One of the emerging franchise trends this year is that franchisees are increasingly interested in helping individuals and communities while also building businesses that provide income. “They want to feel good about what they’re doing, and match their business and entrepreneurial focus with their core values,” says Marc Hatch, vice president of Washougal, Washington-based NWBB Inc., the producer of “The Franchise Minute” radio program. As a result, Hatch says some of the most promising growth opportunities are franchises that combine social benefit with a sound business model.

One example Hatch points to is PrimeTime Athletics, a Scottsdale, Arizona-based franchiser of flag football leagues. PrimeTime Athletics franchises get to combine encouraging youth to engage in healthy physical activity with coaching football at the same they are creating successful businesses. “Anybody can be a football coach,” Hatch says. “This is a way for them to help children be healthy and make a living doing so.”

PrimeTime Athletics has approximately a dozen franchises primarily in Arizona. The company is well-positioned to benefit right now from the National Football League’s NFL Play 60 campaign to encourage kids to be active for 60 minutes a day. “The NFL is spending millions of dollars to promote it,” Hatch says. “And this particular franchise opportunity allows the new franchise owner to play along with that.”

Thinique franchisees help people transition to healthier lifestyles through medically supervised weight loss and male hormone therapy programs. The Fort Worth, Texas-based company also offers entrepreneurs the opportunity to tap into a growing market with high demand, says founder and CEO Cris Cawley. She notes that a Journal of the American Medical Association report this year found a third of U.S. adults and 17 percent of children are obese. “It’s very rewarding personally and professionally to be leading an industry that is growing so fast and has the potential to change millions of people’s lives,” she says.

Since beginning franchising in May of 2013, Thinique has opened 16 clinics and has 221 locations in development in nine states. It is currently expanding to the East Coast and recently sold its first East Coast unit in New York. “In 2015 we’re looking to expand as we continue to open more units, bring exposure to our emerging brand, and of course help our franchisees be as successful and profitable as possible,” Cawley says.

SealMaster’s franchises owners come from a variety of backgrounds and many build businesses that are passed on to the next generation. Franchise owner Bob Krebs says, “The SealMaster franchise has been the best investment in my life. It has allowed me a lifestyle beyond my hopes and dreams.” The Sandusky, Ohio-based

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Founder & CEO

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SEAN O’NEAL
Thinine Regional Developer

“After many successful years in business developing surgical centers, chiropractic clinics and restaurants, we are very excited about adding Thinine™ to our business portfolio. Our plan is to open over 100 locations in five states and be hands on operations. We encourage all franchise owners to look at the opportunity while regions are still available.”

SealMaster® Franchise Quick Facts

- Significant Earning Potential. The Top Producing SealMaster Franchise Revenue - Over $10 Million Annually in One Territory
- Large Territories - In Some Cases up to an Entire State
- Typical Investment - $579,800 to $924,500
- Recession-Proof Franchise

“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

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company enables franchisees to manufacture SealMaster pavement sealers and sell a full line of pavement maintenance products and equipment. Territories may be as large as entire states. “We base our territories on population and to some degree, state borders,” says Rick Simon, director of franchise operations.

Demand for pavement sealing and related products and equipment is expanding with improving economic conditions, particularly in Western states. With 34 open franchises and two company-owned locations and retail outlets, and distributors across the U.S., several state-sized territories are still available, particularly in recently opened Midwest and Mountain states. “Conditions are now such that we know franchise owners in the territories we’re opening up will be poised for growth,” Simon says.

HomeVestors is a Dallas-based professional house-buying franchise that Co-President David Hicks says offers franchisees the advantages of a well-established brand and national organization that clearly distinguish them from individual real-estate investors. “It’s not just an investor with a ladder in the back of the truck,” he says. HomeVestors also feeds franchisees leads to homes for purchase, and supplies training and financing.

HomeVestors has refined its model since 1996, during which time its independently owned and operated franchisees have purchased more than 56,000 houses. With more than 500 locations in 42 states and 120 markets, HomeVestors is in every large city. During 2015, Hicks expects to expand into smaller cities, particularly in states like California, North Carolina, New Jersey, and New York, and add 200 franchises. “Our goal is to fill out the U.S.,” he says.

From health needs to recreational activities, maintaining critical infrastructure and providing housing, these franchises help build communities while also building successful businesses. “That is where things are heading,” says Hatch. “Revenue streams are important. But so is social value.”

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LunchBOX (A WAXING SALON):
Smooth Operators

FOUNDER + CEO DEBI LANE TALKS ABOUT WHY THE FULL-SERVICE SPEED-WAXING SALON IS ATTRACTING HEAVY HITTERS IN THE FRANCHISE INDUSTRY

WHEN DEBI LANE took her chic-and-cheeky wax-only salon concept from a private business to the franchise arena, she imagined bright, confident women opening up their own LunchBOX (A WAXING SALON) franchises in thriving, progressive communities.

The first two franchisees confirmed her vision, as areas in Idaho and Oregon sold quickly, one to a woman with decades of salon experience and the other to the former director of women’s services at Portland State University.

“A modern place with a playful vibe that’s dedicated to nothing but someone’s comfort and waxing needs makes sense for consumers and business owners,” said Lane, who opened the first LunchBOX salon in 2010 when she realized waxing was increasing in popularity but was still generally an after-thought at salons. “Behind our expertly trained waxologists, thoughtfully designed salons and specially formulated products is a knowledgeable, energetic team that guides each LunchBOX franchisee every step of the way.”

A growing industry and virtually untapped emerging demographic add to the appeal. IBISWorld projects the waxing industry to grow at an average annual rate of 3.5 percent through 2017 as the female market expands to include teens and Baby Boomers. Complementing that loyal base are men who are hopping on the hairless bandwagon. An askmen.com survey polled 1,000 men, and a staggering 95 percent said manscaping is part of their regular regimen.

Although about half of the services booked at LunchBOX are Brazilians (and the eyebrow-raising logo boasts a woman toting a carefully placed lunchbox), the salons cater to men as well as women and offer a full menu of waxing services – from bottoms to brows, chins to chests – a little (like ears) or a lot (from tip to tail).

LunchBOX is seeking qualified franchisees to own salons in affluent, progressive communities in 30 states. For more information, visit lunchboxfranchise.com.

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Now they are joining LunchBOX, which in a year, has inked deals for more than 60 salons in 11 states from coast to coast and Puerto Rico. So, why are savvy entrepreneurs getting behind the LunchBOX brand?

*This is not an offer to sell or solicitation of an offer to buy. Offers are only made in states where we have complied with applicable law and an offer to sell or a solicitation of any offer to buy a franchise shall be made solely by a Franchise Disclosure Document. All financial information is as shown in Section 19 of the FDD to be disclosed to potential franchisees during the awarding process.