



Franchising and Business Growth Go Hand-in-Hand

by Mark Henricks

Business growth wouldn't be the same without franchising. During the last five years, according to the International Franchising Association (IFA), franchises have expanded their employment by an annual average of 2.6 percent. That's 20 percent higher than all businesses across the economy, according to the Washington, D.C.-based industry group.

Snap Fitness is one of the concepts contributing significantly to franchise industry growth. The Chanhassen, Minnesota, fitness franchise was founded in 2003 to offer a fresh combination of value, convenience, and quality in the health club space. Consumers quickly engaged with the promise of handy locations, no contracts, and 24/7 hours of operation.

Steele Smiley, chief development officer and chief marketing officer for parent company Lift Brands, says one of the reasons Snap Fitness has done so well in assisting franchisees is that the umbrella franchising organization includes five brands. That gives the franchisers the opportunity to work with entrepreneurs from all different backgrounds, Smiley says.

"This diverse community of franchisees benefit from our proven concept, turnkey system, and simple process, which are already in place," Smiley adds. "Prospects are also encouraged by our low startup costs, as well as the expert assistance that comes with opening a new club. Finally, franchisees are inspired by the endless possibilities provided by Snap Fitness to positively affect their community."



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Snap Fitness has 2,000 locations open or in development in 18 countries. Smiley says the plan is to open 200 more clubs both domestically and internationally during 2016. The company is targeting a wide range of markets for its next phase of expansion. "Snap Fitness is a unique franchise with the ability to open clubs in a variety of diverse markets," Smiley says.

The Goddard School is a franchise business that offers parents and their children between the ages of six weeks to six years a proven, play-based educational approach that encourages them to have fun while learning. The company's curriculum has been developed by experts and is based on the latest research in order to help kids gain skills they need to succeed in school and in life.

By addressing students' emotional, academic, social, creative, and physical skills, The Goddard School ensures a well-rounded experience. Franchisees of the King of Prussia, Pennsylvania-based parent company are attracted by the chance to do meaningful work helping families, while enjoying the flexibility of a dual-management system, says Jim DiRuggeris, vice president of franchise development.



"Every school is co-led by an on-site owner and an education director who work together to make sure every family enjoys a warm, nurturing experience," DiRuggeris says. "Many of our franchisees are not educators and come from varied backgrounds, which works well when paired with a qualified education director as part of the dual-management approach."

The Goddard School currently has 453 locations up and running. "We plan to have more than 460 operational locations by the end of 2016," DiRuggeris says. "We have a few key areas that we want to grow this year, including Los Angeles, San Diego, Manhattan, Long Island, San Antonio, Boston, Florida, and Illinois."

Franchisees of Orlando-based uBreakiFix own and operate businesses that repair smartphones, tablets, gaming consoles, and other electronic devices. These gadgets have become ubiquitous and indispensable, but they still have a tendency to break, and when that happens, frustrated business and consumer users turn to uBreakiFix.

Founder Justin Wetherill says that they have developed a fan base among customers by using quality parts and providing a superior in-store experience. Franchise investors are drawn to the concept because it serves a vast market with a well-developed business model, and it supports franchisees comprehensively.



"uBreakiFix takes a very hands-on approach to management of the brand and support of the franchisees in order to enhance their likelihood of success," Wetherill says. The company has developed advanced systems for point-of-sale, ordering, inventory management, payroll, and other functions. That makes it possible for franchise owners to concentrate on making sure customers receive excellent service.

"The managers of our stores are not worried about where they're getting their parts tomorrow or where their payroll is," Wetherill says. "We've automated the running of the stores to such an extent that managers can focus on the experience in the stores. That's a big part of what's made us successful in this space."

There are 212 uBreakiFix locations in the U.S., Canada, and the Caribbean. "The goal for this year is 275; the goal for next year is just north of 400," Wetherill says. "And we're really focusing on the U.S. and Canada."

Retro Fitness is focused on providing franchisees with predictable monthly income from membership fees, additional revenue from a juice bar, and personal training and group fitness services. Jason Mattes, chief development officer of the Colts Neck, New Jersey-based franchiser says the model also offers a flexible, manager-run business featuring a simple, streamlined set of operations.

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The concept also has plenty of appeal to consumers. For a \$19.99 monthly fee, club members get access to a one-stop fitness facility with cardio, weight training, group classes, child sitting, and more. "People are watching their pocketbooks and waistlines today more than ever," Mattes adds. "That's ideal for a high-value, low-cost gym concept like Retro Fitness."



At the moment there are 145 franchised Retro Fitness locations open in 16 states. Most are in the Mid-Atlantic, but the company also has units operating in several New England, Southeastern, Midwestern, Southern, and Western states.

By the end of 2016, Mattes says, the plan is to have more than 175 Retro Fitness clubs up and running. In addition to expanding in their core geography of New York, New Jersey, and Pennsylvania, the company anticipates adding several new locations in emerging markets including California, Arizona, Utah, Illinois, Michigan, Maryland, North Carolina, Florida, and Texas.

Fantastic Sams Hair Salons, the first nationally franchised salon concept with services for the entire family, offers those looking for franchise opportunities in the salon and beauty segment a time-tested business model in an attractive market. "The salon segment of franchising is known for its stability, even during periods of recession, and within the salon segment, value-priced salons are the most attractive," says President and CEO Linda Chadwick.

In addition to the internal financing options and multiple revenue streams Fantastic Sams offers, one of the biggest draws for prospective franchisees is the new, sleek salon design and updated logo. "We hear nothing but good things, and we know that's going to continue as the dozens of new franchises we now have in the pipeline get up and running in the coming months," says Chadwick. Today Fantastic Sams has nearly 1,100 locations throughout the U.S. and parts of Canada and is poised to develop 100 new locations within the next 12 months.

Real estate has received increased attention in recent years from investors seeking stability and improved returns. That's good for all real estate investors, but

particularly for Dallas-based HomeVestors of America, which franchises businesses that invest in residential real estate properties.

"What really attracts people to our model is our trademark: 'We Buy Ugly Houses,'" says Co-president David Hicks. "The advertising around that trademark generates a consistent flow of leads to houses that fit the investors' model for rental property or properties they can fix up and sell."

HomeVestors franchises are fixing up properties in more than 720 locations in 44 states. Within a year, Hicks says, the system should top 800 from growth in existing metro areas as well as expansion into smaller markets.

Hair salons aren't vulnerable to internet competitors, and they resist recessions, require modest investment, and lend themselves to multi-unit franchising. And Great Clips stands out as the largest and fastest-growing salon, with nearly 4,000 North American units, including 1,000 new salons in the last five years.

"We've achieved 47 straight quarters of same-store sales growth, and salon-level profits have increased roughly 50 percent in the last six years," adds Rob Goggins, chief operating officer of Minneapolis-based Great Clips. As an all-franchise concept, the parent's management can focus entirely on franchisee needs, he adds.

"In 12 months we'll have roughly 4,175 salons open," Goggins says. "We are growing rapidly in the Northeast, Southeast, Texas, California, and Toronto, and we'll soon be opening salons in Manitoba and Saskatchewan."

While nobody likes mosquitoes, franchisees adore Mosquito Joe, a Virginia Beach-based chain of mosquito-control businesses. "We use a lot of fun in our branding and positioning," explains CEO Kevin Wilson. "That gets people interested initially. And they like the work we do for the community and believe the service we provide is valuable."

Mosquito Joe has 169 locations in 27 states, and Wilson anticipates having 240 open within a year or so. With franchises operating from Florida to Colorado and Minnesota to Texas, Mosquito Joe has ample room for expansion. "Every state in the country has mosquitoes," Wilson says. "And wherever there are mosquitoes, there should be a Mosquito Joe."

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pavement maintenance industry's one-stop source for materials, equipment, and tools. "The emphasis on pavement preservation and extending useful life of paved assets has never been greater," says Rick Simon, franchise operations director.



SealMaster franchisees have protected territories as large as entire states. Average 2015 sales for those in business five or more years was \$5.3 million. Only about 15 territories remain and are available in upper Central and Western states, New England, Arkansas, Texas, and Louisiana. "We plan to sell out the rest of the U.S. within four years," says Simon. Franchisees in 33 occupied territories currently operate around 100 locations nationwide.

As a national and international franchiser of hair salons targeting the male market, Sport Clips Haircuts occupies a special position. Remarkably, just six of the Georgetown, Texas-based franchiser's locations have closed since 2010, for a continuity rate in excess of 99 percent, notes Founder and CEO Gordon Logan.

The salons are designed for multi-unit operation. Although the concept employs a semi-absentee manager-run model, Sports Clips connects to communities it serves by supporting many different causes.

There are more than 1,550 Sports Clips in 50 states and in Canada, and Logan plans to add 160 in the next 12 months. "We anticipate that we will continue to open a lot of stores in the Northeast, where we still have a relatively low ratio of stores to population," he says.

A polished, casual image and menu of modern Mexican cuisine distinguish Cantina Laredo, a concept from Consolidated Restaurants of Dallas that began in 1984. "The original location in Addison, Texas, a suburb of Dallas, is still operating today, which is a testament to the timelessness and relevance of Cantina Laredo," says Chairman and CEO John D. Harkey, Jr. Cantina Laredo has 38 locations and anticipates adding 10 in the next 12 months.

Cruise Planners is a home-based business model that appeals to people who have a passion for travel. "You don't need to have travel industry experience to be a successful Cruise Planners franchise owner, because we truly are a business in a box," says CEO Michelle Fee. Coral Springs, Florida-based Cruise Planners has 1,400 franchises in all 50 states and is constantly growing, she adds.

The constant all Kolache Factory franchisees share, after moving from Houston, is nostalgia for the company's baked treats, says Dawn Nielsen, co-president of the Katy, Texas, parent. "They want to bring the Kolache Factory to their home town, and they know it will be a success," Nielsen says. So far, Kolache Factory is in 53 locations, with plans to open six to 10 in the next 12 months.

The Interface Financial Group franchisees provide growing small businesses short-term financing through accounts receivable factoring. "We look for mature individuals who have a solid business track record of their own and now seek the world of entrepreneurship," says President David Banfield. The Bethesda, Maryland, franchiser operates in eight countries, including approximately 70 U.S. franchises. Within a year, Banfield plans to add 10 to 12 U.S. units.

Kansas City-based Smallcakes Cupcakery and Creamery offers investors the opportunity to open a unit of the popular dessert retailer for a modest investment. "The biggest attraction is the cost," says CEO Jeff Martin. "For \$100,000 or less you can get one of these things open." Smallcakes has 150 mostly Midwest and Southern locations and plans to expand by 30 in 2016.

Chairs of C12 Group of San Antonio, Texas, facilitate gatherings of Christian chief executives and business owners for monthly peer advisory groups. "Members report off-the-charts satisfaction with the significance of the work they engage in with C12," says President and CEO Mike Sharrow, stressing that C12 is not a networking group. C12 operates in 90 mostly Southeastern and Central cities and anticipates topping 100 within a year.

While these franchises apply a variety of business models to a wide range of industries, all share the fact that they participate in a franchising field poised for continued strong growth. Forecasts from the International Franchise Association indicate franchise businesses should grow faster than non-franchised businesses in their sectors in 2016 for the sixth consecutive year.

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Average Annual Sales

\$677K

Average Annual Pre-Tax Profit

\$126K

Contact Brynson Smith

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*As of 12/31/15, there were 162 UBREAKIFIX locations in operation. As published in Item 19 of our Franchise Disclosure Document dated 4/15/16 these figures represent the actual, average total revenues and net profit (cash basis, before interest, income taxes) for the calendar year ending 12/31/15 of all UBREAKIFIX stores operated by us or our affiliates that met the following criteria: (i) were company/affiliate-operated businesses as of 12/31/15, (ii) had been open for at least two full years as of 1/1/15, and (iii) were still open as of 1/1/16 (16 stores in total). Of the included stores, six (or 38%) exceeded the stated average total revenues and eight (or 50%) exceeded the stated average net profit. A franchisee's results may differ from the represented performance. There is no assurance that you will do as well and you must accept that risk. The figures do not include revenues or expenses for franchisee-operated UBREAKIFIX Businesses as we cannot verify and/or control the level or type of expenditures made by individual franchisees. The net profit figure also does not reflect royalty, advertising and other franchise fees that franchisees pay to us and must be deducted to determine a franchisee's net profit.

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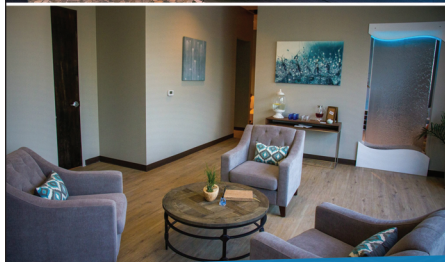
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