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 mosquitocontrol 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 franchisers, resulting in a win-win for all parties.



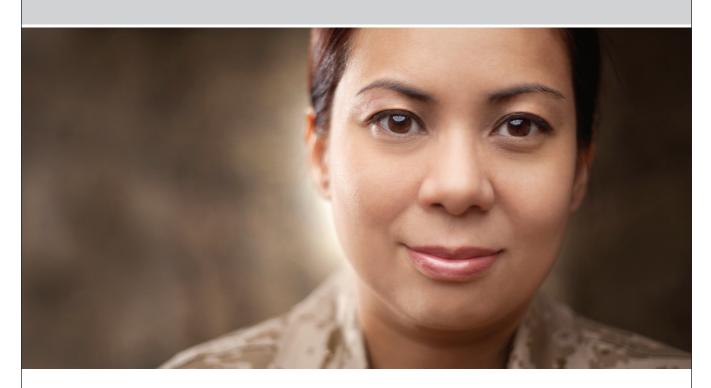
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At Home Franchise Concepts, we think owning a business is one of the most rewarding things you can do. Our brands are some of the hottest in the home services industry. Choose Budget Blinds, the #1 window coverings franchise for 20 years, or any one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

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*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.



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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

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