If you could travel back in time to visit a franchised business of 50 years ago, you would see many similarities to today’s franchises. For instance, standard signage, menus, employee uniforms, and operating procedures were as common for franchisees then as they are today. But franchising has nonetheless changed enormously and has seen countless firsts and innovations over the years, decades, and centuries it has existed.

The first franchises were likely governmental and religious ones: States and churches once granted other private and public entities the rights to collect taxes and administer regions. Today, franchises are generally considered to be business deals between for-profit commercial enterprises. The modern business format franchise grants a franchisee the right to conduct business using the trademarks, processes, and other assets of the franchiser. That has been the standard franchise format, generally speaking, for the last century or so. But within that basic framework lies ample room for being first with innovation.

The Goddard School has led the way by providing a franchise opportunity for people who don’t have educational backgrounds but want to be involved in helping children learn and reach their potential. The Goddard School accommodates these franchise investors with a dual management style, in which franchisees are responsible for the operation of the business, while an experienced director is brought in to implement the educational program.

This approach is well-suited to the typical The Goddard School franchisee’s talents and interests, says Jim DiRugeris, vice president of franchise development for the King of Prussia, Pennsylvania-based franchiser. “What initially attracts someone to inquire about The Goddard School is their passion for children and early childhood education,” he says. “Most of our franchisees do not have any type of early childhood education background but clearly see the value of it.”

The Goddard School leverages the power of the concept by implementing robust mentoring programs in which franchisees work with other, more experienced franchisees to fine-tune their operations. The approach has helped the franchise network grow to 428 schools in 35 states.

Most locations for The Goddard School are in affluent suburban communities, but the company is extending a new urban school format designed to appeal to families in city centers. Within the next 12 months, DiRugeris anticipates they’ll add 30 new school locations, targeting markets including Texas, California,
Inspiring the Dreams of Children.
While Fulflling Your Own.

Steve and Sheryl realized their dream of hiking Havasu Falls near the Grand Canyon.

Real Owners. Real Stories.

Sheryl Nelson and Steve Slaw became owners of The Goddard School and discovered they can make a comfortable living with a business that makes a positive impact on their community. With Goddard’s unique business model and unparalleled support, they have their nights and weekends free. So now they can hike their way right through that bucket list.

GODDARD SYSTEMS, INC.
FRANCHISOR OF THE GODDARD SCHOOL
PROMISING FUTURES™

Get started at:
OwnAGoddard.com
877-256-7048


The Goddard School franchise is operated by independent franchisees under a license agreement with Education Systems, Inc. Returns and earnings vary. Participation available upon request. All the information in this advertisement is not an offer or solicitation for persons residing in any state where registration is required. The State of New York does not accept this advertisement as proof of compliance. The franchise in New York is registered with the NYS Department of State, Business Registration Division.

TO ADVERTISE CONTACT 800.938.4660 • WWW.DIRECTACTIONMEDIA.COM
Minnesota, and Michigan. “There are a lot of growth opportunities for our brand,” DiRugeris says.

Snap Fitness has grown its chain of affordable, 24-hour gym and fitness centers to approximately 2,000 locations in 18 countries in part by appealing to franchisees with an exceptionally well-developed and smoothly operating franchisee start-up and support system. “What sets our brand apart from the competition is our fully-integrated process,” says Peter Taunton, president and CEO of the Chanhassen, Minnesota-based company. “From buying a franchise to celebrating a grand opening, the turnkey systems and world-class support we have in place allow prospects to become owners seamlessly.”

The company also has an in-house finance division that helps franchisees get the best value-added services and products for their money, Taunton adds. “When you partner with Snap Fitness, you have a team of experts guiding you all the way through your franchise journey,” he says. “We’re truly a one-stop shop for all phases of bringing your location to life: real estate, build-out, marketing, and more.”

As one of the multiple franchise concepts under the Lift Brands umbrella, Snap Fitness has a wide-ranging and energetic vision for expansion opportunities. During the next year, the company anticipates continuing to grow rapidly and broadly. “As we continue to grow the Snap Fitness brand, every market is a target,” Taunton says. “We hope to have a location open every day somewhere around the world.”

Bricks 4 Kidz enables franchisees to build successful businesses by offering classes, camps, and after-school programs that teach kids principles of science, technology, engineering, and math (STEM) using LEGO brand plastic building bricks. The St. Augustine, Florida-based company’s educational play offerings include project kits and theme-based models and are entertaining enough to be requested for children’s birthday parties. At the same time, building the models helps young learners figure out how things work while also encouraging and exploring their own creativity. Manipulating the small plastic parts even helps children develop fine motor skills.

The global attraction of the LEGO brand name encourages parents to sign kids up for classes, reducing the need for intensive marketing efforts. And because the LEGO brand has been prominent for a long time, parents who get exposed to the idea readily recall their childhood learning experiences with it, and are eager to enroll their own children.

The Bricks 4 Kidz business model is particularly well suited to low-overhead, home-based operation. Franchisees typically hold the programs in schools, community centers, and similar facilities so they don’t need costly retail locations, although some franchisees do have dedicated Creativity Centers.

Bricks 4 Kidz and Sew Fun Studios and Challenge Island, its affiliated franchise concepts under the Creative Learning Corp. umbrella, have more than 700 franchises in 40 countries. Bricks 4 Kidz recently opened locations in Malta and Saudi Arabia, and target growth markets include China and Europe. The company is also looking to expand the number of multi-unit operators.

Fantastic Sam’s Hair Salons’ franchise was the first to introduce the no-appointment hair salon. “We pioneered the idea that anyone could walk in off the street and get service without an appointment,” says Linda Chadwick, president and CEO of the Beverly, Massachusetts franchiser. “That’s
IF YOU WANT TO BE IN THE WELLNESS BUSINESS, WE HAVE A FRANCHISE FIT FOR YOU.

PETER TAUNTON
FOUNDER & CEO

INCENTIVES FOR MULTI-UNIT AGREEMENTS WITH FINANCING AVAILABLE

INDUSTRY LEADING UNIT LEVEL ECONOMICS

STRONG CORPORATE INFRASTRUCTURE TO SUPPORT GROWTH

ONE POWERFUL ORGANIZATION, TWO GLOBAL BRANDS.

CONTACT US TODAY!

LiftBrands.com
844.LIFTNOW
Sales@LiftBrands.com

*Based on Item 19 of the Snap Fitness 2016 Franchise Disclosure Document. This advertisement is not an offer for a franchise. Such an offer can only be made by the franchisor through its Franchise Disclosure Document. Lift Brands, Inc. 2444 Galpin Court, Suite 100, Chanhassen, MN 55317.

BE YOUR OWN BOSS WITH AMERICA’S FITNESS BRAND

2,000 CLUBS OPEN OR IN DEVELOPMENT IN 18 COUNTRIES

1,800+ MEMBERS* IN OUR TOP CLUBS

ENTREPRENEUR FRANCHISE 500 RANKED 2015

BRING OUR BREAKTHROUGH CONCEPT TO YOUR COMMUNITY

FIRST-OF-ITS-KIND YOGA FRANCHISE CONCEPT

LOW COST TO ENTRY FINANCING AVAILABLE

YogaFit®
commonplace today, but it was revolutionary when we created it.”

Today Fantastic Sam’s offers a full range of services, specializing in serving higher-revenue hair color customers. With more than 1,100 Fantastic Sam’s locations already open, Chadwick anticipates future strong growth areas will include the Mid-Atlantic region, the Southeast, California, and Texas. “We are planning strong growth in these areas, as the economy continues to grow and new housing developments target new residential communities,” she says.

SealMaster is a doubly rare entity in the franchising world. First, it is a manufacturing business. Second, it offers territories as large as entire states. Franchisees of the Sandusky, Ohio-based company manufacture and sell pavement sealer, materials, and equipment. They serve a large and growing market of public and private customers that includes federal, state, and local governments as well as pavement maintenance contractors, property management companies, and airports.

SealMaster franchisees enjoy an impressive record of financial success. Of 23 SealMaster franchises in operation at least five years, annual sales averaged $5.2 million dollars, with a 42 percent average gross profit. SealMaster plans to offer just 48 territories in the United States and has only about 15 territories left.

When Seniors Helping Seniors co-founder and CEO Philip Yocom set out to research the local senior market 20 years ago, he identified a need for seniors to be able to live independently in their homes. Reading, Pennsylvania-based Seniors Helping Seniors was created to fill this need by providing less-active seniors with in-home, non-medical care delivered by more active seniors.

“We had no way of knowing senior in-home, non-medical care would become one of the top five most profitable segments in franchising today,” says Yocom. Yet today the business he helped pioneer has become a sizable industry. Meanwhile, Seniors Helping Seniors has expanded to more than 250 territories, and Yocom anticipates adding 60 more in a year.

Dale Carnegie Training’s century-old principles are more relevant than ever, according to Jean-Louis Van Doorne, senior vice president of the New York-based franchiser. “Technology is widely available and commoditized but not people skills,” he says. “Employers are looking for people who are not only well-educated but also superbly trained.” With franchises in more than 90 countries, the company targets China, Australia, the Middle East, and Africa for growth.

Gold’s Gym is celebrating 50 years in the fitness industry, and that longevity provides franchisees with an unbeatable reason to choose it, says Pete Wei, director of franchise development for the Dallas-based chain. The company has approximately 700 locations, and Wei anticipates opening 30 more during the next year, both nationally and internationally. “We’ve seen an aggressive expansion overseas,” Wei says.

Bruster’s Real Ice Cream franchisees deliver 37 flavors chosen from nearly 150 recipes. Ice cream, cakes, pies, and waffle cones are all made fresh in the store where they are served. The Bridgewater, Pennsylvania-based franchiser has more than 190 units open and plans to top 200 units within the next year.

HomeVestors of America’s powerful brand—exemplified by its “We Buy Ugly Houses” billboards—is a primary reason franchisees choose the Dallas-based residential real estate investment franchise, says co-president David Hicks. That brand helps franchisees find houses to buy, while mentorships help hone business acumen. With more than 600 franchises in 44 states, Hicks plans to add 100 in a year.

Our Town America is the first new-mover marketing company to enter franchising, and today the Pinellas Park, Florida-based franchiser has 57 franchisees in 23 states. Our Town America continues to innovate, according to Michael Plummer Jr., CEO and president, with their new Carrier Route Targeting program, which allows partnered businesses to demographically focus by neighborhood, rather than full ZIP codes.

Innovation, clearly, is a frequent theme in the history of franchising. While franchising overall is generally stable, that doesn’t mean it is not changing and growing. In fact, a degree of innovation may be a requirement for survival and prosperity. At the very least, as these examples show, being first in some way is frequently a significant component of being successful in the first place.
GET GREAT RETURN from a franchise that ENRICHES LIVES.

- LOW COST franchise – mobile/home base business
- LOW FIXED OVERHEAD
- Large TERRITORY exclusivity
- FAST RAMP UP – high profit margins
- One of the FASTEST GROWING 700+ FRANCHISES SOLD IN 40 COUNTRIES IN THE PAST 5 1/2 YEARS

Bricks 4 Kidz® received the highly coveted 2015 Best of the Best award from Entrepreneur Magazine, adding this accolade to the growing list of global accomplishments.

RANKED IN #1 CHILDREN’S ENRICHMENT FRANCHISE, SEPTEMBER 2015
#2 BEST NEW FRANCHISE, MARCH 2014
#8 FASTEST GROWING FRANCHISE, 2015

Bricks 4 Kidz® provides project based programs to teach principles and methods of engineering to children, ages 3 to 13+, using LEGO® Bricks, through enrichment classes in preschool, public and private elementary schools, middle schools, off-campus locations, in-school workshops, holiday and summer camps, birthday parties and other programs.

For franchise information: (904) 824-3133 or visit bricks4kidz.com/franchise-info
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@seniorhelpingseniors.com www.seniorhelpingseniors.com

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

Business Opportunity

“The SealMaster franchise is not only a nice income generator, it’s a great capital asset and wealth builder. The SealMaster franchise has been the best investment in my life. It has allowed me a lifestyle beyond my hopes and dreams.”

- Bob Krebs, SealMaster Franchise Owner

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

SealMaster® Franchise Quick Facts

- Significant Earning Potential. The Top Producing SealMaster Franchise Revenue - Over $12 Million Annually in One Territory
- Large Territories - In Some Cases up to an Entire State
- Typical Investment - $650,000 to $950,000
- Recession-Resistant Franchise

Learn more at sealmasterfranchise.com or call (800) 341-7325

Offer Made by Prospectus Only
INVEST IN YOUR FUTURE.

Highly Differentiated Brand  |  Unique Customer Interaction  |  Strong Unit-Level Economics

3,500+ restaurants in 45 states, generating $4+ billion in system wide sales annually and still growing.


What makes us a fantastic business opportunity?

Fantastic Sams is a convenient, affordable salon delivering over 17 million haircuts and styles annually to families.

Salon and hair-care is a $75-billion industry that has been growing by 8% annually, a stable business that remains in demand. Fantastic Sams is a national full-service salon franchise with 1,100 units and over 40 years of experience.

Fantastic Sams specializes in affordable haircuts, color, treatments and salon professional retail products. The Fantastic Sams brand you might remember from the 1970s was acquired in 2012 by Dessange International, a premium-luxury, multinational European beauty salon chain, with a focus on global beauty.

One of the Top 50 Franchises in America.

Contact us at 855.371.3465

FantasticSamsFranchise.com

A division of Dessange Group North America, inc.
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

Call: Corey Bradley (480) 529-4565
Email: Franchise@Brusters.com
Visit: Brusters.com/Franchise for more information

OWN A PART OF THE LEGEND

- OVER 30 YEARS OF FRANCHISING EXPERIENCE
- $2.68 MILLION AVERAGE REVENUE*
- 26.5% AVERAGE EBITDA*
- 96% BRAND AWARENESS

www.goldsgym.com/franchising

*You are not guaranteed the same results. This is the average revenue and EBITDA during 2014 for the Gold’s Gym corporate store based on information that was provided to Gold’s Gym on or before October 31, 2014. Please see Item 19 of the Franchise Disclosure Document for more information. There is no assurance that you will do as well.

NOW MAY BE THE PERFECT TIME TO INVEST IN REAL ESTATE!

PROVEN SYSTEM TO BUY & SELL HOUSES
HomeVestors® provides you with a system to follow & continuous mentoring & franchise support.

ONGOING SUPPORT
Learn from the franchise system that has purchased over 60,000 houses.

FINANCING FOR ACQUISITIONS & REPAIRS
We make it quick and easy to obtain financing for qualifying acquisitions and repairs.

HVA MAPS
This sophisticated software system takes the guesswork out of estimating repairs and helps to keep you out of the “minefields” of making costly mistakes.

WE BUY UGLY HOUSES®

CALL 800-704-6992 HomeVestors.com

BECOME A PLAYER IN THE EXPLODING GLOBAL BUSINESS EDUCATION MARKET

Join Dale Carnegie Training, a highly recognized world wide brand with unsurpassed franchise development and support.

Exclusive franchise territories available!

dalecarnegie.com/own-a-franchise

To learn more contact Terri Kiely at 636-925-9703

Copyright © 2014 Dale Carnegie & Associates, Inc. All rights reserved. Franchise, 12014 JLoR68
A Turn-Key Master Franchise Program that provides the Opportunity, Recurring Revenue and Freedom you desire.

Stratus Building Solutions’ Master Franchise Program allows experienced executives to capitalize on the business of becoming a franchisor.

Exclusive Metropolitan Territories Available!

StratusBuildingSolutions.com
(888) 981–1555