

# MAIN STREET'S GROWTH ENGINE



## YOU CAN SEE IT IN TOWNS ACROSS

the U.S.: living, breathing examples of small-business owners who are driving our economic recovery. Many are franchisees, and their companies—everything from fast-food restaurants and hair salons to in-home senior care services and fitness facilities—are generating jobs, spending, and growth in the U.S. economy.

“We often overlook the economic impact that franchises have in the communities where they operate,” says John Reynolds, president of the International Franchise Association (IFA) Educational Foundation. “The people who work for them and the consumers who buy their goods and services live nearby, so all that activity stays local and helps to drive job and overall growth.”

The figures bear this out. According to recent research by the IFA, the Washington, D.C., trade group that represents franchisors, the number of new jobs created by franchised businesses in 2016 will increase 3.1%, to over 9 million workers, outpacing the growth of employment in all businesses economy-wide, as it has in each of the past five years. Overall combined revenues for these franchised companies—which will number close to 800,000 by year’s end—will approach \$945 billion, a healthy 5.8% increase over 2015.

The franchise concepts you’ll read about here were started by entrepreneurs who saw an opportunity or a need that motivated them to create a business. The decision to franchise a business concept is certainly a financial one, but it is also a chance for innovators to help other would-be



ILLUSTRATION BY JAMES YANG

## FRANCHISING IS CREATING NEW JOBS AND DRIVING ECONOMIC DEVELOPMENT IN THE RETAIL AND SERVICE SECTORS.

entrepreneurs.

Consider Sport Clips Haircuts. In the early 1990s, founder and CEO Gordon Logan saw potential in the men’s and boys’ haircut market. Today, Sport Clips has more than 1,500 locations across 50 states and 22 locations in Canada; Logan estimates that another 150 to 160 locations will open in the next year. He says the company has created over 15,000 jobs and has given millions of dollars to charity.

Another franchise in the haircut space is Great Clips. It has more than 3,900 salons in the U.S. where men and women can walk in without an appointment. COO Rob Goggins says the company is on track to add 200 to 250 new salons per year for the next several years.

Omaha-based Right at Home is an in-home senior care and home health care service. The company was started in 2001, and Eric Little, chief development officer, claims that its 448 franchisees have provided care for over 80,000 clients. Those who want to own a Right at Home franchise “want to do work that matters,” Little says.

The concept offers services to the elderly, including shopping, cooking, cleaning, and errand services, as well as personal care, where a certified nursing aide helps the client with showering, dressing, and other hygiene needs. Little says its franchise candidates are often attracted to the concept because they have experience with an aging loved one. “They have seen firsthand the benefit of enabling people to stay in their own homes,” he says.

Franchises bolster the community, IFA’s Reynolds points out. For example, through direct mail, Our Town America connects families new in a neighborhood—“new movers”—with local businesses. “We focus on elevating the success of neighborhood businesses and locally owned franchises,” says CEO Michael Plummer Jr.

When a franchised business creates jobs that help others find jobs, that’s a win-win. Express Employment Professionals is a leading staffing franchise, with 764 locations throughout the U.S. and Canada, and plans to expand to 800 this year. David Lewis, vice president of franchising for the Oklahoma City-based company, says the average Express

franchisee finds jobs for 650 people per year.

Service businesses have always been a strong component of the U.S. franchising sector, and that trend is likely to continue, according to the IFA. Two such concepts are Cruise Planners, the home-based travel planning company, and Cantina Laredo, a Mexican restaurant chain. Cruise Planners has 1,400 franchises in all 50 states, and co-founder and CEO Michelle Fee says it has been adding new franchises at a rate of about 300 a year for the past three years. John Harkey Jr., CEO of Consolidated Restaurant Operations, the parent company of Cantina Laredo, says the concept is the fastest-growing of the company’s eight restaurant brands, with 38 locations in 16 states and the goal of 75 restaurants operating in the next three years.

One of the newer franchise concepts is the pool maintenance service Pool Scouts. The company started franchising in January with its low-cost, home-based seasonal business that can be built as a recurring service focused on high customer retention.

Dallas-based HomeVestors of America has a longer history: Since 1996 its franchises have been buying, repairing, and selling run-down homes. David Hicks, co-president of the company, lauds its 700 franchises for “improving neighborhoods one house at a time.”

One of the fastest-growing concepts in franchising is fitness. Since it started franchising in 2006, Retro Fitness has 145 open locations with dozens more in development. Its high-value, low-cost fitness model gives owners a predictable monthly income from membership dues while ancillary offerings like personal training, group exercise classes, and a juice bar create additional revenue streams. Jason Mattes, the company’s chief development officer, says the brand’s emphasis on well-being, unit economics, and streamlined operations along with its opportune market timing are the primary driving forces behind Retro Fitness’s rapid growth. “Our clubs not only contribute to the economic health of the communities in which we operate,” he says, “but also to the physical well-being of our members.” ●



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FOR MORE INFORMATION, VISIT [RetroFranchising.com](http://RetroFranchising.com)

The average gross sales, EBITDA, and membership figures for the top 10% of Retro Fitness clubs as published in Item 19 of the Retro Fitness 2016 Franchise Disclosure Document. This is not an offer to sell a franchise. Offerings made by prospectus only. ©2016 Retro Fitness LLC. All rights reserved.

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In his previous career, Bill Love spent many successful years working in manufacturing and merchandising for well-known department stores. After years of traveling back and forth to New York City and spending days at a time away from his family, Bill was ready for a career change. He and his wife, Christy, decided it was the right time to pursue an opportunity that allowed them to make a difference in their community while simultaneously providing the lifestyle they wanted for their family.

"Both my wife and I had always wanted to own our own business, and we knew that we wanted to serve the senior population," said Bill Love. "When we found Right at Home, we were impressed with their business model, their corporate staff, and the support system they offered to their franchisees; we knew it was the right fit for us."

The couple purchased a second territory after a year of operating their first location. "Owning a Right at Home Franchise has been very rewarding and has allowed us to build a secure future for our family," said Love.

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\*There is no assurance that your Franchise Business will do as well as those referenced above. Actual results vary from business to business.

\*Net Sales 2015 for 237 Franchise Entities who own, collectively, 367 franchised Businesses open 12 months or more as of December 31, 2015. 85 or 36% of these Franchise Entities attained or surpassed the represented level of financial performance.

\*Average gross margin in 2015 of 36% Franchise Businesses open 12 months or more as of December 31, 2015: 189 or 51% of these Franchise Businesses attained or surpassed the represented level of financial performance.

Right at Home, Inc. 6464 Center St., Ste. 150, Omaha, NE 68106. This information is not intended as an offer to sell, or the solicitation of an offer to buy a franchise. It is for information purposes only.



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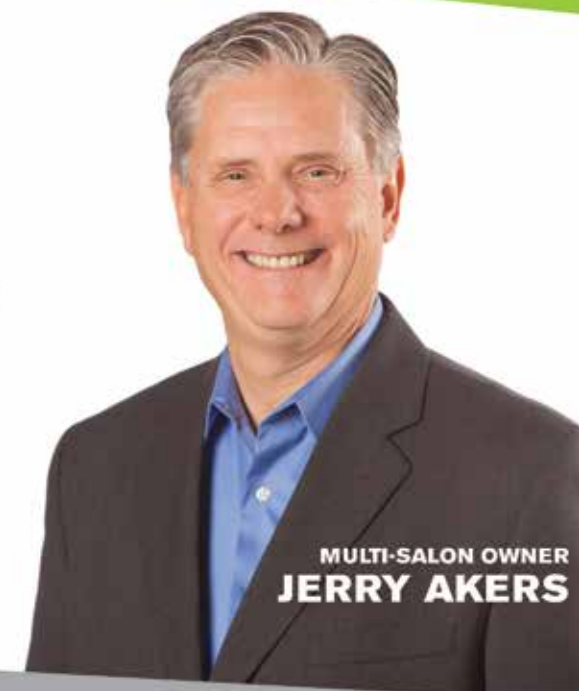
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Fantastic Sams [fantasticsamsfranchise.com](http://fantasticsamsfranchise.com)

Great Clips [GreatClipsFranchise.com](http://GreatClipsFranchise.com)

HomeVestors of America [HomeVestorsFranchise.com](http://HomeVestorsFranchise.com)

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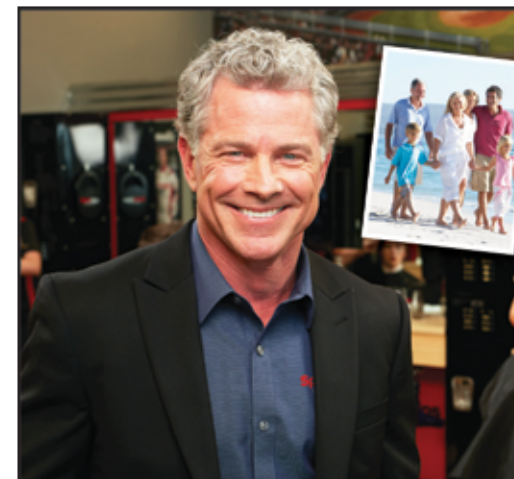
Our Town America [ourtownamerica.com](http://ourtownamerica.com)

Pool Scouts [PoolScoutsFranchise.com](http://PoolScoutsFranchise.com)

Retro Fitness [Retrofranchising.com](http://Retrofranchising.com)

Right at Home [rightathomefranchise.com/fortune](http://rightathomefranchise.com/fortune)

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