget.

3.



## STEP THREE

Your consultant will prepare you for your Brand Introductory Calls. Review "Questions to Ask A Franchisor" before you meet with the brand reps.

4.



## STEP FOUR

Your consultant will prepare you for FDD Review and Unit Economics. Review "FDD Red Flags" before you discuss financials.

5.



## STEP FIVE

Your consultant will prepare you for the Validation Process. Review "Questions to Ask a Franchisee" before your validation calls.

6.



## DISCOVERY DAY!

Meet the executive team. This is the last step in the approval process!

## FAQ

### Q: HOW MUCH DOES IT COST TO WORK WITH A CONSULTANT?

A: It's completely free - it doesn't cost you more or less to move forward with a consultant using our services.

### Q: HOW LONG DOES THE PROCESS TAKE?

A: The average franchisee closes in 90 days. It can take up to one year.

### Q: HOW DO YOU GET PAID?

A: We partner with franchise brands to find them great candidates

### Q: HOW DO YOU CHOOSE BRANDS TO WORK WITH?

A: We look for profitable brands with unique offerings & great support for franchisees

## SET UP A DISCOVERY CALL





# HOW TO FINANCE YOUR BUSINESS

 **FRANFUND®**  
**WATCH OUR WEBINAR**

**Written by Tera Thomas, Senior Funding Consultant**

Turning the tables on your career and going from employee to entrepreneur is a dream that many people aspire to reach. Finding funding can be daunting at first glance, but with the right funding partner, it can be a painless process. There are several ways to fund your new franchise that can be used individually or combined to best suit your personal situation.



## **"WHATEVER YOU DO, DON'T TOUCH YOUR RETIREMENT FUNDS!"**

Many of us have heard that before from financial advisors, friends, or family. However, if those funds were invested in the stock of a company that had a high likelihood of continuing to grow and increase in value, you might feel differently. If you have money saved in a retirement account, our FranPlan™/Rollover for Business Startup (ROBS) can be a fantastic option to fund a franchise for the first time.

This option allows you the benefit of accessing some or all of your pre-tax retirement savings to make an investment into your franchise, tax-deferred and penalty-free. Unlike a loan, the FranPlan™/ROBS process will allow you to start your business debt-free with available cash. Using these funds may allow you to eliminate or reduce the need for additional small business loans. Alternatively, it is also a great source of funds to use as an equity injection for a loan, if borrowing is part of the overall funding strategy.

Additionally, with no application or approval process, there is no red tape when utilizing a FranPlan™/ROBS strategy. Retirement funds can be ready for use and accessed within as little as 10 business days. And, if using this option, the value of your retirement plan will grow with the value of your business, rather than being dependent on market conditions.





## FUNDING YOUR FRANCHISE WITH SBA LOANS

Another strategy for funding your franchise is utilizing Small Business Administration (SBA) Loans. Under the SBA process, a portion of the loan is guaranteed by the Small Business Administration. SBA loans are granted through traditional banks and lending institutions and can be an excellent option for qualified candidates because the SBA incentivizes lenders to provide funding to new business owners.

To help a borrower look its best to a lender, FranFund developed a franchise-specific pre-qualification tool called FranScore™. This tool is used to analyze a potential loan applicant's credit profile from a lender's standpoint and take measurable steps to minimize any potentially negative factors. FranScore™ not only saves time during the loan process, but it enjoys a best-in-class 99% success rate.

If you are considering franchise ownership, FranFund has been trusted by countless people looking to make the switch from employee to entrepreneur. We pride ourselves on providing customized funding solutions, making it painless and straightforward, and keeping your specific goals in mind throughout the entire process.



**SALES TEAM**

**SPEAK TO A  
FUNDING SPECIALIST**





# FRANCHISE FOUNDERS PODCAST

by Mary Kate Gough

Dan Claps is the co-founder of Career Transition Leads, NurtureAssist and Find A Business Online. Christian Dadulak is a successful franchise consultant with Find A Business Online heads up business development for Career Transition Leads and NurtureAssist as well as running his independent Franchise Consulting business, The Franchise Guys.

Dan and Christian have formed relationships with hundreds of successful business owners, finding truly special brands. This podcast will showcase franchise brands and their founders, to truly give listeners an inside look into which opportunity is right for them. Each franchisor has their own story and have overcome their own set of challenges.

There are over 4000 franchise opportunities out there. It helps to have a tour guide that knows franchising and that can help you navigate the options. On your own, it can be difficult to separate mediocre brands from exceptional ones. Using a consultant will help you identify the franchise that's right for you. Follow along with our episodes to learn all about the franchise industry and business ownership.

## EPISODE ONE



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# FRANCHISE FOUNDERS PODCAST

## EPISODE ONE

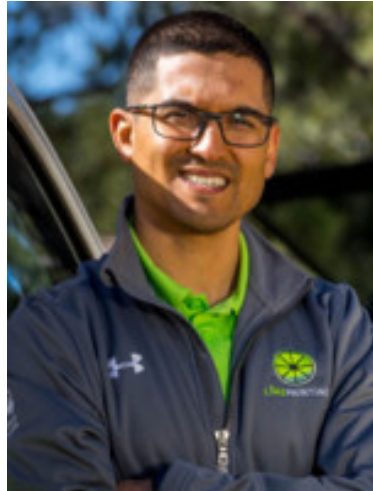
### NOT ALL FRANCHISES ARE CREATED EQUAL

In their introductory episode, Dan and Christian discuss their experiences as entrepreneurs and what it takes to succeed in franchising. They also talk through what they discuss in future episodes.

Christian lists the five attributes to identify a franchise as being lucrative:

- **KEY DIFFERENTIATOR**
  - what sets them apart?
- **LOW OVERHEAD COSTS**
  - lower cost = higher margins
- **SEMI-ABSENTEE**
  - 5-15 hours per week for the owner
- **INDUSTRY GROWTH POTENTIAL**
  - is there a future with this brand?
- **STRONG ITEM 19**
  - FDD financials show past success

To conclude, Dan explains how the franchise industry has transformed to protect the investor with Federal Trade Commission (FTC) regulated financial performance data. Franchisors must submit these financials to the FTC for auditing, making the process very transparent. Some Item 19's will be more robust than others, but franchisees can trust that the provided data is accurate.



## EPISODE TWO

### A CONVERSATION WITH CEO NICK LOPEZ



**Nick Lopez**

Dan and Christian have a candid conversation with Nick Lopez, one of our CEO partners. His company has seen substantial growth in the last few years - adding more than 40 territories in 2021, during the height of the pandemic. They discuss the company's origin story, their path to success, and what sets them apart from other Home Services brands.

While attending Michigan State University, Nick started his own company to pay for school. During one of his business classes, he learned the term "competitive advantage", and he recalls a light bulb going off at that moment. Nick saw a niche market that wasn't being serviced properly and he knew that he had the drive and work ethic to corner it.

In 2011, Nick had been in business for a few years and his new goal was to franchise the brand. He worked tirelessly to "systematize the business model". This would make his brand more desirable and easily scalable for future franchisees. Now, ten years later, he prides himself on his "dialed in model, transparent processes, and excellent company culture".



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# TOP INDUSTRIES FOR 2022

## What are Investors Buying This Year?

### HOME SERVICES

We've seen the Home Service industry explode over the last few years - now totaling \$500 Billion in revenue per year. The pandemic has forced people to stay home, work from home and learn from home, driving up the demand for home services and home improvements.

Another contributor to the industry's growth is the adjacency to the real estate and home rental market. There will always be a consistent need for home repair and enhancement, and with more people buying homes than ever before, demand is outpacing the supply. We're also finding that the new generation of home owners ("the millennial") is more likely to outsource home repair than their parents were 20 years ago.

Investors see Home Services as a low-risk, high-return industry. Overhead costs are lower because businesses are home based and require minimal employees and equipment to start. Owners will scale as the business grows. Also, depending on the service, some homeowners will go through their insurance company to have the job completed. This means more in-bound leads for the business owner and less headaches when it comes down to footing the bill.



#### Here are the Key Points:

- Semi-absentee or Owner-operator model for the franchisee
- No industry experience required for Semi-Absentee
- Low initial investment, low monthly overhead, high margins
- Home-based and can launch within 30 days
- Start with 2-3 employees and minimal equipment
- Covid-resistant, Amazon-proof, year-round business in an essential industry
- Some work is billed through home owner's insurance companies at pre-negotiated rates



### Here are the Key Points:

- Semi-Absentee or Owner-Operator business model
- Start with 1-3 employees
- Higher average revenue per client than traditional gym models
- Target demos with more disposable income
- Lower initial investment than large gyms
- Offer clients the draw of "experiences" and a sense of community
- No cash involved, less equipment, less liability for the owner
- Clients prefer to work out close to home, limit the distance they travel to the studio, so every territory is desirable

# BOUTIQUE FITNESS

## The Newest Craze in Exercise

The traditional gym model is a thing of the past. Boutique fitness classes are the new way to keep members coming back month after month. The classes are small, but the feelings of accomplishment, accountability and camaraderie simply can't be matched by the old "solo workout".

Customers pay upwards of \$40 per fitness class for the "Experience Economy".

Businesses can no longer survive by just selling services - they need to sell *experiences*. Boutique fitness members want an effective workout, a trainer that motivates while they instruct, a sense of competition from a small class environment, and lastly (and maybe most importantly), they want something to post about on social media.

Facility owners have compared the growth of boutique fitness chains to the "restaurant effect", when several restaurants located close together become a dining destination for patrons.

Customers are now comfortable paying more for a workout class, so gym owners are looking to open up shop near other comparably-priced facilities.

Another huge benefit to this model is the recurring revenue. Owners charge monthly memberships at a discounted rate from the price per class. A 5% increase in customer retention can result in a 25-95% increase in company revenue.



# PET INDUSTRY

## Pandemic Pet Adoption Soars

During 2020, the pet industry hit a record \$107 Billion in revenue. While humans were stuck at home day after day, many of them decided it was the perfect time for a new furry addition to their families. Currently, it's estimated that 70% of all US households own one or more pets, an increase of 24% since the survey was first taken in 1988.

The sales of pet-related products and services rose 9% in 2020, and isn't expected to slow down anytime soon. The number of dogs and cats as pets rose to 96 million and 32 million, respectively. Even as the pandemic recedes, market growth is still projected to increase over the next few years. Pet food sales alone are predicted to hit \$47.9 Billion by 2025.

While the pandemic caused a dip in discretionary pet services initially (pet grooming, pet boarding, pet sitting, pet walking, and pet training), they are expected to rebound and then some. Consumers today have a "pets-as-family" mindset and a focus on pet wellness. Millennials are projected to spend the most money on their pets in the near future - choosing to forgo the traditional family route and instead becoming "pet parents".



### Here are the Key Points:

- Semi-absentee or Owner-operator business model
- Home-based, operational in 4-6 weeks
- Low initial investment, low overhead
- Start with 0-1 employees
- More pet owners than ever before so the opportunity is unlimited
- Pet owners are focusing more on higher quality food
- Millennials will delay starting a family and adopt pets instead



# MEDICAL INDUSTRY

## Evolving Industry, Limitless Potential

Healthcare is one of the fastest growing industries in the US, showing an average annual growth of about 5% since 2012, and by over 9% in 2020. As a result of the pandemic, medical providers had to pivot to "telehealth", or virtual healthcare when possible, resulting in a projected growth of 10% in 2022.

The healthcare space is broad and constantly evolving as new technologies are developed. From essential to cosmetic procedures, there are so many options for the investor, as far as verticals. In addition to being a great investment, franchisees are helping to improve the overall life and well-being of their clients.

### Here are the Key Points:

- Semi-Absentee, Executive business model (About 5 hours per week)
- Economies of Scale - Flexible business hours and telehealth option allows for adding employees without adding additional real estate overhead.
- Multiple Revenue Streams
- All Employees are Revenue Producers. Master's Educated professionals. Not dealing with entry-level, minimum wage employees.
- Recession Resistant due to insurance providing the coverage. (some franchisors handle all billing & admin)
- Highly Fragmented Industry

We've seen exponential growth in senior care, with a segment of adults that want to "age in place". We are also seeing younger people acknowledge that one's individual healthcare is of the utmost importance.

Healthcare overall is lacking and many entrepreneurs are seeking out new ways to innovate the delivery of care.

Investors are attracted to the industry for many reasons, but mostly for the flexibility and time commitment. Employees are qualified, educated and handle the day-to-day functions.



# FRANCHISE GLOSSARY

## GET TO KNOW THE TERMINOLOGY

### FRANCHISEE

an individual or company that holds a franchise for the sale of goods or the operation of a service.

### FRANCHISOR

an individual or company that sells or grants a franchise for the sale of goods or the operation of a service.



### SEMI-ABSENTEE

a business that can be started and run while still maintaining other obligations. The owner hires managing staff for the day-to-day operations and then focuses on leading the business strategy and managing the managers. This type of franchise is a good fit for those who are good people managers.

### OWNER-OPERATOR

a small business owner who also runs the day-to-day operations of the company. Owner-operators are found in many business models and franchising companies in many different industries like restaurant chains, health care, logistics, maintenance, repair, and operations.

### FRANCHISE AGREEMENT

the contract between yourself (the franchisee) and the company (the franchisor). It's in here that you'll document your role and what's expected of you. Typically the agreement has a 10-year term.

### FDD (FRANCHISE DISCLOSURE DOCUMENT)

is a legal disclosure document that must be given to individuals interested in buying a U.S. franchise as part of the pre-sale due diligence process. The document contains information essential to potential franchisees about to make a significant investment.





## ITEM 7 (on the FDD)

Estimated initial investment: The franchisee must be aware of what the low and high range of the initial investment must be, including an estimate of their working capital.

## ITEM 19 (on the FDD)

Financial performance representations: An optional space for a franchisor to estimate a franchise's potential performance based on reasonable assumptions.

## FRANCHISE FEE

a one-time fee to start operating under their name and using their trademarks and proprietary information. This fee is included in the Item 7 Total Initial Investment.

## ROYALTY FEE

an ongoing fee that a franchisee pays to the franchisor. This fee is usually paid weekly, monthly, or quarterly, and is typically calculated as a percentage of gross sales.

## VALIDATION

the process of interviewing franchise owners by someone who is interested in investing in that franchise. It is a best practice for prospective franchise owners.

## UNIT/TERRITORY

a geographic area which provides the franchisee with certain rights, which may include exclusive operation.

## FEASIBILITY STUDY

an examination of the potential of a company to franchise, or of the potential success of a unit within a specific market or specific location.



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