Quick-service restaurants make up the largest of the 10 franchise industry segments measured by the International Franchise Association (IFA), and when quick-service and full-service restaurants are combined, they represent a full 25 percent of the 768,850 franchise establishments counted by the Washington, D.C.-based trade group. Many of the most recognizable brands in franchising are restaurant-related, and to a considerable degree, restaurants and franchising go hand in hand.

The size and variety of restaurant franchising means there are innumerable different approaches to satisfying diners. Amid all these different paths, Champaign, Illinois-based Jimmy John’s Gourmet Sandwiches stands out for its straightforward simplicity. Founded in 1983 in Charleston, Illinois, by 19-year-old James J. Liautaud, Jimmy John’s has made a mission of avoiding games or gimmicks. The company’s franchisees make gourmet sandwiches, and the franchiser rules out anything that would complicate the process or its image. The insistence on a limited, focused inventory is cited by the franchiser as a key element of the appeal of its brand to franchisees.

That brand image is tightly bound to concepts including fresh, high-quality ingredients and exceptionally rapid service. The original location was famously equipped with used equipment including a refrigerator, meat slicer, freezer, and oven. The founder opened for business after researching how to make bread with cookbooks from the local library, and taste-tested his original creations with family and friends.

At first, Jimmy John’s didn’t have an outdoor sign or even a posted menu describing the four sandwich varieties. The core of the start-up marketing campaign consisted of passing out hundreds of samples to potential customers. Later, Jimmy John’s added menus and outdoor signs as well as tables, an expanded menu, and a delivery service renowned for lightning speed—every sandwich is made fresh to order in 30 seconds, according to the company’s well-publicized benchmark standard. As the company grew, Jimmy John’s entered franchising in 1993.

The company’s franchisees bake fresh bread daily at each store. Meat and vegetable ingredients are also sliced in-house, fresh every day. The company specifies...
MORE

EFFICIENT

MORE

SYSTEMIZED

MORE

DISCIPLINED

MORE

PROFIT

LIMITED AREAS AVAILABLE

800.546.6904

JIMMYJOHNS.COM

©2015 JIMMY JOHN’S FRANCHISE, LLC ALL RIGHTS RESERVED.
THIS OFFERING IS MADE BY PROSPECTUS ONLY.
meat without additives or vegetable-based fillers and name-brand condiments, such as Hellman’s mayonnaise and Grey Poupon mustard. Even with the emphasis on quality and speed, the company also aims to keep pricing of its sandwiches competitive.

Jimmy John’s has inspired a cult-like following among fans, and the company says diners have been known to drive for six hours in order to satisfy a craving for one of its sandwiches. When it comes to selecting franchisees, Jimmy John’s is similarly particular. Highly-qualified candidates will have prior business experience, high motivation, and a track record of success along with the required financial qualifications. The company also specifies that franchisees have a real passion for the brand.

Today, Jimmy John’s has more than 2,000 franchise locations, primarily in the United States. The company is seeking new franchisees in a wide range of markets, especially college towns, where franchisees have met with a great deal of success.

Bruster’s Real Ice Cream emphasizes providing ice cream lovers with premium product, including ice cream and waffle cones that are both made fresh daily. The Bridgewater, Pennsylvania, franchiser also introduces a steady stream of new flavors to cater to customers’ ever-changing cravings, says Corey Bradley, vice president of franchise development. The 25-year-old company maintains an up-to-date marketing program that emphasizes active community involvement and interacting through social media including Facebook and Twitter. “Just add a sprinkle of amazing customer service, and you have a recipe that keeps our customers coming back and lines out the door,” Bradley says.

Many Bruster’s Real Ice Cream franchisees started out as ice cream-loving customers attracted to the chain’s quality products, Bradley says. “Potential franchisees are also drawn to our flexible built-out options that include free-standing, inline, endcap, and non-traditional models like arenas, commissaries, airports, and mobile units,” he says.

Bruster’s Real Ice Cream has more than 190 units open and operating worldwide. For 2015, the company is slated to add an additional 25 franchise locations. Expansion will occur in both domestic and international markets and in traditional and non-traditional locations. “We plan to accomplish this by a more targeted approach to generating interest in our brand, bringing on the best franchisees, and streamlining our discovery,” Bradley says. “Our goal is simple: More ice cream to more people in more places.”

OrderUp is a Baltimore-based franchise that is an integral part of the restaurant industry without actually being a restaurant. The company’s franchisees work with local restaurants in their markets, using a proprietary online platform to help diners discover their restaurant clients, then taking orders for food, and finally, picking up and delivering hot, fresh meals direct to the restaurants’ customers. “OrderUp is using world-class technology to remove friction from the online ordering and delivery process,” says Mike Smith, OrderUp’s vice president of business development.

For the restaurants that are OrderUp franchisees’ customers, the company offers the opportunity to increase sales volume without adding additional staff or equipment. “They love the idea of being able to have more orders flowing through their systems on a daily basis by virtue of this relationship with OrderUp,” Smith says. Last year, the company added delivery to its offering in order to provide restaurants that don’t do their own delivery with the opportunity to reach out to a sizable new market of customers.

OrderUp has operations in 35 markets including company-owned and franchise locations. The company has targeted 40 geographically diverse cities for expansion, and unlike some other competitors, is focusing on markets outside the large metropolitan areas. “We are targeting Tier 2 and Tier 3 cities that have large university or college student populations,” Smith says. “We’ve found that’s a strong starting point.”

Restaurant industry franchisees are entering a market that is not just large; it’s also growing. The franchise association’s most recent annual forecast calls for quick-service restaurants to expand sales by 4.8 percent, which is more than the franchise industry average. Table and full-service restaurants are expected to grow sales 5.1 percent, which is also faster than the broad industry. The appetite for restaurant-related franchises, it appears, is still well short of being fulfilled.
OWN YOUR HOMETOWN
Launch an online food ordering franchise with OrderUp!

WHAT WE DO
- Build & manage interactive menus with technology support
- Provide around-the-clock call center support
- Provide training with marketing and sales best practices

WHAT YOU DO
- Sign up restaurants within your franchise territory
- Establish & maintain the restaurant relationships
- Plan and execute local marketing and promotions

“The model is smart, the product is excellent, and the support is personal.”

WHITNEY LOUK
Franchisee
Norfolk, VA

HUNGRY TO LEARN MORE?
franchise.orderup.com
getstarted@orderup.com

LOCOS FOR GROWTH
El Pollo Loco, renowned for its fire-grilled chicken and Mexican entrees, is seeking highly qualified multi-unit operators in the Western United States.

- Northern CA: Sacramento, San Francisco, San Jose
- Southwest: Arizona, Nevada, New Mexico, Texas
- Mountain West: Colorado, Utah

Visit www.elpolloloco.com or contact franchising@elpolloloco.com

FirstLight HomeCare
www.firstlightfranchise.com
877.570.0002 • info@firstlighthomecare.com

TREAT YOURSELF TO A -
Sweet Opportunity!

- 4.6% Same Store Sales Growth in 2014
- 8 Consecutive Quarters of Same Store Sales Growth
- Flexible Build Out Options
- Low Cost of Entry
- Domestic & International Territories Available
- 25 Year Industry Leader

BRUSTER’S Real Ice Cream
Call: Corey Bradley (680) 529-4565
Email: Franchise@Brusters.com
Visit: Brusters.com/Franchise for more information

LOMONDO INC.

Loco for Growth

ANY FRANCHISE CAN PROVIDE IN-HOME CARE.
Only FirstLight HomeCare® offers a Culture of Care.

Our proprietary Culture of Care philosophy and operational model includes comprehensive franchise training and support that’s unmatched in the industry. No wonder INC, Entrepreneur, Franchise Times and Franchise Update magazines have acknowledged FirstLight HomeCare as a Top Franchise and Top Veterans Franchise.

- Fastest growing in-home care franchise in the United States with 139 markets awarded in just 4 years.
- Average Gross Revenues per location $55,324.*
- Top home care franchise in Franchisee Satisfaction 2014.**
- Prime, exclusive territories are still available!

For more information on our exciting business opportunity, contact us today.

www.firstlightfranchise.com
877.570.0002 • info@firstlighthomecare.com

*Locations open at least 14 months as of 12/31/2014. **Franchise Business Review 2014 Mid-Size class.
We’re looking for a few ordinary people with extraordinary hearts.

Are you ready for a positive change? Join our unique franchise community that believes in The Power of Love and has an equally strong focus on the bottom line.

Receive substantial financial and emotional rewards.

- Help seniors live independently in their own homes by matching them with other loving, caring, compassionate seniors
- Provide non-medical services such as light housekeeping, grocery shopping, companion care and more
- Serve one of the fastest growing markets – the Boomers and their parents
- Easy startup backed by our marketing expertise and ongoing management support
- Be part of our strong community of like-minded social entrepreneurs

Do good and make money.™ Join our unique franchise partnership.
E-mail us today! opportunities@seniorshelpingseniors.com
www.seniorshelpingseniors.com

©2010 Senior Helping Seniors. Each office is independently owned and operated. All trademarks are registered trademarks of Corporate Mutual Resources Inc.

BUSINESS OPPORTUNITY

Here’s what SealMaster® franchise owners have to say...

"With my SealMaster franchise, my net worth and income have grown heartily and consistently, in spite of the worst downturn in the economy I’ve ever experienced." - Mike Bashir

"I bought my SealMaster franchise 17 years ago and if I had to do it all over again, I would do it in a heartbeat. It was the best business decision I ever made." - Dave Musgrove

"My SealMaster franchise has been the best investment in my life. It has allowed me a lifestyle beyond my hopes and dreams." - Bob Krebs

Manufacture SealMaster Pavement Sealers and distribute a full line of pavement maintenance products and equipment to the billion dollar pavement maintenance industry.

BOLD AMBITION
Calls for a Better BUSINESS OPPORTUNITY

- Average single unit SealMaster franchise gross revenue in FY 2014 was $4.77 million*
- Average gross profit of 43%*
- Large Territories - In some cases up to an entire state
- Typical investment - $579,800 to $924,500
- Recession-resistant franchise

*SBA, IFA approved. Based on average performance of franchises operational more than two years. More detail is provided in the Franchise Disclosure Document. Learn more at sealmasterfranchise.com or call (800) 341-7325

Offer Made by Prospectus Only
FRANCHISE AND LICENSE RESOURCE GUIDE

Our Founder Wants To Personally Teach You
How She Made $5 Million Dollars
With A Part Time Business...
And you can do it hiring college kids!

Artemix BodyArt.com

SERVE The 11 MILLION People
Who Want Their Tattoo Gone!
Call us and find out why we are one of
the fastest growing and largest tattoo
removal companies in the world!

Baristas
Seattle’s World Famous Costume Coffee
Headquartered in Seattle following in the footsteps of several famous Seattle coffee companies Baristas has separated itself from the competition through themed locations preparing the finest beverages available.
Offering a low initial investment, minimal start up costs and a proven profit model Baristas is an excellent choice for those interested in the food service industry.

Baristas Provides Customers With A New, Creative, And Intriguing Experience Every Visit.
www.baristas.tv

Are You A Sales Professional?
Benefit From True Territory Ownership

Awards Winning System
Patented-Protected Technology
Low Initial Investment

License Speaking Roses’
Proven System To
Event & Wedding Planners
Florists – Super Markets
Retailers – Gift Shops & More

Speaking Roses
Learn More Now!
SpeakingRosesDealership.com

Stock Hero
Stocks with 381% Potential Gains Delivered
100% FREE to your Inbox. Sign up now!

SIGN UP AT
www.stockhero.com

Stock Hero is engaged in the business of marketing and advertising companies for monetary compensation. None of the materials or advertisements herein constitute offers or solicitations to purchase or sell securities. None of the owners of Stock Hero, or any of its directors, officers, employees, or affiliates is a licensed broker-dealer, accountant, investment manager, or attorney in any jurisdiction throughout the United States. Stock Hero does not offer such advice or services. You should further seek advice to consult your own independent tax, business, financial, and investment advisors before pursuing any securities featured by Stock Hero. Further, the financial information,trivia, and disclosures as well as general investor information about the profiled companies, service to investors and other investor resources are available at the Securities and Exchange Commission (SEC) website www.sec.gov, and the Financial Industry Regulatory Authority (FINRA) website at www.finra.org.
Our Town America
• Welcoming New Movers Since 1972 •

40 million Americans change their residence every year – many experiencing a sense of loss when they move. Our Town America helps with this transition by producing and delivering welcome packages filled with housewarming gifts from local businesses to new movers nationwide who are actively seeking reputable businesses in their new community.

When you own an Our Town America franchise, you will cash in on a highly lucrative, home-based business while gaining a sense of personal gratification from helping those in your community.

Digital, Print and Social Marketing

- Home-based
- Unique
- High Demand
- Highly Ranked
- Low Buy-In
- Proven Model
- Turnkey
- High Profits

www.ourtownamerica.com

Call 1-800-497-8360 Today!

AVOID THE ROLODEX GRAVEYARD
FRONT GREETING BUSINESS CARDS
GREAT ICE BREAKER FOR TRADESHOW GIVEAWAYS!

BRIAN SMITH
Sales Executive
888.610.5646

Poker Chip Business Cards
100 FREE WITH ORDER

info@logogolftchips.com

www.logogolftchips.com

Don’t let your advertising dollars get lost. The Marketplace section has over 1.9 million readers waiting for you!