

# REVIEW

Ratings & Reviews of  
Today's Top Franchises | SPRING 2013



**SPECIAL REPORT:**

## LOW-COST FRANCHISES

Today's Top  
Opportunities  
Under \$100K



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# Letter from the Editor

Although the word “franchise” usually brings to mind big, expensive businesses like restaurants and retail stores, there are hundreds of lower-cost opportunities available. In this special report, we present today’s top franchises requiring an average overall investment of less than \$100,000. Without the overhead of pricey real estate, expensive equipment, or large product inventories, this niche group of franchises can be just as profitable (and sometimes more profitable) as their higher cost counterparts.

*Franchise Business Review annually surveys thousands of franchisees from hundreds of leading franchise brands to gauge franchisee satisfaction.*

If you’re considering a low-cost franchise opportunity, this report is a great starting point for your research. Franchise Business Review annually surveys thousands of franchisees from hundreds of leading franchise brands to gauge franchisee satisfaction. Not all brands willingly open their doors to an independent research

firm like Franchise Business Review, but those who do can offer investors a wealth of information on the system’s leadership, culture, training and support, financial outlook, and franchisee community—all from the perspective of franchisees. (If you’re researching a brand that doesn’t provide third-party franchisee satisfaction data, you may want to ask why as this can be a sign of deeper problems.)

This report highlights the top brands for low-cost franchises based exclusively on satisfaction, and we dig into what potential franchisees should consider as they research low-investment opportunities. Investing in a business is never without risk, but this elite list of today’s top low-investment franchises is a great place to start.

Happy franchising!



Molly Rowe  
Editorial Director

**FranchiseBusinessREVIEW™**  
Sharing the franchise experience

*Franchise Business Review is the leading market research company in the franchise industry, assisting prospective franchise buyers through the examination process of today’s leading franchise systems. Before you invest in any franchise opportunity, get the facts from Franchise Business Review. Our independent franchisee satisfaction reports measure the health of any franchise system, based exclusively on the feedback of today’s franchise owners... the real franchise experts!*

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Companies are listed alphabetically by industry category.

\*View this company's full satisfaction report at: [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com)

Cover photo courtesy of A All Animal Control.

# Low-Cost Franchises

## Small on Investment, Big on Opportunity

*One of the best ways to know if a franchise opportunity is really as good as it appears is to look at its franchisee satisfaction data.*

### WHO WE ARE

Franchise Business Review is a national market research firm that performs independent research of franchisee satisfaction. Our products include franchisee satisfaction reports, economic impact studies, customized surveys, sector studies, and other projects and services focused on driving franchise performance.

### WHAT WE DO

To compile the data for this report, we surveyed over 11,000 franchisees, representing more than 145 low-cost brands and 29,585 franchise units/locations. We contact all active franchisees within a franchise system and ask them to complete our satisfaction survey. Franchisees answer 33 benchmark questions ranking their franchise system in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity

of franchisor), general satisfaction, and the franchisee community. An additional 16 questions ask franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community. From this data, we identify our list of franchises with above average satisfaction.

It is important to note that all Franchise Business Review research studies are open to any North American-based franchise companies with at least 10 operating franchisees at absolutely no cost. The franchise companies listed in our reports are based solely on franchisee satisfaction ratings.

### WHY SATISFACTION MATTERS

By all accounts, this is a great time to buy a franchise. Franchise brands are outperforming non-franchised businesses, franchise units are experiencing healthy



Photo courtesy of TGA Premier Golf & Tennis.



Photo courtesy of FIT4MOM.

*Prospective franchisees may be surprised by the companies and brands that fall under the “low-cost” umbrella—art studios, children’s consignment “parties,” commercial security companies—because they provide niche services that aren’t typically considered in the mainstream definition of “franchise.”*

returns, and many people who’ve been considering franchise opportunities for several years are finally committing to their dream business. But, no matter how rosy things look for franchising as a whole, nothing guarantees a franchisee or a franchise concept will be successful. Prospective franchisees must thoroughly research every opportunity they are considering to determine if the concept is viable and the right fit for them.

One of the best ways to know if a franchise opportunity is really as good as it appears is to look at its franchisee satisfaction data. Not all brands survey their franchisees, but those who do offer a wealth of information on the system’s leadership, culture, training and support, financial outlook, and franchisee community.

#### MODELS, CONCEPTS, AND SERVICES

The low-cost segment has traditionally been very service-oriented because these concepts don’t usually need a big office space, inventory, or other resources that require lots of capital. Service brands like **U.S. Lawns**, **Window Genie**, and **Weed Man** have been on our list of top low-cost franchises for several years. We’re also seeing an increase in the popularity of businesses related to the home, either real estate franchise concepts like **Help-U-Sell** or companies that offer home services like **Budget Blinds**. Home healthcare, fitness and recreation, and travel planning all continue to be popular industries for low-cost investments.

Food franchises, which typically require a big investment in real estate, equipment, and supplies, don’t usually have much of a presence on our list. However, some

mobile food concepts, like **Repicci's Italian Ice** and **Happy and Healthy Products**, fall under the low-cost umbrella and offer franchisees the opportunity to run a food-related business without the large up-front investment.

Some higher-investment franchise companies have created low-investment sub-brands to increase the pool of eligible franchisees. Paul Davis Restoration, for example, which requires an average initial investment of approximately \$210,000, launched **Paul Davis Emergency Services** several years ago as a low-cost alternative.

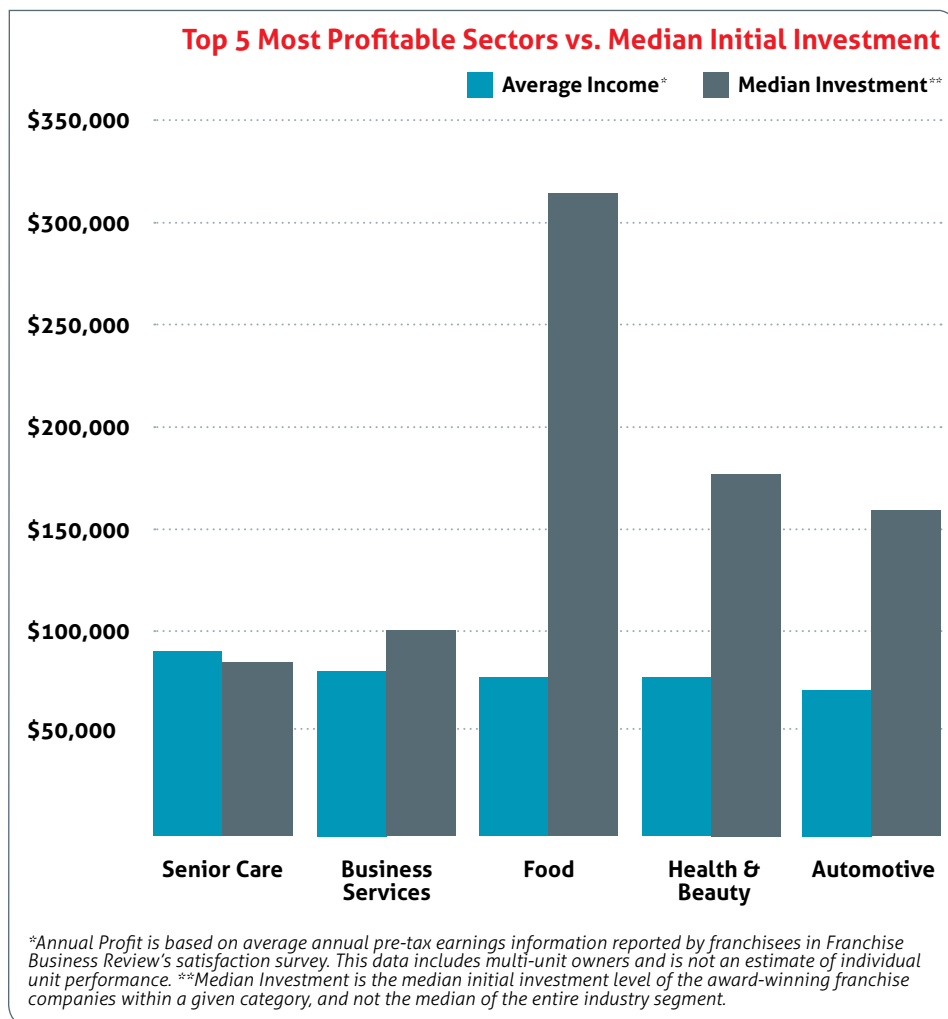
"Essentially what we did was take one of our service sectors out of our offering and created a franchise model built around it, along with building some very new lean technology with the focus being on high profit, fast cash turnaround, and allowing the business to start out home-based, which we have never done before. It's gone incredibly well for us and the timing couldn't have been better," said Robb King, vice president of operations for Paul Davis.

Prospective franchisees may be surprised by the companies and brands that fall under the "low-cost" umbrella—art studios, children's consignment "parties," commercial security companies—because they provide niche services that aren't typically considered in the mainstream definition of "franchise."

**INVESTMENT**

The companies represented in this report have an average initial investment of less than \$100,000, but within the different brands, there is great variety. Some opportunities can be started for less than \$5,000, while others cost \$90,000.

In the past few years, franchisors at all levels have taken steps to reduce the financial burden of running a franchise. Some franchisors have reduced their initial franchise fee, and many have taken strides to reduce the cost of



***In the past few years, franchisors at all levels have taken steps to reduce the financial burden of running a franchise.***

opening the business by eliminating the need for office space and branded car wraps, for example.

"In the last couple of years, we have invested heavily in tools that will help franchisees with their technology and keep more profits in their pocket. Above and beyond a basic level of support, we have a very in-depth action plan for virtual support and onsite support that they get on an ongoing basis," said Ron McCoy, Help-U-Sell's vice president of business development.

"We try to leverage the buying power of the network," added Paul Davis's King. "We have vendor relationships that give very healthy discounts to franchisees. And we also allow franchisees to do their shopping at the local level if they can find a better price."

Franchisees must ensure that they have enough liquid capital to run the business in the first six months. Franchisors told us this is sometimes a challenge in the low-cost space because franchisees have just enough cash to fund the initial start-up but not enough cash to cover expenses early on.

**Signal 88 Security**, a commercial security company, offers franchisees a company-branded credit card with a line of credit up to \$35,000 (depending on the franchisee's credit rating) and no interest for the first six months. This provides franchisees with the early cash they need to get the business up and running.

Prospective franchisees need to make absolutely sure that their franchisor is realistic and upfront about expenses involved in the business. People considering any franchise opportunity should ask the franchisor and current franchisees about the company's cost-cutting initiatives that directly relate to franchisees and what efforts they've made to ensure franchisees are well-capitalized for start-up and economic ups and downs. The Item 7 in the franchise disclosure documents (FDD) outlines the expenditures needed to establish a business, but all Item 7s are not equal. Some companies will outline the necessary working capital, but others—who might want to keep the stated investment level as low as possible—don't. Any investor should understand and plan for the fact that it might cost three to four times more to actually run the business than is listed in the Item 7.

We also recommend that where possible, all potential franchisees thoroughly review and understand a company's Item 19, if included, so they have a better idea of what to expect in the way of profitability. Not all franchise companies provide an Item 19 as part of their FDD because it's not required, and, like the Item 7, every Item 19 is different, but they can provide invaluable information related to profitability if the franchise company publishes accurate revenue and cost figures.

"Candidates today are looking for the Item 19 even more, and if it's not there, it's a real red flag," said **FirstLight HomeCare** president and CEO Jeff Bevis.



Photo courtesy of CompuChild.

It is critical that you truly understand what you're looking at within the Item 19. It's up to the franchisor how detailed they get or which franchisees' profitability information they include, so you want to make sure that you're looking at a good representation of *all* the franchisees and what they earn and spend.

Paul Davis Emergency Services offers ongoing financial education—known as "financial roundtables"—to ensure franchisees stay on track to be profitable.

"We offer what we call phase training, so as the business matures, we have different levels of training to project what their cost/profits are going to be," King said.

The franchise sector as a whole has faced a difficult few years in terms of financing and accessing capital. Lower-cost concepts (those costing less than \$50K) were less affected, but the higher end of the low-cost segment (opportunities costing more than \$50K) face more lending challenges because franchisees aren't always able to fund their business out-of-pocket. To help offset this, some brands like FirstLight HomeCare have

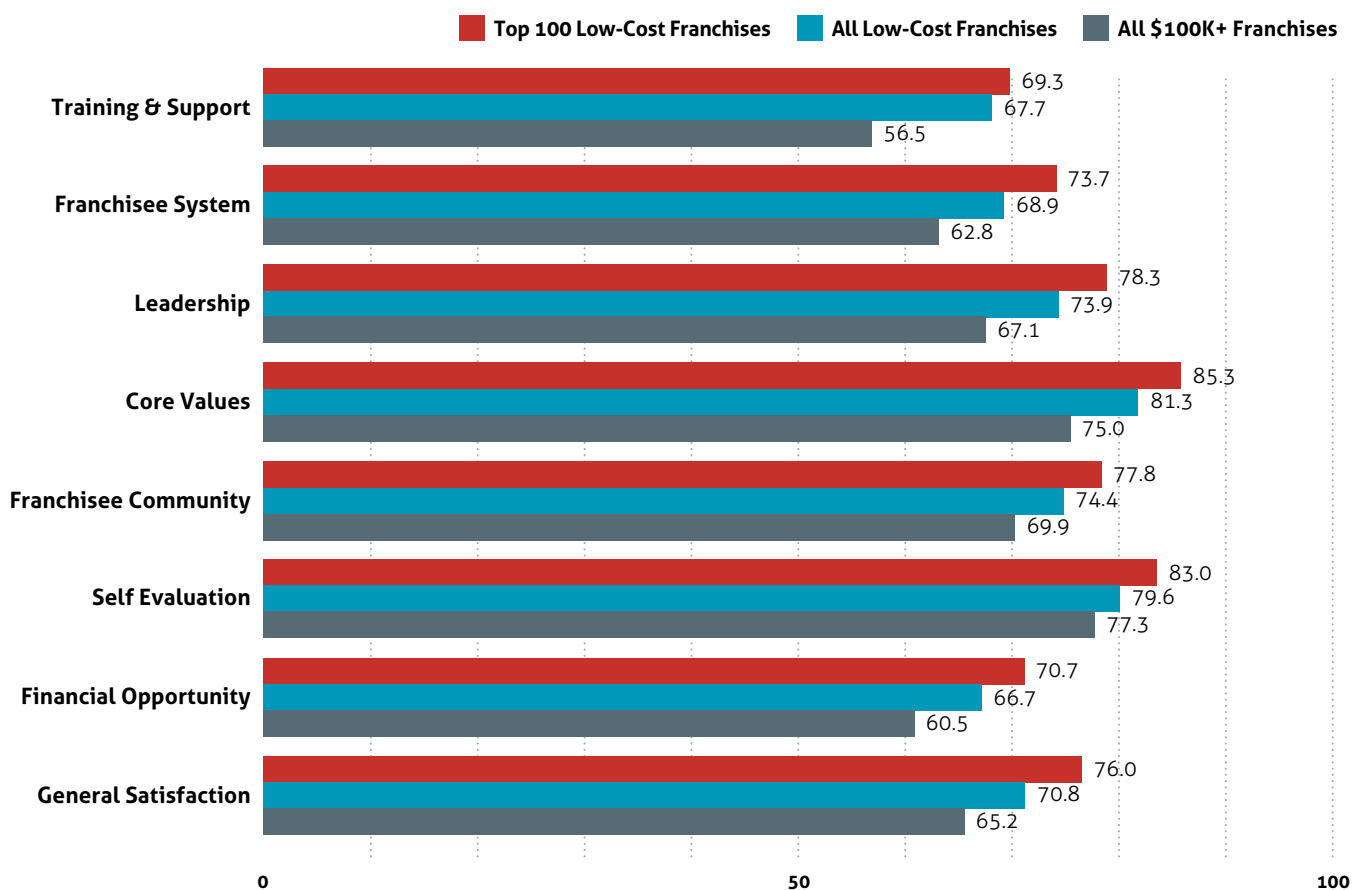
added staff specifically to help franchise candidates navigate the lending waters. Other franchise companies have created their own in-house finance offerings. Help-U-Sell launched its own lending program a year ago because they struggled to find financially qualified franchisees. Now, franchisees can borrow all but \$2,500 of the franchise fee, interest-free, and they don't have to start paying it back until they actually start selling.

"A year ago, the prospects we were seeing were afraid to get into business or spend any money. Most of them had very little resources to get started, and it was hard finding financially qualified prospects given the economy. We decided that, in order to broaden the prospective base of available franchise prospects, we needed to be a little more creative," said Help-U-Sell's McCoy.

#### MARKET ANALYSIS

The low-cost franchise sector has always been popular with investors, but it's become even more popular in recent years. Franchisors report a considerable increase in franchise sales since the start of the year.

### Franchisee Satisfaction by Survey Category



\*Top 100 segment includes the 100 low-cost franchise brands listed in this report with the highest overall satisfaction and an average investment under \$100,000. Our Low-Cost segment includes all 145 franchise brands surveyed for this report with an average investment under \$100,000. Our \$100K+ segment includes 219 franchise brands surveyed that have an average investment level over \$100,000.

**Our Town America** CEO Michael Plummer, Jr., told us he had scaled back franchising efforts during the recession but became more aggressive this year.

"I have definitely seen an uptick in the economy. There is still some uncertainty, but a lot of the concerns have subsided and people are looking to get into things that make money—something they can believe in and stand by," Plummer said. He expects to sell 20 new franchises in 2013, compared to just two a year in the past few years.

Help-U-Sell's McCoy has seen a similar uptick in sales.

"In the last six months to a year, our prospects have increased tenfold or greater. The volume of leads we're getting today compared with a year ago is night and day," McCoy said.

The total number of low-cost franchise companies that Franchise Business Review researched went up in 2013, as did the number of low-cost companies that have higher-than-average satisfaction (compared to all franchises). Of course, along with increased popularity, there's more competition, so franchisees should be aware of who is already in their local market, in whatever space or industry they are considering.

### PROS & CONS OF LOW-COST FRANCHISING

#### Pros

In general, low-cost means lower risk, and for most franchisees, that's the biggest pro of starting a low-investment franchise. Depending on the investment, franchisees who buy into this space will be able to recoup their investment pretty quickly and, in general, don't risk losing their assets or retirement savings if the business fails. And it may be easier to finance a low-cost franchise—either because it can be financed out-of-pocket or because the loan amount is small.

The costs associated with running a low-investment franchise also tend



to be lower than some of the high-cost concepts like restaurants or retail stores. Most of the businesses within the low-cost space don't require a big physical space, lots of inventory, or dozens of employees, so it's easier for franchisees to manage their expenses.

"When you are a low-cost investment, it's easier to get into the program and easier to justify the capital needed to run the business in the first couple months. It's easier to find the money," said Our Town's Plummer.

Because low-cost franchises are so often owner-operated, it's more likely that franchisees in some fields will actually get to do what they enjoy—personal training, work with children, photography, for example—rather than just managing a bunch of employees. This is a great attribute if you're someone who wants to be very involved in your business, doing something you are passionate about, but it can also be a detriment if you're less hands-on or if the business grows to demand more of your operational oversight.

Investment level aside, there are many pros to franchising versus starting your own non-franchised business. Franchisees get an established brand and operational system, and the expertise, training, and support of an experienced corporate office.

Many franchisees appreciate the "plug and play" nature of franchising—franchisors provide the technology platforms and materials operators need to handle tasks like invoicing, scheduling, marketing, and customer service. Franchisees tell us that purchasing a franchise enables them to stay out of some of the more tedious parts of setting up a business so they can focus more on actually running the business.

"We would not have been able to have the success we have had without the

prebaked stuff that comes from the franchise," said Rhea Lana's franchisee Katelyn Logan. "Hands down, we have the best marketing and imagery that we get to share with the public. I think that really, really helps us."

Another huge advantage to franchising is the franchisee community. In franchise systems with a strong and active franchisee community, franchisees reap the benefits of learning from each other's mistakes and successes. Running a business can, at times, be a lonely endeavor, but in franchising, you are never alone.

### Cons

It's important for anyone considering a lower-cost franchise opportunity to be realistic about what they're going to get out of it and what they need to put into it to be successful.

"Just because it's low cost doesn't necessarily mean you are going to earn profits sooner—you may earn no profits," said Paul Davis's King. "Franchise candidates need to look at the total cost of entry, the real cash required to get in, how much they need to finance ... They need to ask, 'What is this business model and how much capital is it going to take to keep it operating?'"

Many franchisees in the low-cost space are able to run their businesses from their homes, work their own hours, and keep their full-time jobs, which can be both good and bad when it comes to the long-term success of the business. Our Town America's Plummer told us that he sometimes sees reluctance on the part of the franchisee to give up a steady job and paycheck to focus on running the business, but the franchise won't be successful unless they commit to it full-time.

**Soccer Shots** franchisee Doug Schneider understands this dilemma firsthand. Schneider, who opened his Soccer Shots

### Top 100 Low-Cost Franchises: Investment Level\*

\$25,000 or less = 30 companies

\$25,001 - \$50,000 = 37 companies

\$50,001 - \$75,000 = 25 companies

\$75,001 - \$100,000 = 8 companies

franchise in 2005, worked a full-time job while his partner (his brother) focused on growing the business. Although his brother was able to make a good living running the franchise, Schneider knew they could do a lot more if he, too, focused solely on the business.

"In 2009, it began to dawn on me that a lot of opportunity and a lot of money was going under the bridge because we hadn't fully invested," Schneider said.

At that point, he quit his job and invested all of his energy into Soccer Shots. Since then, the business has expanded its territory across Pennsylvania and into New Jersey and is approaching annual revenues of \$500,000. As much as soccer is a passion for Schneider (he has an impressive collegiate record), he spends most of his time marketing and selling the business, not coaching.

It's important to note that, with increased flexibility, sometimes comes reduced revenue potential. Not all low-cost franchise opportunities provide a full-time salary (especially those concepts that don't require a full-time time commitment). Some of the "consignment event" concepts, like Rhea Lana's and **Just Between Friends**, are intended to be supplemental income businesses—although some of the most successful franchisees *have* made it their livelihood. This isn't necessarily a con if what you're

looking for is supplemental income, but prospective franchisees should make sure they have realistic expectations before they commit to any franchise agreement.

"I think you have to go into it knowing you aren't going to make \$1 million your first year, but the work is easily divisible and manageable," said Rhea Lana's franchisee Logan, who also works a full-time job. "In the very near future, it could be my full-time thing. The gross potential is somewhat unlimited as long as we continue to grow and have great events."

**WHAT IT TAKES TO BE  
A SUCCESSFUL FRANCHISEE**

The low-cost franchise segment attracts a lot of people who may be interested in starting a business of their own, but who aren't necessarily a good fit for franchising. Franchising is not for everyone. You need the skills to run a business and the willingness to follow a tried-and-true system.

Because they are so often owner-operators with fewer resources, franchisees at the lower investment level must be able to multi-task and wear a lot of hats, at least initially, until their business is well-established. Sales and marketing experience is especially important—in part because many of the low-cost brands aren't as well known or advertised nationally. Much of this responsibility may fall on the franchisee (depending on the brand).

Franchisors also tell us they look for people with strong people management skills, as well as networking, marketing, and operational expertise.

"While it can be advantageous to have previous experience running a business, we've realized that it's not necessary to become a successful Soccer Shots owner," said Soccer Shots partner Justin Bredeman. "We seek out people who want to positively impact kids, are passionate about sports and soccer, and have a drive

**A Look at Low-Cost Franchise Owners**

- 70%** Are single-unit operators
- 73%** Have been in franchising 5 years or less (11% higher than our benchmark)
- 61%** Have a bachelor's degree or higher
- 12%** Are veterans
- 15%** Have income over \$100K (5% less than our benchmark)
- 66%** Report having a good work-life balance (5% higher than benchmark)
- 36%** Work 40 hours or less per week (6% higher than benchmark)

*Because they are so often owner-operators with fewer resources, franchisees at the lower investment level must be able to multi-task and wear a lot of hats, at least initially, until their business is well-established.*

and an applicable skill set to operate a business based on kids and soccer."

It should go without saying that, with any business, you need enough money to actually run it, but franchisors told us franchisees in this space are more likely to be undercapitalized than operators in the higher investment businesses. This is why we urge you to carefully consider the financial documents within the FDD (see information about Item 7 and Item 19 above) and talk to existing franchisees about what you should realistically expect in terms of how long it takes to be profitable.

Money, however, doesn't necessarily guarantee success or failure.

"We've had people that barely qualified and turned out to be fantastic franchisees, and we've had people with loads of money who failed," said McCoy of Help-U-Sell. "When I think about our franchisees and particularly those who have been with us ten years or longer, the factors involved

around their success have very little to do with the capital they started out with. Our successful franchisees are those who have the ability to market, follow the plan, implement the plan... Those are the things the most important attributes of somebody coming in."

Most of the CEOs we interviewed use some sort of profiling tool to help identify who might make a good franchisee or, once they are franchisees, to help identify their strengths and weaknesses for running the business.

"We are big fans of personality profiling to identify people's natural orientation and match it to the core skills and attributes of our successful owners. We can use the profiles to help coach people, or other times, it identifies when someone is absolutely no match for our system," said Paul Davis's King.

**FRANCHISEE SATISFACTION**

The 100 companies listed at the front of this report excel in franchisee satisfaction

based on recent surveys. In general, the average franchisee satisfaction for low-cost companies is 8% higher than for brands costing more than \$100,000, and franchisee satisfaction within this elite group of 100 brands is 14% higher. Low-cost franchisees rate their systems higher in every category of our survey than do franchisees at brands costing more than \$100,000. The most significant difference (12%) is seen in the area of Training & Support. Included in the category of Training & Support are questions about a brand's marketing and technology, so the high satisfaction in this area may prove low-cost doesn't necessarily mean fewer resources available from the franchisor. The highest rated categories are Core Values (of the franchisor) and Franchisee Community.

The low-cost franchisees we spoke with for this report recommend prospective investors carefully look at a brand's franchisee community and ask current operators specifically about it while

they're conducting their research. Especially at the low-cost level, the franchisee community may play a big part in terms of advice and ongoing support, and it can greatly influence the overall enjoyment you get from running the business.

In the category of Financial Opportunity, low-cost franchisees are slightly more satisfied than franchisees of more expensive brands, even though their average annual income runs approximately 10% lower than our overall franchise benchmark (\$61,000 vs. \$68,000). (It's important to note that while the average income may be less, the return on investment may actually be significantly higher on a percentage basis because the investment is so much lower.)

#### SUMMARY

The lower-risk nature of the low-cost franchise space is increasingly popular with all levels of investors, and the number of opportunities and types of

businesses within the space increases every day. However, as we caution with every franchise model at every investment level, not all franchises are equal—and not all “low-cost” opportunities are as good as they sound. It is important to do your homework, talk to current franchisees, and be sure your expectations are realistic.

Most importantly, make sure that franchisee satisfaction and performance across the board is solid. Undoubtedly, you will run into a few unhappy franchisees in any franchise brand, but broad satisfaction research, like the independent reports provided by Franchise Business Review, is that must-have, 3rd-party validation required before moving forward with a franchise opportunity. When talking to any franchise company, ask to see their satisfaction report.

Visit [www.FranchiseBusinessReview.com](http://www.FranchiseBusinessReview.com) for more research and resources for investing in a franchise.



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**PAUL DAVIS**  
Emergency Services





**Our Town America**

Startup Investment: \$74,800 - \$105,450  
 Cash Requirement: \$89,000  
 Domestic Franchises: 39

Our Town is America's premier welcoming organization. Since 1972, we have been connecting new movers with the businesses they are searching for by mailing warm gifts from neighborhood businesses in a premium gift certificate package. Thousands of satisfied business owners throughout the United States attest to the success and effectiveness of our program, while dozens of locally owned Our Town franchises validate our success as a viable business opportunity.

For more information on Our Town America opportunities, call (727) 345-0811 x232 or visit [www.ourtownamerica.com](http://www.ourtownamerica.com).



**Color Glo International**

Startup Investment: \$44,500 - \$49,800  
 Cash Requirement: \$44,500 - \$49,800  
 Domestic Franchises: 104

Color Glo has developed and provided exclusive proprietary products and patented methods that, today, provide our franchisees a quality of life most people can only dream of. By forming a "dynamic partnership" with each franchisee, we are positioned in these billion-dollar markets to grow well into the future. We serve numerous industries, including auto dealers and furniture retailers.

For more information on Color Glo International opportunities, call (952) 835-1338 or visit [www.franchisecolorglo.com](http://www.franchisecolorglo.com).



**Snap-on Tools**

Startup Investment: \$30,095 - \$307,700  
 Cash Requirement: \$30,095 - \$79,265  
 Domestic Franchises: 3,622

Snap-on Incorporated is a leading global innovator, manufacturer, and marketer of tools, diagnostics, and equipment solutions for professional users. Product lines include hand and power tools, and are sold through its franchisees, company-direct sales, and distributor channels, as well as over the internet.

For more information on Snap-on Tools opportunities, call (877) 476-2766 or visit [www.snaponfranchise.com](http://www.snaponfranchise.com).



**FocalPoint Coaching**

Startup Investment: \$49,950  
 Cash Requirement: \$49,950  
 Domestic Franchises: 81

FocalPoint Coaching, powered by Brian Tracy, specializes in training managers, entrepreneurs, and executives who are passionate about coaching, teaching, and mentoring others. Franchisees receive exceptional training, support, and the resources needed to be successful. At FocalPoint, you'll learn how to think and act like a business coach, how to find and acquire clients, and how to keep them!

For more information on FocalPoint Coaching opportunities, call (877) 433-6225/(702) 932-3870 or visit [www.focalpointcoaching.com](http://www.focalpointcoaching.com).

**ADVERTISING & SALES**

**Money Mailer**

Startup Investment: \$50,000 - \$70,000  
 Cash Requirement: \$50,000  
 Domestic Franchises: 190

**Our Town America**

Startup Investment: \$74,800 - \$105,450  
 Cash Requirement: \$89,000  
 Domestic Franchises: 39

**Proforma**

Startup Investment: \$0 - \$19,500  
 Cash Requirement: \$0 - \$19,500  
 Domestic Franchises: 750

**Welcomemat Services**

Startup Investment: \$49,000 - \$77,050  
 Cash Requirement: \$35,000  
 Domestic Franchises: 15

**AUTOMOTIVE**

**Auto Appraisal Network**

Startup Investment: \$12,000 - \$30,000  
 Cash Requirement: \$3,000 - \$10,000  
 Domestic Franchises: 25

**Color Glo International**

Startup Investment: \$44,500 - \$49,800  
 Cash Requirement: \$44,500 - \$49,800  
 Domestic Franchises: 104

**Snap-on Tools**

Startup Investment: \$30,095 - \$307,700  
 Cash Requirement: \$30,095 - \$79,265  
 Domestic Franchises: 3,622

**BUSINESS SERVICES**

**ActionCOACH**

Startup Investment: \$61,250 - \$108,441  
 Cash Requirement: \$40,000  
 Domestic Franchises: 345

**Bevintel**

Startup Investment: \$36,900 - \$50,600  
 Cash Requirement: \$30,000  
 Domestic Franchises: 267

**BlueGrace Logistics**

Startup Investment: \$65,000 - \$146,250  
 Cash Requirement: \$65,000 - \$146,250  
 Domestic Franchises: 26

**Estrella Insurance**

Startup Investment: \$49,000  
 Cash Requirement: \$20,000 - \$50,000  
 Domestic Franchises: 52

**FocalPoint Coaching**

Startup Investment: \$49,950  
 Cash Requirement: \$49,950  
 Domestic Franchises: 81

**FranNet**

Startup Investment: \$44,310- \$81,360  
 Cash Requirement: \$44,310- \$81,360  
 Domestic Franchises: 56

**InXpress**

Startup Investment: \$49,700 - \$59,700  
 Cash Requirement: \$80,000  
 Domestic Franchises: 86

**Murphy Business & Financial**

Startup Investment: \$45,750 - \$113,600  
 Cash Requirement: \$30,000  
 Domestic Franchises: 150

**RTOWN Communications**

Startup Investment: \$50,000 - \$100,000  
 Cash Requirement: \$20,000  
 Domestic Franchises: 12

**Sandler Training**

Startup Investment: \$83,150 - \$99,750  
 Cash Requirement: \$100,000  
 Domestic Franchises: 170

**The @WORK Group**

Startup Investment: \$75,995 - \$119,995  
 Cash Requirement: \$50,000  
 Domestic Franchises: 52

**CHILD SERVICES****Amazing Athletes**

Startup Investment: \$38,200 - \$53,450  
 Cash Requirement: \$18,500  
 Domestic Franchises: 66

*Child Services continued on page 14*

**Sandler Training**

Startup Investment: \$83,150 - \$99,750  
 Cash Requirement: \$100,000  
 Domestic Franchises: 170

Sandler Training is the leader in innovative sales and sales management training. We have over 235 training centers in major cities throughout the country and around the world, offering instruction in a dozen languages. Entrepreneur Magazine has ranked Sandler as the No. 1 training franchise nine times. Our training is designed to create lasting performance improvement rather than the motivational "quick fix" typical of many seminar-based training programs. The demand for quality sales training has rarely been greater than it is today. As a Sandler franchisee, you can tap this vast market—and beyond.

For more information on Sandler Training opportunities, call (800) 669-3537 x2005 or visit [www.sandler.com](http://www.sandler.com).

**CompuChild**

Startup Investment: \$18,300 - \$33,600  
 Cash Requirement: \$20,000  
 Domestic Franchises: 64

CompuChild is dedicated to preparing children for the academic challenges of tomorrow through technology education today. Classes are offered at existing child care centers, schools, and community centers. This easy to operate home-based business offers exclusive territories, low overhead and proprietary curriculum.

For more information on CompuChild opportunities, call (800) 619-KIDS(5437) or visit [www.compuchild.com](http://www.compuchild.com).

## Our Town America is the Nation's Premiere Welcoming Organization.

Since 1972, we've been providing new movers with traditional hospitality by mailing warm gifts from neighborhood businesses in a premium gift certificate package. Thousands of satisfied business owners throughout the United States attest to the success and effectiveness of our program, while dozens of locally owned Our Town America franchises validate our success as a viable business opportunity.

The Our Town America Franchise program includes start-up training with a comprehensive 5-day training course at the corporate office (Saint Petersburg, FL or an approved franchisee training facility) with on-going support including weekly conference calls, Regional Director assistance, where applicable, intranet and our conventions. This can be a home-based business or larger office based, and we offer \$10,000 off our franchise fee for honorably discharged veterans.



**1-800-497-8360 | [franchising@ourtownamerica.com](mailto:franchising@ourtownamerica.com)**



**JumpBunch**

Startup Investment: \$30,600 - \$69,500  
 Cash Requirement: \$35,000 - \$77,000  
 Domestic Franchises: 53

JumpBunch offers structured sports and fitness programs for children from age 15 months to 12 years. The classes are typically 30 minutes long, once a week, with over 70 activity plans. Not a gym or facility, JumpBunch classes are offered as part of a child's day at school, daycare, and after-school programs, plus in YMCAs and Parks and Rec Departments. We help build healthy bodies, self-esteem, and a life-long love for sports and fitness!

For more information on JumpBunch opportunities, call (410) 703-2300 or visit [www.jumpbunch.com](http://www.jumpbunch.com).

**CompuChild**

Startup Investment: \$18,300 - \$33,600  
 Cash Requirement: \$20,000  
 Domestic Franchises: 64

**Drama Kids International**

Startup Investment: \$33,550 - \$38,950  
 Cash Requirement: \$25,000  
 Domestic Franchises: 55

**i9 Sports**

Startup Investment: \$44,900 - \$69,900  
 Cash Requirement: \$50,000  
 Domestic Franchises: 115

**Images 4 Kids**

Startup Investment: \$45,600 - \$67,100  
 Cash Requirement: \$15,000  
 Domestic Franchises: 50+

**JumpBunch**

Startup Investment: \$30,600 - \$69,500  
 Cash Requirement: \$35,000 - \$77,000  
 Domestic Franchises: 53

**Soccer Shots**

Startup Investment: \$17,500 - \$21,000  
 Cash Requirement: \$16,500  
 Domestic Franchises: 126

**TGA Premier Golf & Tennis**

Startup Investment: \$13,150 - \$62,200  
 Cash Requirement: \$13,150 - \$62,200  
 Domestic Franchises: 68

**MaidPro**

Startup Investment: \$30,000 - \$114,509  
 Cash Requirement: \$20,000  
 Domestic Franchises: 135

MaidPro prides itself on its proven groundbreaking technology and software, creative marketing efforts, established brand identity, and stellar support to its franchisees. The company is constantly trying to reinvent new practices and refine old ones to ensure its place in the rapidly growing house cleaning industry. MaidPro offers you the advantages of rapid growth, low startup costs, manageable hours, and recurring revenue. Join a franchise that gives you control and ownership of your business with unmatched 24/7 support!

For more information on MaidPro opportunities, call (888) 624-3776 or visit [www.maidprofranchise.com](http://www.maidprofranchise.com).



**BE IN BUSINESS WITH THE BEST**

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- Ranked Top Tool Franchise in Entrepreneur's 2013 Franchise 500
- Preferred brand in Automotive Tool Product Categories by Frost & Sullivan



[SnaponFranchise.com](http://SnaponFranchise.com)

1-877-476-2766

Snap-on Tools Company, LLC, Kenosha, WI



**Top 50 Franchise**  
 2013 Franchisee Satisfaction Awards  
 FranchiseBusinessREVIEW



FROST & SULLIVAN

**Young Rembrandts**

Startup Investment: \$39,600 - \$49,600  
 Cash Requirement: \$50,000  
 Domestic Franchises: 80

**CLEANING & MAINTENANCE****Aire-Master of America**

Startup Investment: \$19,500 - \$34,700  
 Cash Requirement: \$23,500 - \$38,700  
 Domestic Franchises: 92

**ASP - America's Swimming Pool Co.**

Startup Investment: \$49,200 - \$89,500  
 Cash Requirement: \$25,000  
 Domestic Franchises: 124

**Buildingstars**

Startup Investment: \$2,000 - \$36,000  
 Cash Requirement: \$1,000  
 Domestic Franchises: 376

**Heaven's Best Carpet Cleaning**

Startup Investment: \$28,900 - \$64,000  
 Cash Requirement: \$15,000  
 Domestic Franchises: 1,248

**MaidPro**

Startup Investment: \$30,000 - \$114,509  
 Cash Requirement: \$20,000  
 Domestic Franchises: 135

**Office Pride**

Startup Investment: \$14,000 - \$59,900  
 Cash Requirement: \$14,900  
 Domestic Franchises: 110

**OMEX International**

Startup Investment: \$40,000 - \$70,000  
 Cash Requirement: \$25,000  
 Domestic Franchises: 20

**EDUCATION****Mathnasium**

Startup Investment: \$82,250 - \$136,000  
 Cash Requirement: \$37,000  
 Domestic Franchises: 360

**THE TUTORING CENTER**

Startup Investment: \$75,000 - \$110,000  
 Cash Requirement: \$39,000  
 Domestic Franchises: 58

**UCMAS Mental Math**

Startup Investment: \$40,000 - \$50,000  
 Cash Requirement: \$25,000  
 Domestic Franchises: 43

**FINANCIAL & TAX****American Prosperity Group**

Startup Investment: \$78,300 - \$121,000  
 Cash Requirement: \$100,000  
 Domestic Franchises: 18

**Liberty Tax Service**

Startup Investment: \$56,800-\$69,900  
 Cash Requirement: \$56,800-\$69,900  
 Domestic Franchises: 3,788

*Financial & Tax continued on page 16*

**Office Pride**

Startup Investment: \$14,000 - \$59,900  
 Cash Requirement: \$14,900  
 Domestic Franchises: 110

The Office Pride Commercial Cleaning franchise model is designed to help professionals use practical experience and biblical principles to start, grow, and lead a business. With one of the most admired brands in the commercial cleaning industry, Office Pride's systems, training, and support have equipped many business owners to achieve their dreams.

For more information on Office Pride opportunities, call (317) 738-9280 or visit [www.officepridefranchise.com](http://www.officepridefranchise.com).

**Mathnasium**

Startup Investment: \$82,250 - \$136,000  
 Cash Requirement: \$37,000  
 Domestic Franchises: 360



Most kids need help with math—some desperately, while others just want to get ahead. With this ever growing demand for quality math instruction, Mathnasium Learning Centers have become one of the fastest growing educational franchises in the world. Mathnasium offers highly effective and engaging mathematics instruction for children and is the perfect venture for individuals seeking a meaningful business opportunity. Our proprietary Mathnasium Method not only helps children become more competent at math, it also builds confidence. If you're ready to start a new life chapter with a real sense of purpose, then Mathnasium may just be the perfect business for you. Rediscover your passion for math and find: Income + Lifestyle + Fulfillment.

For more information on Mathnasium opportunities, call (877) 531-MATH(6284) or visit [www.mathnasium.com/franchising](http://www.mathnasium.com/franchising).

**Liberty Tax Service**

Startup Investment: \$56,800-\$69,900  
 Cash Requirement: \$56,800-\$69,900  
 Domestic Franchises: 3,788



Being passionate about the tax preparation business is a central theme in owning a Liberty Tax franchise. Buying a Liberty franchise really means buying into a lifestyle and a culture that values hard work and having fun, being empowered and calling the shots, and being a leader in a fast-growing tax preparation franchise business. Your support team provides the system, tools, and concepts you need to be successful as a franchisee. At Liberty Tax, we are a family. Together, we accomplish the Liberty Tax mission.

For more information on Liberty Tax Service opportunities, call (877) 285-4237 or visit [www.libertytaxfranchise.com](http://www.libertytaxfranchise.com).

**FIT4MOM**

Startup Investment: \$5,309 - \$51,790  
 Cash Requirement: \$5,000 - \$25,000  
 Domestic Franchises: 294



FIT4MOM (formally Stroller Strides) offers fitness programs for a mom in any stage of motherhood. Our pre- and post-natal workout programs are offered in 37 states as well as in Puerto Rico. FIT4MOM is one of the fastest growing and top franchises in the country. Now offering two models, our Classic Model is the perfect business for anyone who has a passion for fitness and motherhood in an owner/operator model. The Business Development Model is ideal for a franchise owner who wants to operate an expanded business. In this model, the franchisee hires instructors to teach the classes so that the franchisee can focus on developing, marketing, and supporting the business. FIT4MOM strives to be the program to support moms in fitness, motherhood, and life.

For more information on FIT4MOM opportunities, call (866) 348-4666 or visit [www.fit4mom.com](http://www.fit4mom.com).

**Help-U-Sell**

Startup Investment: \$25,000 - \$60,000  
 Cash Requirement: \$17,500  
 Domestic Franchises: 103



Our brand means business.™

At Help-U-Sell Real Estate, we pride ourselves on efficiency, affordability, and satisfaction, for our franchisees and their clients. As one of our franchisees, you will receive support every step of the way—from one-on-one coaching to weekly training sessions. Your technology tools will include a free website, a lead-generation management system, a new mobile application, and in-house tech support. Plus, your low set-fee business model will attract sellers in today's equity-challenged market. It has never been a better time to join the Help-U-Sell family. We invite you to speak with us today.

For more information on Help-U-Sell opportunities, call (941) 951-7707 x2002 or visit [www.helpusellfranchise.com](http://www.helpusellfranchise.com).

**Tax Centers of America**

Startup Investment: \$15,300 - \$67,450  
 Cash Requirement: \$5,000 - \$35,000  
 Domestic Franchises: 165

**FITNESS**

**9Round Kickboxing**

Startup Investment: \$52,700 - \$70,800  
 Cash Requirement: \$18,000  
 Domestic Franchises: 36

**Baby Boot Camp**

Startup Investment: \$3,690 - \$9,699  
 Cash Requirement: \$2,900 - \$5,299  
 Domestic Franchises: 115

**Brickhouse Cardio Club**

Startup Investment: \$6,350 - \$30,250  
 Cash Requirement: \$8,000  
 Domestic Franchises: 43

**FIT4MOM**

Startup Investment: \$5,309 - \$51,790  
 Cash Requirement: \$5,000 - \$25,000  
 Domestic Franchises: 294

**Fitness Revolution**

Startup Investment: \$16,278 - \$119,409  
 Cash Requirement: \$16,278 - \$119,409  
 Domestic Franchises: 171

**FOOD & BEVERAGE**

**Happy and Healthy Products**

Startup Investment: \$34,508 - \$89,045  
 Cash Requirement: \$34,508 - \$89,045  
 Domestic Franchises: 53

**Caring Senior Service**

Startup Investment: \$53,000 - \$94,000  
 Cash Requirement: \$35,000  
 Domestic Franchises: 51



With 20 years of senior homecare experience, we offer a proven business model designed with your success at the forefront. Our comprehensive start-up, training, and ongoing support will set your business on the right track. Caring Senior Service offers a complete solution to help you hit the ground running after our robust training program. We are also your business resource center so you can focus on what is really important—growing your business. Please contact us to discover how you can Grow With Us. Care With Us. Change Lives With Us.

For more information on Caring Senior Service opportunities, call (866) 528-7905 or visit [www.caringfranchise.com](http://www.caringfranchise.com).

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Minnesota state franchising registration number F-4418 and F-3918



**Kona Ice**

Startup Investment: \$99,800 - \$120,000  
Cash Requirement: \$20,000 - \$25,000  
Domestic Franchises: 376

**Repicci's Italian Ice**

Startup Investment: \$49,500 - \$99,900  
Cash Requirement: \$250,000  
Domestic Franchises: 48

**HOME SERVICES****Budget Blinds**

Startup Investment: \$89,000 - \$187,000  
Cash Requirement: \$74,950  
Domestic Franchises: 750

**Five Star Painting**

Startup Investment: \$55,000 - \$75,000  
Cash Requirement: \$45,000  
Domestic Franchises: 90

**HandyPro Handyman**

Startup Investment: \$68,530 - \$107,333  
Cash Requirement: \$30,000  
Domestic Franchises: 72

**HouseMaster**

Startup Investment: \$59,200 - \$89,200  
Cash Requirement: \$45,000  
Domestic Franchises: 365

**Miracle Method Surface Refinishing**

Startup Investment: \$85,000 - \$125,000  
Cash Requirement: \$67,500 - \$107,500  
Domestic Franchises: 130

**Mr. Rooter Plumbing**

Startup Investment: \$60,950 - \$156,250  
Cash Requirement: \$29,500 - \$31,570  
Domestic Franchises: 254

**Pillar To Post**

Startup Investment: \$30,700 - \$42,750  
Cash Requirement: \$7,500  
Domestic Franchises: 400

**ShelfGenie**

Startup Investment: \$70,100 - \$125,500  
Cash Requirement: \$45,000  
Domestic Franchises: 132

**Surface Specialists Systems**

Startup Investment: \$46,000 - \$75,500  
Cash Requirement: \$25,000  
Domestic Franchises: 45

**The Glass Guru**

Startup Investment: \$27,190 - \$113,990  
Cash Requirement: \$15,000 - \$75,000  
Domestic Franchises: 58

**PET SERVICES****G'Day Pet Care**

Startup Investment: \$23,850 - \$72,100  
Cash Requirement: \$10,500 - \$12,500  
Domestic Franchises: 25

**Pet Butler**

Startup Investment: \$19,500 - \$32,000  
Cash Requirement: \$19,500 - \$32,000  
Domestic Franchises: 105

**Sit Means Sit**

Startup Investment: \$21,125 - \$93,850  
Cash Requirement: \$15,000  
Domestic Franchises: 71

**REAL ESTATE****G.J. Gardner Homes**

Startup Investment: \$70,000 - \$100,000  
Cash Requirement: \$109,700 - \$115,200  
Domestic Franchises: 24

**Help-U-Sell**

Startup Investment: \$25,000 - \$60,000  
Cash Requirement: \$17,500  
Domestic Franchises: 103

**Realty Executives International**

Startup Investment: \$20,400 - \$119,000  
Cash Requirement: \$1,000 - \$50,000  
Domestic Franchises: 480

**Showhomes Home Staging**

Startup Investment: \$43,800 - \$75,500  
Cash Requirement: \$10,000  
Domestic Franchises: 65

**United Country Real Estate**

Startup Investment: \$15,000 - \$25,000  
Cash Requirement: \$12,500  
Domestic Franchises: 519

**RETAIL****Just Between Friends**

Startup Investment: \$24,074 - \$33,668  
Cash Requirement: \$14,900  
Domestic Franchises: 132

**Kid's Closet Connection**

Startup Investment: \$12,000 - \$17,000  
Cash Requirement: \$12,000 - \$17,000  
Domestic Franchises: 40

**Mainstream Boutique**

Startup Investment: \$43,650 - \$129,500  
Cash Requirement: \$25,000  
Domestic Franchises: 25

**NYS Collection Eyewear**

Startup Investment: \$13,580 - \$97,148  
Cash Requirement: \$13,580 - \$97,148  
Domestic Franchises: 50

**Rhea Lana's**

Startup Investment: \$16,050 - \$33,050  
Cash Requirement: \$8,000 - \$10,500  
Domestic Franchises: 65

**SENIOR CARE****Always Best Care Senior Services**

Startup Investment: \$56,225 - \$104,100  
Cash Requirement: \$44,900  
Domestic Franchises: 181

**CarePatrol**

Startup Investment: \$45,000 - \$72,000  
Cash Requirement: \$45,000  
Domestic Franchises: 44



## Jason McGee

### FirstLight HomeCare Franchisee Dothan, AL

**How long have you been a franchisee?**

Since 3/1/2011. We opened our first location in Dothan, AL, on 4/1/2011. We opened Montgomery, AL, on 2/1/2012.

**Why did you decide to buy a franchise?**

I liked the idea having the infrastructure in place.

**Why did you choose your franchise?**

We shared a similar vision (diversifying services and providing a high level of care).

**What is the best part of being your own boss?**

It's not so much about the when, where, and how the decisions are made. I just liked the idea of creating opportunities for my family and for great employees over the long haul.

**What is the worst part of being your own boss?**

The only thing that might come close is early on you are wearing so many hats for a certain period of time until the business is growing at a consistent level.

**Where do you see yourself in five years?**

Continue to work hard growing both offices and potentially opening another office or offering additional services through FirstLight HomeCare.

**What advice do you have for prospective franchise buyers?**

Be prepared financially and to work hard.

**For more information on FirstLight HomeCare opportunities, call (513) 677-7789 or visit [www.firstlightfranchise.com](http://www.firstlightfranchise.com).**

*Senior Care continued on page 18*

**FirstLight HomeCare**

Startup Investment: \$70,146 - \$99,889  
 Cash Requirement: \$50,000  
 Domestic Franchises: 106



Designed from the ground up, FirstLight HomeCare is the new service leader in non-medical care franchises. With an unmatched approach for client satisfaction, caregiver retention, technology platform efficiencies, web marketing, extensive training and support "in the field," an unparalleled track record of success, and much, much more, FirstLight HomeCare is now the fastest-growing senior care franchise offering. No healthcare experience necessary, just strong presentation and communication skills with a desire to help others. Our foundation: Extraordinary People...Exceptional Care. In appreciation of your service, we offer a Veteran Discount as well. If you or someone you know are extraordinary and desire to join the service leader in senior care, call or email today.

For more information on FirstLight HomeCare opportunities, call (513) 677-7789 or [www.visitfirstlightfranchise.com](http://www.visitfirstlightfranchise.com).

**A All Animal Control**

Startup Investment: \$10,750 - \$41,615  
 Cash Requirement: \$5,000  
 Domestic Franchises: 36



As a national leader in wildlife management for over 17 years, A All Animal Control provides unique solutions to human/wildlife conflicts. By using a niche business model, an in-depth training program, and a support team to guide you every step of the way, you will be well-equipped to enjoy and profit from this fascinating career field. If you have been seeking an outdoor career that is filled with daily challenges, you owe it to yourself to learn more about this opportunity.

For more information on A All Animal Control opportunities, call (866) 380-WILD(9453) or visit [www.aallanimalcontrol.com](http://www.aallanimalcontrol.com).

**Boulder Designs**

Startup Investment: \$54,725 - \$65,675  
 Cash Requirement: \$40,000  
 Domestic Franchises: 47



Boulder Designs is an uncomplicated franchise system coupled with low cost of entry and minimal inventory requirements and best of all, very fun to do. Boulder Designs trains you around our simple system to create custom boulders that can be used for name or address rocks, memorials, business signage, ranches, schools, parks, subdivisions—anywhere that signage is desired or needed. Our products are earth-friendly and are often allowed by local zoning regulations where other signage is not. If you love to work with others and are looking for a rewarding career, then Boulder Designs may be what you're looking for.

For more information on Boulder Designs opportunities, call (877) 892-2954 or visit [www.boulderdesigns.net/franchisee](http://www.boulderdesigns.net/franchisee).

**Creative Colors International**

Startup Investment: \$79,600 - \$107,250  
 Cash Requirement: \$50,000  
 Domestic Franchises: 79



Creative Colors International offers the motivated entrepreneur the opportunity to operate a proven business with immediate income and unlimited potential for growth. With modest start-up costs, a complete training program, and support, we can put tremendous growth potential at your fingertips. Act quickly because each franchise is awarded its own exclusive territory.

For more information on Creative Colors International opportunities, call (800) 933-2656 or visit [www.wecanfixthat.com](http://www.wecanfixthat.com).

**Caring Senior Service**

Startup Investment: \$53,000 - \$94,000  
 Cash Requirement: \$35,000  
 Domestic Franchises: 51

**FirstLight HomeCare**

Startup Investment: \$70,146 - \$99,889  
 Cash Requirement: \$50,000  
 Domestic Franchises: 106

**Home Instead Senior Care**

Startup Investment: \$56,334 - \$72,470  
 Cash Requirement: \$44,000  
 Domestic Franchises: 643

**Homewatch CareGivers**

Startup Investment: \$77,750 - \$125,000  
 Cash Requirement: \$50,000  
 Domestic Franchises: 201

**Qualicare**

Startup Investment: \$73,600 - \$116,600  
 Cash Requirement: \$75,000  
 Domestic Franchises: 26

**Right at Home**

Startup Investment: \$72,200 - \$126,100  
 Cash Requirement: \$150,000 - \$240,000  
 Domestic Franchises: 300+

**Stay at Home**

Startup Investment: \$65,900 - \$88,900  
 Cash Requirement: \$95,000  
 Domestic Franchises: 11

**Synergy HomeCare**

Startup Investment: \$59,000 - \$156,000  
 Cash Requirement: \$50,000  
 Domestic Franchises: 140

**Visiting Angels**

Startup Investment: \$59,335 - \$81,085  
 Cash Requirement: \$31,950 - \$39,950  
 Domestic Franchises: 450

**SERVICES**

**A All Animal Control**

Startup Investment: \$10,750 - \$41,615  
 Cash Requirement: \$5,000  
 Domestic Franchises: 36

**Bin There Dump That**

Startup Investment: \$65,000 - \$75,000  
 Cash Requirement: \$75,000  
 Domestic Franchises: 55

**Boulder Designs**

Startup Investment: \$54,725 - \$65,675  
 Cash Requirement: \$40,000  
 Domestic Franchises: 47

**Complete Music**

Startup Investment: \$50,000  
 Cash Requirement: \$30,000  
 Domestic Franchises: 200

**Creative Colors International**

Startup Investment: \$79,600 - \$107,250  
 Cash Requirement: \$50,000  
 Domestic Franchises: 79

**Critter Control**

Startup Investment: \$12,250 - \$80,500  
 Cash Requirement: \$11,000 - \$47,000  
 Domestic Franchises: 106

**Paul Davis Emergency Services**

Startup Investment: \$40,784 - \$147,624  
 Cash Requirement: \$50,000  
 Domestic Franchises: 101

**Pop-A-Lock**

Startup Investment: \$30,000 - \$120,000  
 Cash Requirement: \$45,000  
 Domestic Franchises: 289

**Safe Ship**

Startup Investment: \$49,900 - \$138,800  
 Cash Requirement: \$49,900 - \$138,800  
 Domestic Franchises: 18

**Signal 88 Security**

Startup Investment: \$85,000 - \$105,000  
 Cash Requirement: \$60,000 - \$85,000  
 Domestic Franchises: 100

**The Traveling Photo Booth**

Startup Investment: \$27,200 - \$45,150  
 Cash Requirement: \$25,000  
 Domestic Franchises: 15

**Truly Nolen of America**

Startup Investment: \$25,000 - \$280,000  
 Cash Requirement: \$25,000 - \$280,000  
 Domestic Franchises: 25

**U.S. Lawns**

Startup Investment: \$48,500 - \$75,300  
 Cash Requirement: \$30,000  
 Domestic Franchises: 262

**Weed Man**

Startup Investment: \$40,000 - \$60,000  
 Cash Requirement: \$50,000  
 Domestic Franchises: 411

**Window Genie**

Startup Investment: \$75,000 - \$128,600  
 Cash Requirement: \$50,000  
 Domestic Franchises: 119

**SPORTS & RECREATION****American Poolplayers Association**

Startup Investment: \$17,080 - \$20,150  
 Cash Requirement: \$11,300 - \$20,150  
 Domestic Franchises: 293

**TRAVEL****Cruise Planners**

Startup Investment: \$495 - \$9,995  
 Cash Requirement: \$10,000  
 Domestic Franchises: 900+

**CruiseOne**

Startup Investment: \$4,575 - \$9,800  
 Cash Requirement: \$9,800  
 Domestic Franchises: 825

**Paul Davis Emergency Services**

Startup Investment: \$40,784 - \$147,624  
 Cash Requirement: \$50,000  
 Domestic Franchises: 101

Paul Davis Emergency Services is engineered as a modern, lean, technologically advanced business that can be run from your home and vehicle. With an average gross margin of 64.5%, you're looking at the potential for real financial success! Paul Davis Emergency Services provides rapid response water and fire damage cleanup, structural drying, and mold removal using the latest technology and procedures. Paul Davis has been in business since 1966 in what is now a \$70-billion, need-based industry that is recession-proof and in consistent demand. The business model can be easily scaled to meet demand as you grow and succeed.

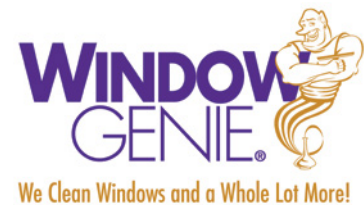
For more information on Paul Davis Emergency Services opportunities, call (800) 722-5066 or visit [www.pauldavisbusiness.com](http://www.pauldavisbusiness.com).

**Signal 88 Security**

Startup Investment: \$85,000 - \$105,000  
 Cash Requirement: \$60,000 - \$85,000  
 Domestic Franchises: 100

Signal 88 Security Group, the leading security service franchisor, was founded in 2003, in Omaha, Neb., where "signal 88" is police code for "situation secure." Signal 88 Security was created to bridge the gap between the large inefficient security company and the small, local security shop. Signal 88 Security provides a superior security services offering through the utilization of the latest technology and a management process with intrinsic efficiencies and capabilities powered by this technology—none of which is available to or utilized by the competition. This approach is unique in the industry and provides a competitive edge for the success of all Signal 88 Security franchises.

For more information on Signal 88 Security opportunities, call (877) 498-8494 or visit [www.signal88.com](http://www.signal88.com).

**Window Genie**

Startup Investment: \$75,000 - \$128,600  
 Cash Requirement: \$50,000  
 Domestic Franchises: 119

The Window Genie team is a tight-knit group of business men and women; all Window Genie Franchise Partners have the benefit of being in business for themselves, but not by themselves. By buying into a proven franchise system, on-going training systems and support are always just a phone call away.

For more information on Window Genie opportunities, call (800) 700-0022 or visit [www.windowgeniefranchise.com](http://www.windowgeniefranchise.com).

**Cruise Planners**

Startup Investment: \$495 - \$9,995  
 Cash Requirement: \$10,000  
 Domestic Franchises: 900+

Cruise Planners/American Express is a low investment, home based, business opportunity that yields high returns with no travel experience required. Americans have trusted the brand name American Express above all others in travel for over 150 years. We are an American Express Travel Service Representative agency, which lends instant credibility to our new franchise owners with a trusted, well-recognized brand.

For more information on Cruise Planners opportunities, call (888) 582-2150 or visit [www.cruiseplannersfranchise.com](http://www.cruiseplannersfranchise.com).



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