

### Noteworthy Events

International  
Franchise Expo



June 18-20, 2015  
New York City, NY

West Coast Franchise  
Expo



November 12 – 14, 2015  
Anaheim, CA

## MORAN FAMILY OF BRANDS SELECTED AS TOP 50 FRANCHISES FOR VETERANS



We are pleased to announce that the Mr. Transmission, Milex, and Alta Mere brands of Moran Family of Brands has been selected as one of the top fifty franchises for veterans by the [World Franchising Network](#).

After having compiled and published its fifth annual list of the “50 Top Franchises for Veterans” the World Franchising Network results were featured in the June 20, 2014 issue of [USA TODAY](#) in the Franchising Today section.

The World Franchising Network selected 50 franchisors from over 300 companies requesting evaluation for inclusion in the article. There was no cost to participate in the survey. Each participating franchisor was required to submit a completed questionnaire. The questionnaire noted both the absolute number of and the percentage of the total number of operating units owned or managed by veterans, as well as the number of veterans in senior management that earned over \$80,000 per year.

“The steady increase in veteran representation within the overall franchising community over the last several years has been extremely encouraging,” stated Rob Bond, founder of the World Franchising Network. “It certainly is clear evidence of the intrinsic values, invaluable experience learned through life’s lessons, and the exceptional work ethic of our military veterans. Hopefully, this trend will continue in the years to come so that these fine young men and women can test their skills in franchising.”

**Contact us to learn more about top franchises for Veterans**

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Books of Interest:

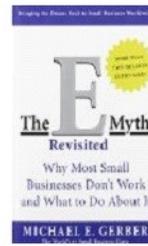
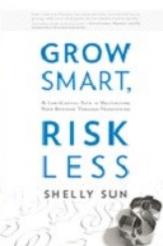
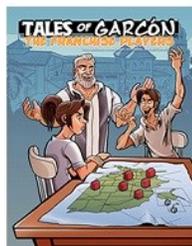




Image credit: Photo by Aubrie Pick/Homepolish

From the [April 2015](#) issue of *Entrepreneur*

Home-based businesses—those that don't require a fixed location or any of the costs that come along with it—are among the biggest trends in franchising. In fact, nearly one-third of the companies ranked in *Entrepreneur's* Franchise 500® offer franchisees the opportunity to run a business without the need for a storefront, office or warehouse outside the home.

Excited about the low costs and flexibility of a home-based business, but not a homebody? Don't worry, *home-based* doesn't necessarily mean *homebound*. Many of the franchises on this list are also mobile businesses. While the home serves as a base of operations, franchisees and employees spend their days out and about, bringing products and services to customers. Even some quick-service companies whose franchisees were once confined to fixed storefronts are now evolving by offering the option of selling from trucks, vans and trailers.

Inclusion on this list is not intended as a recommendation of any particular franchise. No matter what type of opportunity you're seeking, always do your research before investing. That means carefully reading the company's legal documents, consulting with an attorney and an accountant and talking to franchisees to find out whether the business is right for you.

Contact us to find out more about some of the top rated Home Based Franchise Businesses!

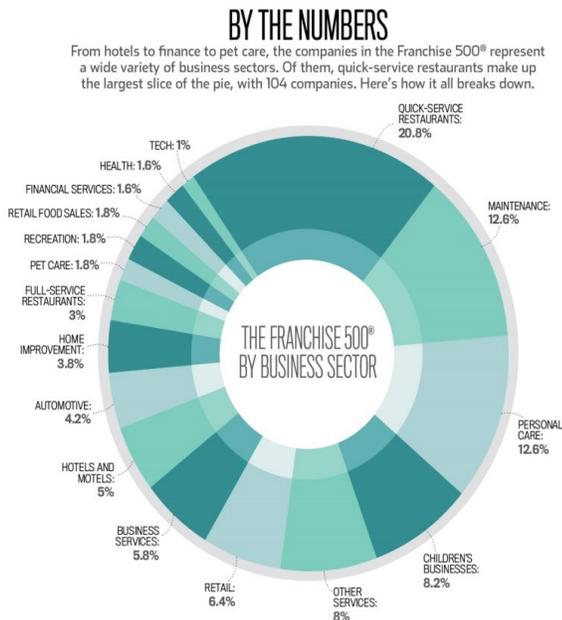
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# The Fastest-Growing Sectors in the Franchise Industry

From the [January 2015](#) issue of *Entrepreneur*

While U.S. growth remains robust, franchising has definitely become a global affair, as illustrated by *Entrepreneur's* 36th annual Franchise 500®. The companies that made the ranking this year added 16,229 new franchise units between 2013 and 2014, and 55 percent of those were outside the U.S. Here's a look at the franchising sectors at the forefront of that growth, both domestically and abroad.



## Quick-service restaurants

The biggest sector by far, quick-service restaurants comprise more than 20 percent of the Franchise 500®. But a shift is occurring within the industry. While fast-food companies still dominate the rankings, the overwhelming majority of new franchisors fall firmly into the fast-casual camp. Companies that have been franchising for decades have high speed and low prices locked up, so newcomers are looking to compete on food quality and atmosphere instead. Particularly popular among emerging franchisors is the “build your own” model, made trendy by Chipotle, in which customers can personalize everything from pizza to sushi.

Perhaps the biggest indicator of fast casual's rising power is the response of the old guard. Rather than ignoring the newcomers, fast-food franchisors appear to be taking notes: remodeling stores for a more upscale appearance, revamping menus with more premium choices and even testing out fast-casual spinoffs of their proven concepts. Amid a growing backlash against fast food and its reputation for being unhealthy—plus demands for fresher, more sophisticated options—this trend may be key to quick service keeping its place as franchising's strongest segment.

## Maintenance

With their super-low startup costs, commercial cleaning franchises have long been among the most popular choices for aspiring business owners on a budget. But their growth has slowed in recent years as high-profile lawsuits have brought to light franchisees' complaints about some of the industry's practices. Prospective franchisees may be turning instead to categories with higher costs but cleaner reputations, like residential cleaning and restoration services. Also increasingly popular are environmentally friendly solutions to maintenance problems that might ordinarily require chemicals, like interior and exterior cleaning, pest control and odor elimination.

## Children's businesses

Kids are big business, thanks to parents who are willing to invest in them. From companies that offer preschoolers a head start to tutoring services that help high-schoolers boost SAT scores, franchises are earning high marks by supplementing the traditional education system.

A hot topic in education right now is STEM (science, technology, engineering and mathematics). U.S. students are falling behind (ranking 25th in math and 17th in science among industrialized nations, according to the Department of Education), and many parents want to reverse that trend. This would explain the impressive growth of the tutoring franchise Mathnasium, which cracked our top 100 for the first time this year. Also increasingly popular are businesses that aim to make STEM subjects fun, like Bricks 4 Kidz, the Lego engineering franchise that tops our enrichment category for the second year in a row, despite being one of the youngest companies in the category.

## Reporting for Duty: Why Franchises are Courting Veterans

April 17, 2015 — Posted By Eric Stites



As thousands of active duty men and women return to civilian life, wondering what they should do next, many franchisors are extending a warm welcome to them. The result is that one in seven franchises is owned by a veteran according to the International Franchise Association (IFA). In the last three years alone, more than 5,000 veterans have become franchise business owners.

Why the effort to bring veterans into franchising? The answer is two-fold, franchisors tell us; they want to give back to vets and they see a real synergy between the skillset required for the military and the skills necessary to succeed in franchising.

Military experience, in addition to fostering traits including integrity, honor, and commitment, imparts many skills that successful franchise owners share including:

**Appreciation of Systems:** Owning a franchise comes with training, a plan and a support system. The most successful franchisees are those that follow the guidelines set by the franchisor and take advantage of the resources and support available to them. Veterans understand that having and following a plan is crucial for success.

**Leadership:** Veterans are leaders who understand the importance of teamwork. They ensure the whole team is working, solving challenges and moving ahead. They know how to delegate, stay organized, work with a variety of people and function under pressure.

**Dedication and Perseverance:** Running a business is never easy. For veterans, hard work and commitment are second nature.

**Believe in Support Networks:** Veterans can successfully apply their ability to trust and rely on their fellow personnel, to leaning on franchisors, fellow franchisees, employees, and others to strengthen their business.

In order to encourage veterans to enter franchising, the franchise industry is providing them with a variety of special incentives and support. Some veterans can receive discounts on franchise fees through VetFran, an IFA initiative consisting of a network of 645 franchises, which also offers mentorship and training for veterans interested in franchising. Franchise Business Review's free annual Top Franchises for Veterans research reports feature in-depth information about what it is like for veterans in franchising and which systems have the most satisfied veteran franchisees. The non-profit SCORE Association also has programs to assist veterans who are aspiring franchise owners.

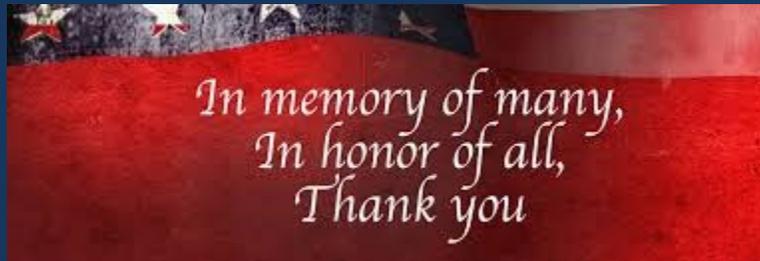
These special discounts and support are necessary when one considers that the median investment level in a franchise is just over \$100,000 before any special discounts. There are, however, many affordable options with startup costs of less than \$35,000.

There may be more even more financial assistance for veterans entering franchising in the near future. The Help Veterans Own Franchises Act, which would provide a tax credit for franchisors that offer a discounted initial franchisee fee for veterans as well as a tax credit for the veterans who purchase these franchises, has been introduced to Congress. It currently has over 40 co-sponsors.

Franchisees with military experience, just like those without it, are not guaranteed success. They may, however, have more characteristics for success than non-veterans because of their familiarity and comfort with systems, teamwork, and following a step-by-step protocol. I expect to see veterans increasingly contributing to the continuing growth of the franchise sector.

# MEMORIAL DAY

Monday, May 25, 2015



## Memorial Day History

Started by General John Logan, the National Commander of the Grand Army of the Republic as a way to unite the country following the Civil War, **Memorial Day** was first observed on May 30th, 1868, by simply placing flowers on the graves of both Union and Confederate soldiers at Arlington's National Cemetery.

On Memorial Day, the flag of the United States is raised briskly to the top of the staff and then solemnly lowered to the half-staff position, where it remains only until noon. It is then raised to full-staff for the remainder of the day.

The half-staff position remembers the more than one million men and women who gave their lives in service of their country. At noon, their memory is raised by the living, who resolves not to let their sacrifice be in vain, but to rise up in their stead and continue the fight for liberty and justice for all.

The custom of honoring ancestors by cleaning cemeteries and decorating graves is an ancient and worldwide tradition, but the specific origin of Memorial Day, or Decoration Day as it was first known, are unclear.

In early rural America, this duty was usually performed in late summer and was an occasion for family reunions and picnics. After the Civil War, America's need for a secular, patriotic ceremony to honor its military dead became prominent, as monuments to fallen soldiers were erected and dedicated, and ceremonies centering on the decoration of soldiers' graves were held in towns and cities throughout the nation.

After World War I, the day expanded to honor those who have died in all America wars.

No less than 25 places have been named in connection with the origin of Memorial Day, and states observed the holiday on different dates. In 1971, Memorial Day became a national holiday by an act of Congress; it is now celebrated on the last Monday in May.

