

Noteworthy Events

HAPPY NEW YEAR!



FRANCHISE EXPO
SOUTH



January 12-14, 2017
Dallas, TX

INTERNATIONAL
FRANCHISE EXPO



June 15-17, 2017
New York, NY



BE A HERO.
**HELP A
HERO.**

Sport Clips Haircuts Donates Record \$1 Million to VFW Help A Hero Program

KANSAS CITY, Mo. (Dec. 12, 2016) – Sport Clips Haircuts made a record-breaking \$1 million donation to the Veterans of Foreign Wars (VFW) Foundation today to support its Help A Hero scholarships for U.S. service members and veterans. The funds were raised through Sport Clips' clients and product partner donations, as well as its own Veterans Day contributions of \$1 per haircut service.

Sport Clips' original Help A Hero focus was on providing phone calls home for deployed and hospitalized military when the program began in 2007. The goal now is to support those who serve in the military by providing scholarships up to \$5,000 each toward the next steps in their civilian careers. To date, more than 700 VFW-administered Sport Clips Help A Hero Scholarships have assisted active duty service members and veterans who wish to pursue college and graduate degrees or vocational certifications.

"This million dollar donation is a heartfelt one for the entire Sport Clips team, as well as our loyal clients and partners. We are so grateful for the sacrifices made by our military and their families, and to be able to help them in their education and career goals through Help A Hero scholarships is one of the best ways we know how to say 'thank you for your service,'" said Sport Clips Founder and CEO Gordon Logan, a U.S. Air Force veteran and Life member of the VFW. "Our goal the first year was to raise \$30,000, and to date we've raised a total of

\$5 million, making significant positive impacts in the lives of those who bravely serve our country."

As a part of this year's fundraising efforts, Sport Clips partners Nioxin, American Crew, John Paul Mitchell Systems, and Sexy Hair made a combined donation of \$140,000 to Help A Hero.

"The generosity of Sport Clips' franchise owners, stylists, patrons and clients is extraordinary," said VFW National Commander Brian Duffy. "The tremendous success of this year's campaign will help ensure a bright future for so many of our service members, veterans and their families. We are deeply grateful for Sport Clips' continued support and all they've done on behalf of those who deserve it most."

Sport Clips is the Official Haircutter of the VFW, and its Help A Hero campaign is just one of the many ways it supports active duty military and veterans. To find out more, visit your local Sport Clips or SportClips.com.

Report Reveals Value of Franchisor Financial Transparency

By: Multi-Unit Franchisee



A new study by FranchiseGrade.com offers further proof that franchise brands providing Financial Performance Representation (FPR), thereby revealing a degree of financial transparency, grew by a larger margin over time than those that didn't.

FranchiseGrade.com analyzed 1,905 franchise systems from 2010 to 2016 to identify any performance results between franchises that provided an Item 19, Financial Performance Representation (FPR) compared to those that didn't. The results indicated that franchise systems that did an FPR grew by 13.8 percent while those that failed to provide an FPR declined by minus .02 percent. Franchisors who provided expense data in their Item 19 grew by the largest margin at 18.4%.

Jeff Lefler, CEO of FranchiseGrade.com commented on the report saying, "The results of our research validated our belief that franchisors that provide financial transparency through their Item 19 have a distinct advantage over those that don't. Franchisee candidates seek and require financial information in order better evaluate a franchise opportunity." He continued, "The data shows that those franchise systems without an Item 19 haven't grown. But until we see the franchisee results of these systems, the reasons why are assumed but not verified."

The importance of knowing how much money you can make when you're buying a franchise can't be overstated. Having accurate and detailed sales and expense data makes it easier to understand the benefit of buying a franchise. Expense data enables you to construct a more accurate pro forma income statement and cash flow projection to make sure the investment is healthy. As part of our research into franchisee investment risk, we grade Financial

Franchisors aren't required to disclose financial information about their franchisees. This information is referred to as a Financial Performance Representation (FPR), and is done in Item 19 of the Franchise Disclosure Document. Because this information isn't mandatory, some franchise systems don't provide any financial data, which should raise some serious red flags for potential investors.

After all, if franchisees are making money, why wouldn't the franchisor want to tell you about it? When crunching numbers in our database, we found a relationship between a strong FPR and successful franchise systems. The following Facts & Figures reveal the results of our analysis on the growth of 1905 franchise systems over a 6-year period, based on financial transparency within Item 19 disclosure.

The Diversity of Entrepreneurs in the U.S.

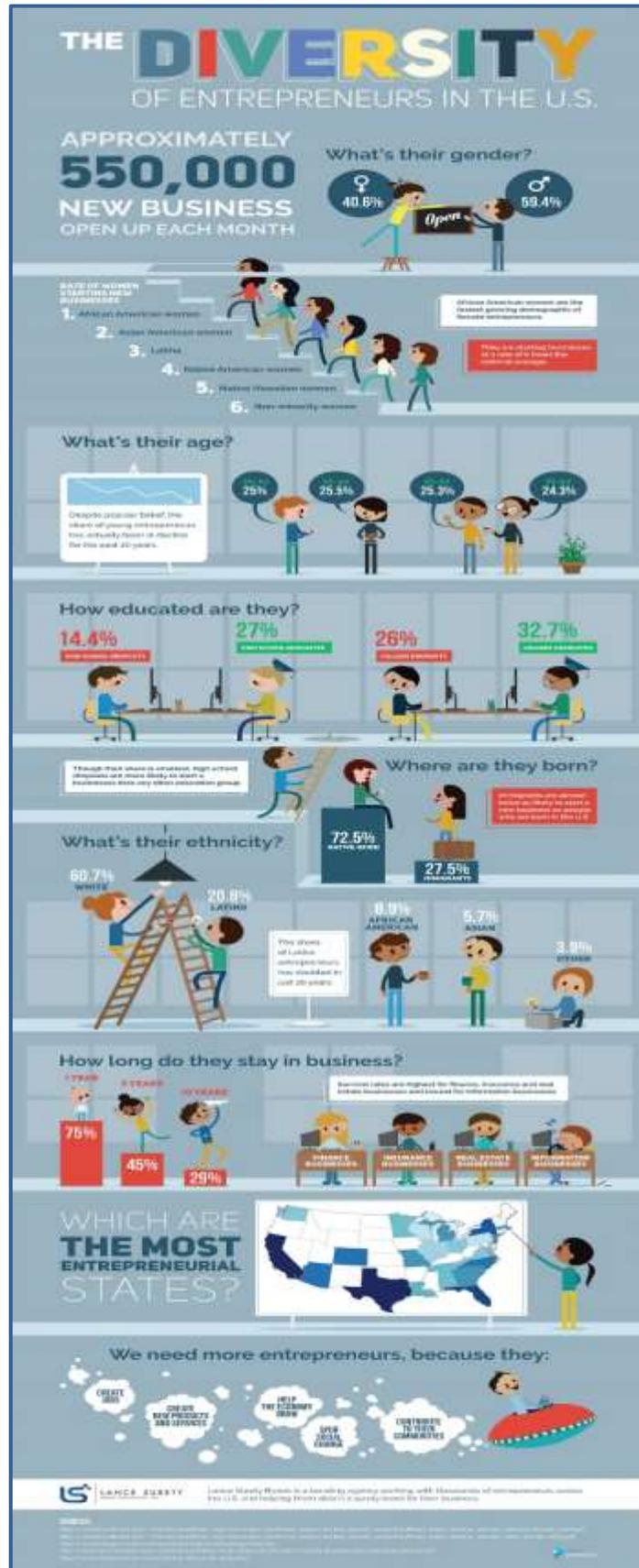
(Infographic)

Excerpt from article by: ROSE LEADEM –
ENTREPRENEUR MAGAZINE

New businesses are popping up every day. In fact, an estimated 550,000 open up each month just in the United States.

Of these businesses, approximately 60 percent are launched by men, but women aren't far behind, launching businesses at six times the national average. Of these female entrepreneurs, African American women are the fastest growing demographic.

The world needs entrepreneurs and new businesses: They create jobs, offer new products and/or services, and help the economy grow, boost communities and sometimes even spark social change.





Dwyer Group Celebrates Record Global Growth in 2016

- **Company completes three acquisitions**
- **Organization grows to 14 franchise service brands**
- **Network expands to 2,700 franchise locations across 11 countries**
- **Brands exceed \$1.4 billion in annual system-wide sales**

December 20, 2016 // Franchising.com // WACO, Texas – Dwyer Group, Inc., one of the world’s largest franchising companies of trade service brands, celebrated a record year of global growth in 2016 and expanded the network to an all-time high around the world.

“This was another historic year for our organization,” said Mike Bidwell, president and CEO of Dwyer Group. “We grew to 11 countries, added new lines of business to our service trades, continued to build on our leadership position and were honored on the Inc. 5000 list of the fastest-growing private companies in America.”

Dwyer Group completed three acquisitions in 2016 that added:

- Locatex, a German-based company with franchisees in Germany and Austria, in May
- Cumberland County Glass, a non-franchised add-on acquisition to Portland Glass, in October
- And Window Genie, a nationally-ranked home service franchise, in November

The acquisitions, along with strong organic growth of existing service brands, expanded the overall Dwyer Group roster to 14 franchise service brands and more than 2,700 franchise locations in 11 countries around the world. Today, Dwyer Group service brands account for more than \$1.4 billion in annual system-wide sales and a record 600+ employees across North America, the U.K and Germany.

The year also marked the 25th anniversary of VetFran, a program started by the company’s late founder, Don Dwyer Sr., as a pathway to business ownership and civilian life for military veterans. To date, the organization has awarded more than \$2.3 million in discounts to 412 veterans across Dwyer Group service brands.

“Every accomplishment has reinforced our drive to grow and support the most compelling franchise opportunities in the home service industry and to scale that expertise on a global stage,” Bidwell said. “This year is a wonderful testament to our team’s achievements, offering the most comprehensive residential and commercial service line-up to our customers.”

2016 Pop Culture Trivia



- 1. Which artist won the Grammy for Album of the Year with her album “1989” at the 2016 Grammy Awards?**
 - a. Adele
 - b. Jennifer Lopez
 - c. Taylor Swift
 - d. Meghan Trainor
- 2. In January of 2016, Actors David Duchovny and Gillian Anderson made a reappearance on what resurrected TV show from the 1990’s?**
 - a. Millenium
 - b. Buffy the Vampire Slayer
 - c. The X-Files
 - d. Dark Angel
- 3. Often referred to as the “Fifth Beatle”, which English record producer, that worked with the Beatles, died on March 8th, 2016?**
 - a. Pete Best
 - b. Stuart Sutcliffe
 - c. George Martin
 - d. Brian Epstein
- 4. The 2016 Summer Olympics took place in what South American City?**
 - a. Rio De Janeiro
 - b. Buenos Aires
 - c. Santiago
 - d. Sao Paulo
- 5. Mick Jagger and Martin Scorsese are among the creators of this drama series, which stars Bobby Cannavale as Richie Finestra**
 - a. Vinyl
 - b. Rosewood
 - c. Roadies
 - d. Empire