

# Franchises Tap the Veterans Advantage

BY MICHAEL RONEY

Today's most successful franchises value the discipline and leadership that military veterans bring to business. That's why they proactively recruit those who have served our country, often offering financial incentives, training and career mentoring through the International Franchise Association's VetFran initiative. Standouts include:

## Bruster's Real Ice Cream:

This national frozen treats chain partners with VetFran to offer qualified veterans a 50% discount on the initial franchise fee. More than 12% of Bruster's franchisees have served in the military.

## Home Franchise Concepts:

HFC's Budget Blinds and Tailored Living were named in Military Times' "Best for Vets: Franchises 2014-15." Two reasons are the \$15,000 and \$5,000 discounts on their respective ownership fees. Overall, HFC has given over \$1 million in discounts to vets through its Million Dollar Franchise Event (MDFE).

## Mosquito Joe:

Named a "Hot Franchise for Veterans"

by GI Jobs Magazine, this mosquito-control treatment chain offers veterans a \$2,500 discount on what already is the lowest franchise fee in the industry. Another plus: The business can be run from virtually any home or office.

## ServiceMaster:

This family of franchises offers a range of cleaning, restoration and pest-control services for homes and businesses. A proud supporter of VetFran since 1991, it offers a 15% discount on its initial franchisee fees

## Sonic:

The country's largest drive-in chain

proactively assists all veterans looking to become franchisees, including those who have served in the National Guard. The simple reason: Sonic firmly believes in the leadership capabilities that vets bring to franchise ownership.

## Sport Clips® Haircuts:

This haircare business serving men and boys offers a 20% discount on its franchise fee through VetFran, and has welcomed more than 45 veterans as team leaders over the past 20 years.

The takeaway: Engaging with veterans is a top strategy for franchisors, resulting in a win-win for all parties.



## INVEST IN YOUR FUTURE.

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

Exclusive Multi-Unit Territories Available Nationally. Visit [SonicFranchises.com](http://SonicFranchises.com).

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## "I COMMANDED A COMPANY IN IRAQ. NOW I'M READY TO RUN MY OWN BUSINESS."

At Home Franchise Concepts, we think owning a business is one of the most rewarding things you can do. Our brands are some of the hottest in the home services industry. Choose Budget Blinds, the #1 window coverings franchise\* for 20 years, or any one of our in-demand brands. Because when you join forces with Home Franchise Concepts, there's no limit to what you can achieve.

If you're ready to be your own boss, contact us today to see how you could save up to \$15,000 on your franchise with our special Veteran discount.

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### IMPRESSIVE EARNINGS POTENTIAL

AVERAGE SALES OF  
**\$523,514\*\***

WITH AN AVERAGE  
GROSS PROFIT  
MARGIN OF

**52%\*\*\***

IN THE U. S.



\*Entrepreneur® Magazine 1996 – 2015. \*\*Reflects the experiences of 251 single-territory Budget Blinds franchisees open for all of calendar 2014 who responded to a survey conducted in February 2015. \*\*\*Reflects the experiences of Budget Blinds franchisees open for all of calendar 2014 and who responded to the survey, representing 51% of territories nationwide. Refer to FDD Item 19 for details. This is not an offering to sell a franchise. Franchise offerings are only made via Franchise Disclosure Document. ©Home Franchise Concepts, Inc., 2015. All rights reserved.



# VETERANS:

**Want to OWN a  
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**\$7500 U.S. Armed Forces Discount\***  
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\*\$7500 discount off initial franchise fee; offer is subject to franchisee approval. Visit our website or call 612-337-3300 for more information. © HDIP, INC 2015

## AT SPORT CLIPS, WE GET THE VET.

*You've served your country. Now, you're ready for a new mission.*



**Build a solid future** with a strong work-life balance and financial independence as a Sport Clips franchisee in America's fastest growing men's and boys' haircut franchise.

- A proven business model with no hair care experience required
- Franchise fee discount of 20% for qualified veterans
- Financing partners ready to assist you
- Turnkey set-up, including site location build-out, marketing support, & more
- Lower start-up costs compared to industry average with no perishables
- Opportunities to support fellow veterans - Help A Hero program raised over \$3M for the VFW Foundation

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**HAIRCUTS**

**Official Haircutter  
of the VFW**

**IT'S GOOD TO BE ~~A GUY~~ AN OWNER**

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**VET★FRAN**  
Veterans Transition Franchise Initiative

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Take command of  
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a second career in  
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- Financing available
- Military discount

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The offer of a franchise can only be made through the delivery of a Franchise Disclosure Document. Our Minnesota File Numbers are: AmeriSpec L.L.C. F-7441; Furniture Medic L.P., F-7440; Merry Maids L.P., F-7439; and ServiceMaster Residential/Commercial Services L.P., F-7462. ServiceMaster Franchise Services Group, 3839 Forest Hill-Irene Road, Memphis, Tennessee 38125 © 2015. The ServiceMaster Co., L.L.C. All rights reserved.

## JOIN MOSQUITO JOE AND MAKE OUTSIDE FUN AGAIN.



- Recurring revenue stream.
- Low franchise fee and fast start-up.
- Full training & support - no experience needed!
- Great as a stand-alone or complement to an existing business.
- Veteran discounts available.

"It feels like I'm on patrol. This time I have a new enemy: mosquitoes, ticks and fleas."  
Robert Rummels, U.S. Army Ranger for 22 years, Franchisee in Richmond, VA

**Multi-unit and single territories available - call today!**



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Franchisee Satisfaction  
4-Star Owner Rating  
FranchiseBusinessREVIEW

VET ★ FRAN

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**500**  
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- 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

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