



Guide to Today's Top 50

Low Investment Franchises





2009 TOP LOW INVESTMENT FRANCHISES

- 1 Heaven's Best
- 2 Home Instead Senior Care
- 3 Anago Cleaning (Masters)
- 4 Oxi Fresh Carpet Cleaning
- 5 Truly Nolen of America
- 6 Computer Troubleshooters
- 7 Synergy HomeCare
- 8 TeamLogic IT
- 9 Miracle Method Surface Restoration
- 10 Proforma
- 11 eMed-ID
- 12 FocalPoint Coaching
- 13 Murphy Business & Financial
- 14 Adventures in Advertising
- 15 Nurse Next Door Home Healthcare Services
- 16 Our Town America
- 17 OMEX International
- 18 Weed Man
- 19 Disaster Kleenup International
- 20 Tax Centers of America
- 21 Budget Blinds
- 22 Cruise Holiday (formerly SeaMaster Cruises)
- 23 Amazing Athletes
- 24 ActionCOACH
- 25 Home Cleaning Centers of America
- 26 MaidPro
- 27 Carpet Network
- 28 Padgett Business Services
- 29 JumpBunch
- 30 Showhomes
- 31 5-Star Painting
- 32 AdvantaClean
- 33 Matco Tools
- 34 Bark Busters
- 35 Snap-on Tools
- 36 Benjamin Franklin Plumbing
- 37 Office Pride Commercial Cleaning
- 38 Home Care Assistance
- 39 Sarah Care
- 40 Simple Simon's Pizza
- 41 Sears Carpet & Upholstery Care
- 42 Handyman Matters
- 43 Pillar to Post
- 44 Happy and Healthy Products
- 45 Fish Window Cleaning
- 46 Mosquito Squad
- 47 DoodyCalls
- 48 Images 4 Kids
- 49 Town Money Saver
- 50 The Painting Pros



WHY PILLAR TO POST?

Pillar To Post® is North America's leading home inspection company. If you're ready to make your next move in life, why not consider the home inspection franchise ranked #1 by Entrepreneur Magazine for 6 consecutive years? Here are just some of the benefits:

- > Great income potential
- > Low cost start-up, home-based, no inventory required
- > Quick Start Program for fast 'time to market'
- > Solid technical training and support
- > Personal satisfaction from making a legitimate difference in customers' lives

For more information, please contact our Franchise Development Department at franchise.development@pillartopost.com or (877) 963-3129.

pillartopost.com



Franchising and the New Economy

“Yet despite all the doom and gloom news, several franchise concepts have been weathering the financial storm just fine. In fact, a few have even been growing and thriving in this new economy.”

Back in 2005 when I had just launched Franchise Business Review, I wasn't worried about a recession. “The franchise sector is recession-proof,” I assured myself (and my entrepreneurial phobic wife). Historically, recessions have been great for franchising due to displaced workers transitioning from the corporate sector into the world of self-employment. All the experts agreed. The franchise sector was booming and would continue to do so for many years to come – good economy or bad. Boy, were we ever wrong!

Between 2004 and 2007 (the so-called “boom years” in the franchise sector), over 1,000 new franchise concepts launched. Franchising was very hot! Everyone wanted in. It seemed like I was reading about a new franchise startup daily – concepts built on business models and services I never realized that people even needed (*that should have been the first clue*). You name it – there was a franchise business doing it – and they were growing and selling franchises like crazy.

Then as quickly as it had started, everything came to screeching halt late last year. First, the real estate bubble burst. Then, the financial markets experienced their biggest meltdown since the great depression. Banks stopped lending money. And almost overnight, many of those hot, new franchise concepts – and their franchisees – were in serious trouble.

Now, six months later, the dust has begun to settle. While we are clearly not out of the woods yet, economic signs are a little brighter. Many of the new franchise concepts that launched in the last few years with big dreams of being the next Subway or McDonald's are now gone. Still, many more will fail in the coming months and years, as the new economic reality settles in and people see these franchises for what

they really were – flawed concepts built on unproven business models – sold with nothing but hype and dreams. Yet despite all the doom and gloom news, some franchise concepts have been weathering the financial storm just fine. In fact, a few have even been growing and thriving in this new economy.

In this special report, we examine today's top low investment franchises – those business opportunities with an average overall investment under \$100,000 and many that require much less to get started. Without the overhead of real estate, pricey retail locations or large product inventories, this niche group of franchises has performed extraordinarily well during the economic downturn and they are positioned for strong growth as the economy begins to recover. Unlike many of the flawed franchise concepts that have failed, these franchise opportunities are built on a proven business model and a history of success for their franchise operators.

Investing in a franchise business is a serious decision – one that should never be taken lightly. Like any investment, there are risks. But there are also great opportunities – even now while the economy is struggling to come back. If you are a passionate, glass-half-full kind of person, right now may be a great time for you to start your own business. The 50 franchise businesses featured in this special report have some of the highest owner satisfaction ratings in their industries. If you are serious about owning your own business, this elite list of today's top franchises is a great place to start. What are you waiting for?

Happy Franchising!

Eric Stites
Founder and President
Franchise Business Review

Questions or feedback?

Contact me directly at 866-397-6680 or Eric@FranchiseBusinessReview.com



Sheri Clark Age: 44
Cruise Holiday in Bowling Green, Kentucky

Previous occupation: Housewife

How long as a franchisee: 4.5 years

How long did you spend researching franchises?
One month

Top reason you chose your franchise?
Had worked with the Cruise Holiday management team before and was familiar with their team and operations.

Best part of being your own boss?
Setting my own hours, no cap on how much money I can make.

Worst part of being your own boss?
Working too much! And lack of health care.

Craziest/most interesting thing that has happened to you as a franchise owner?
Coordinating and meeting the French Corvette Club at a port in France while on a cruise. They did not speak any English and myself, nor any of the cruisers that I was escorting spoke any French. But it worked out great and many of my clients got to drive through the French countryside in a Corvette.

Advice for prospective franchise buyers?
Your own business is hard work. Make sure this is something you love...something you would do, even if you didn't get paid. Passion will drive you to a successful business.

Heaven's Best #1

Startup Investment: \$28,900 – \$64,000
Cash Requirement: \$15,000
Domestic Franchises: 1,200

Heaven's Best is a worldwide leader in carpet and upholstery cleaning. Their unique "dry in one hour" process yields exceptional results. Heaven's Best cleaning experts can tackle the toughest stains and dirt leaving carpets clean and renewed.

Home Instead Senior Care #2

Startup Investment: \$47,050 – \$60,050
Cash Requirement: \$47,050 – \$60,050
Domestic Franchises: 848

The Home Instead Senior Care family network of locally owned franchise offices was developed with a passionate desire to be your trusted source in helping your family keep your aging mother, father, grandparents or friends in their home as they grow older.

Anago Cleaning (Masters) #3

Startup Investment: \$8,000 – \$350,000
Cash Requirement: \$2,000 – \$50,000
Domestic Franchises: 26

Anago is a premier commercial janitorial service company operating coast to coast. "The Anago Way" offers proven systematic cleaning techniques that are innovative, high quality accompanied by exceptional service. Their creative marketing strategies position Anago to become leaders in the janitorial service industry.

Oxi Fresh Carpet Cleaning #4

Startup Investment: \$27,900
Cash Requirement: \$27,900
Domestic Franchises: 80

Oxi Fresh Carpet Cleaning is now the frontrunner in the evolution of the carpet cleaning industry! The company's key strengths are in its wealth of business experience and innovative products proven to reinvent carpet right before the customer's eyes.

Truly Nolen of America #5

Startup Investment: \$5,000 – \$300,000
Cash Requirement: \$10,000 – \$300,000
Domestic Franchises: 12

The Truly Nolen Three-Zone Protection plan fights pest invasion with common sense techniques and materials geared toward sending those pests packing. "Truly-Scape Lawn Care" offers a year round program designed to take the guesswork out of insect control, fertilization, fungus and weed control.

Computer Troubleshooters #6

Startup Investment: \$24,800 – \$39,500
Cash Requirement: \$12,000
Domestic Franchises: 207

Computer Troubleshooters provides a full range of computer and technology solutions to small businesses and home users. Computer Troubleshooters specialists are fully trained and are experts at diagnosing and implementing a broad range of technology solutions.

Synergy HomeCare #7

Startup Investment: \$49,240 – \$99,540
Cash Requirement: \$50,000
Domestic Franchises: 50

Synergy HomeCare stands out from the rest because they provide home care services to all ages and thoroughly screen their caregivers. Synergy HomeCare services clients in any age range and with any home care need. They fully understand the importance of both immediate and long term home care.

TeamLogic IT #8

Startup Investment: \$70,000 – \$120,000
Cash Requirement: \$50,000
Domestic Franchises: 44

TeamLogic IT franchisees provide computer support and state-of-the-industry managed services solutions to small and medium-sized businesses. Franchise owners serve as the CEO of their business and hire the IT staff to perform the work. The candidate for a TeamLogic IT business is a person who wishes to work in a business environment, likes technology, and enjoys working with other business professionals.

Miracle Method Surface Restoration #9

Startup Investment: \$75,000 – \$100,000
Cash Requirement: \$60,000 – \$85,000
Domestic Franchises: 120

Miracle Method franchisees offer on-site surface refinishing services to homeowners, hotels and property managers as a money saving alternative to removal and replacement of bathtubs, tile, fiberglass and kitchen countertops. Cost savings of up to 75% over replacement and minimal downtime are always appealing and has made Miracle Method and its proprietary surface process a recession resistant opportunity.

Proforma #10

Startup Investment: \$19,500
Cash Requirement: \$25,000 – \$38,095
Domestic Franchises: 630

With over 30 years of experience, Proforma remains clearly focused on providing solutions to North American businesses for their graphic communications needs. A leading provider of promotional products, printing services, business documents, and eCommerce solutions, Proforma has received numerous awards and is recognized as one of the top 5 companies in our industry.

eMed-ID #11

Startup Investment: \$7,500 – \$29,950
Cash Requirement: \$5,000
Domestic Franchises: 20

eMed-ID is the world's first medical identification franchise specializing in assisting consumers with their Personal Health Records (PHR), Electronic Health Records (EHR) and other medical products and services. The home-based, low cost franchise offers consumers a simple solution for documenting their confidential medical history on an easy-to-carry wearable USB device.

FocalPoint Coaching #12

Startup Investment: \$49,950 – \$65,000
Cash Requirement: \$49,950
Domestic Franchises: 53

FocalPoint Coaching, powered by Brian Tracy specializes in training managers, entrepreneurs and executives who are passionate about coaching, teaching and mentoring others. As one of the few white-collar franchises, FocalPoint's structure ensures that franchisees receive exceptional training, support and the resources needed to be successful. At FocalPoint Business Coaching your training is based on real world, usable outcomes. You'll learn how to think and act like a business coach, how to find and acquire clients, and how to keep them! You will benefit from our world renowned TEAM, call now!

"When you are **passionate** about something and really believe in it, your customers know it."

SCOTT KARLIN
JUMPBUNCH FRANCHISEE

Murphy Business & Financial #13

Startup Investment: \$56,000 – \$114,200

Cash Requirement: \$50,000

Domestic Franchises: 105

Murphy Business & Financial Corporation provides new or experienced business brokers with the support to build a successful business brokerage firm on several fronts. These include ownership transfers, business valuation and appraisals, mergers/acquisitions and property management.

Adventures in Advertising #14

Startup Investment: \$85,000

Cash Requirement: \$55,000

Domestic Franchises: 300

Adventures in Advertising (AIA) promotional consultants have provided promotional products, corporate apparel and marketing services since 1994. AIA invites promotional consultants and their customers to "Experience the Drive" of working with a leader in the fast-growing promotional products industry.

Nurse Next Door Home Healthcare #15

Startup Investment: \$30,000

Cash Requirement: \$100,000

Domestic Franchises: 21

Nurse Next Door Home Healthcare Services is one of North America's fastest growing in-home senior care franchise systems and is dedicated to delivering response, caring and high quality home healthcare services. Founded in 2001, Nurse Next Door has more than 20 franchise locations and is rapidly adding more.

Our Town America #16

Startup Investment: \$60,500 – \$88,050

Cash Requirement: \$75,000

Domestic Franchises: 51

For over 35 years, Our Town America has been providing new movers with traditional hospitality by mailing them housewarming gift certificates from neighborhood businesses, in a premium gift package. Their franchisees work with the local businesses to secure the gifts. This is a marketing program that has satisfied thousands of business owners throughout the United States.

OMEX Office Maintenance Experts #17

Startup Investment: \$40,000 – \$70,000

Cash Requirement: \$25,000

Domestic Franchises: 20

The OMEX franchise is designed for the entrepreneur looking to build and develop a professional commercial cleaning business, not a small franchise where the owner is the principal worker. It is an opportunity to operate your own company and staff while managing the maintenance needs of other professional offices.

Weed Man #18

Startup Investment: \$100,000 – \$125,000

Cash Requirement: \$100,000

Domestic Franchises: 365

Commitment, Quality, Integrity: For close to 40 years, Weed Man has built upon founder Des Rice's uncompromising commitment to serving the customer. Keeping true to his vision provides Weed Man with a competitive advantage and allows us to build a strong national brand based on keeping promises and exceeding expectations.

Disaster Kleenup International #19

Startup Investment: \$23,145 – \$79,750

Cash Requirement: \$30,000 – \$90,000

Domestic Franchises: 159

With over 350 Member Company locations, Disaster Kleenup International (DKI) is North America's largest disaster restoration contracting organization. By pooling resources, members are able to take on disasters of any magnitude, while assuring the very best of restoration expertise and efficiency.

Tax Centers of America #20

Startup Investment: \$19,499 – \$46,949

Cash Requirement: \$7,500 – \$20,000

Domestic Franchises: 151

Tax Centers of America is a recession proof business with an unlimited opportunity for growth, and the greatest franchise business opportunity available in America today. And the only company that offers buy 1 tax franchise and get 4 free.

Budget Blinds #21

Startup Investment: \$89,240 – \$173,070

Cash Requirement: \$74,950

Domestic Franchises: 993

Budget Blinds is the #1 window coverings franchise in North America. They offer the industry's best selection of name brands, free in-home consultation, and "Expert Fit" measuring and installation. Home improvement continues to boom and there's high demand for name brand products and services at the right price.

Cruise Holiday (formerly SeaMaster Cruises) #22

Startup Investment: \$9,500

Cash Requirement: \$9,500

Domestic Franchises: 132

A Cruise Holiday franchise is a truly unique home-based business, offering the opportunity for financial success and a lifestyle that has the world (literally) at your feet. Backed by the travel industry-leading Travel Franchise Group, Cruise Holiday has the power and experience to help you build and manage your cruise business.



Scott Karlin Age: 37
JumpBunch in Chandler, Arizona

Previous occupation: IT Consultant

How long as a franchisee: 1 year, 4 months

How long did you spend researching franchises?
2.5 years

Top reason you chose your franchise?

The combination of working with kids and sports along with owning my own business was very appealing. Sports has always been an important part of my life and, after coaching my sons' baseball teams, I found that I love to coach kids. That, combined with an outstanding business plan and exceptional support from the JumpBunch team made selecting this franchise very easy.

Best part of being your own boss?

The flexibility to work when and how I want to work. My last job required me to travel and now I am able to be home more and won't miss out on my kids activities. With my business, I get out of it what I put into it. I can control how much I earn without the worry of being laid off.

Worst part of being your own boss?

As the owner, everything falls on me. I'm responsible for making sure everything happens when it needs to and when there are a number of items that need to be handled at the same time, I sometimes feel like I'm going non-stop.

Craziest/most interesting thing that has happened to you as a franchise owner?

I feel like a rock star every day. When I enter a school and the children get excited and shout out "JumpBunch" or "Coach Scott is here" it just reminds me that I have the best job in the world. I am working to help these young kids not only develop a love of being active, but also helping in their emotional and social development.

Advice for prospective franchise buyers?

Research not only your prospective franchise, but also your market. Choose something that you enjoy doing. When you are passionate about something and believe in it, your customers know it.

"The main reason I picked Budget Blinds was the great support team I was introduced to and the owners were really down to earth while the start up cost was minimal with no inventory needed."

RICK SIEFKEN
BUDGET BLIND FRANCHISEE



Trevor Cornwell Age: 33 AdvantaClean in Southwestern Michigan

Previous occupation: Project Manager for a Fortune 500 diversified industrial company

How long as a franchisee: 6 months

How long did you spend researching franchises? I've been interested in buying a franchised business for several years but didn't seriously consider it until about a year ago. I spent 6 months researching and conducting due-diligence with a handful of franchises before buying an AdvantaClean Environmental franchise.

Top reason you chose your franchise? It's hard to pin it down to one item, but when comparing AdvantaClean to other franchises I put a high value on the multiple revenue streams that this franchise offers.

Best part of being your own boss? I love being my own boss. One of my greatest "aha" moments since becoming my own boss and business owner is the fact that my business goals are ultimately my personal goals. That's not always possible when you work for someone else and it's rare to find a boss that really cares about your personal goals. I know that if my business goals are realized, so are my personal goals.

Worst part of being your own boss? I haven't really encountered any down-sides yet. I don't have any regrets and I have no problem getting out of bed in the morning.

Craziest/most interesting thing that has happened to you as a franchise owner? In a very short period of time I've become known as the guy to call when you need something cleaned that no one else will touch. I've received some interesting calls about cleaning some very grotesque things from people's homes. It is things like that that keeps this business interesting.

Advice for prospective franchise buyers? To me, back office support is a must. If you're looking at a service based industry that requires someone to answer a phone and log calls, find a franchise that offers that as part of your royalty fee. If you're on a job, you can't answer the phone and you can't rely on voicemail to catch all of your customer's needs. Missed calls are missed revenue.

Amazing Athletes #23

Startup Investment: \$42,650 – \$65,020
Cash Requirement: 25,000
Domestic Franchises: 30

Amazing Athletes is a mobile sports and fitness franchise for young children ages 2.5 through 6 years. We specialize in teaching the fundamentals and mechanics of numerous sports incorporating the necessary hand-eye coordination and learning skills each child should know before entering 1st grade.

ActionCOACH #24

Startup Investment: \$83,800 – \$102,500
Cash Requirement: \$20,000
Domestic Franchises: 392

ActionCOACH offers an opportunity for consultants to become business coaches and executive coaches and form a home-based business providing business coaching and executive coaching services to other companies. ActionCOACH franchisees provide a valuable service to business owners and executives, offering unique perspectives in evaluating current company structure, while helping improve the health and profitability of their businesses, as well as helping executives improve their leadership skills to accelerate performance.

Home Cleaning Centers of America #25

Startup Investment: \$40,000 – \$45,000
Cash Requirement: \$30,000
Domestic Franchises: 36

Home Cleaning Centers of America have the largest average sales per franchise in our industry at \$400,000+. We clean houses & offices. Our franchise fee and royalties are among the lowest. We are looking for talented entrepreneurs who can manage people and want to own a large business!! Our largest offices gross over \$1,000,000.

MaidPro #26

Startup Investment: \$75,000
Cash Requirement: \$75,000
Domestic Franchises: 101

MaidPro prides itself on its proven, groundbreaking technology, 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 industry. MaidPro offers you the advantages of rapid growth, low start-up costs, manageable hours and recurring revenue.

Carpet Network #27

Startup Investment: \$50,600 – \$72,400
Cash Requirement: \$60,000
Domestic Franchises: 30

Carpet Network was the pioneer in bringing shop-at-home convenience to the \$20.9 billion flooring and window coverings industry. Our home-based business brings state-of-the-art mobile vans, the very latest sales support technology, unsurpassed buying power from the nation's top manufacturers, innovative products, comprehensive marketing support and decades of experience to our network of franchisees.

Padgett Business Services #28

Startup Investment: \$98,150
Cash Requirement: \$98,150
Domestic Franchises: 400

Over 25,000 small businesses rely on Padgett Business Services franchise owners for a wide array of business services including accounting, financial reporting, tax, government compliance, payroll services and general business consulting.

JumpBunch #29

Startup Investment: \$40,700 – \$73,900
Cash Requirement: \$35,000 – \$77,000
Domestic Franchises: 35

JumpBunch offers structural sports and fitness programs for children 15 months to 6 years old, as well as for school age children ages 6-12. They are offered as part of a child's day at school, daycare, after-school program and rec departments. JumpBunch is not a gym or facility; rather, they go out into the community to teach classes.

Showhomes #30

Startup Investment: \$48,400
Cash Requirement: \$10,000
Domestic Franchises: 42

Join Showhomes, America's largest home staging business. One of the top 50 franchise companies in the US, Showhomes is growing by staging one home at a time. If you love real estate, looking at homes and enjoy working with people, discover how a Showhomes franchise could be a great fit for you!

5-Star Painting #31

Startup Investment: \$60,000 – \$80,000
Cash Requirement: \$20,000
Domestic Franchises: 73

Five Star Painting franchise is the future of the painting and service industry. With cutting edge technology, online and offline marketing, multi-media and in person training, daily support and industry leading growth, you can truly change your life by joining our team of successful franchisees. Five Star has a highly experienced management and support team that creates success thru a personal touch and feel, yet our start-up costs are the lowest in our industry. Get on board with the new leader in the service industry, and find out why we offer such a compelling, high growth business for you to take advantage of.

AdvantaClean #32

Startup Investment: \$62,600 – \$97,800
Cash Requirement: \$60,000
Domestic Franchises: 16

AdvantaClean is a leading provider of environmental cleaning and HVAC system repair services (i.e. Indoor Air Quality and Comfort services). Through a streamlined, low overhead business model that leverages real-time business analytics, AdvantaClean franchisees run recession resistant businesses that offer non-discretionary services to property owners.

“Find a business that requires **skill** sets that you already have and gives you an opportunity to **grow** both personally and in your business.”

LARRY NEAL
OUR TOWN FRANCHISEE

Matco Tools #33

Startup Investment: \$81,000 – \$183,000

Cash Requirement: \$35,000

Domestic Franchises: 1,443

Matco Tools is a 62 year old organization supplying professional grade tools, automotive service and diagnostic equipment to professional repair technicians in the automotive, truck, marine and aviation industries. Matco's franchised mobile distributors operate from a home-based office in an exclusive territory and service a pre-identified potential customer base.

Bark Busters #34

Startup Investment: \$69,100

Cash Requirement: \$57,000

Domestic Franchises: 252

Bark Busters offers dog-friendly training techniques and products that leverage the same communications methods — body language and voice control — that dogs follow as part of their instinctual pack mentality. All training takes place in the home and their all-natural methods are effective with any dog, any age — including puppies. The unique Bark Busters product line then provides everything else you need to train and entertain your dog.

Snap-on Tools #35

Startup Investment: \$16,688 – \$80,174

Cash Requirement: \$16,688 – \$27,674

Domestic Franchises: 3,178

Snap-on Tools 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 franchisees, company-direct sales and distributor channels, as well as over the Internet.

Benjamin Franklin Plumbing #36

Startup Investment: \$51,170 – \$223,240

Cash Requirement: \$27,170+

Domestic Franchises: 249

Benjamin Franklin Plumbing – “The Punctual Plumber” – is identity engineering for plumbing contractors. It's also an innovative, ground-floor franchise opportunity for ambitious contractors and business owners seeking to grow their company and dominate their marketplace by delivering to their customers a trustworthy plumber who will show up on time. The company is owned by Clockwork Home Services Inc. *(Investment costs outlined above are for existing contractors converting their business. A new, startup franchise would be a substantially greater investment.)*

Office Pride Commercial Cleaning #37

Startup Investment: \$2,000 – \$40,000

Cash Requirement: \$2,000

Domestic Franchises: 94

Office Pride Commercial Cleaning provides top quality janitorial services while building mutually beneficial relationships with customers, employees, vendors, and franchisees. At Office Pride, employees are trained on how to specifically give an office or facility the most thorough cleaning it has ever had, every time the clean.

Home Care Assistance #38

Startup Investment: \$65,000 – \$150,000

Cash Requirement: \$24,950

Domestic Franchises: 36

Achieve accelerated growth and sustainable high earnings with the largest exclusive territories of any senior care franchise. We provide a business ownership experience that will help you achieve the rewarding and lucrative lifestyle you deserve.

“The best part about being our own boss is having flexibility in our schedule for family time and being able to provide part-time employment to them.”

TRACY & LUCIE WOOLERY
TRULY NOLEN FRANCHISEES

Join A
**TOP RANKED
TOOL FRANCHISE**



**MATCO
TOOLS**
Professional Tools & Equipment
www.matcotools.com

...Drive Your Own Business

It's what we DON'T have that sets us apart from other franchise opportunities

- **NO Franchise Fees or Royalties**
- **NO Advertising Fees**
- **NO Expensive Real Estate**

Join a respected and growing provider of hand tools, diagnostics, and service equipment, with eight manufacturing facilities, two state-of-the-art Distribution Centers, and a staff of 400 to support you! Getting started is easier than you might think - We can even help with financing.

To learn more, call or visit the website -

1-888-MYMATCO / www.gomatco.com



Entrepreneur Magazine January
2009 Franchise 500 Issue

“Leave home every day with a plan to help as many people reach their goals as possible.”

DAVE CORDOZA
MATCO TOOLS FRANCHISEE

Sarah Care #39

Startup Investment: \$65,000 – \$150,000

Cash Requirement: \$24,950

Domestic Franchises: 36

Achieve accelerated growth and sustainable high earnings with the largest exclusive territories of any senior care franchise. We provide a business ownership experience that will help you achieve the rewarding and lucrative lifestyle you deserve.

Simple Simon's Pizza #40

Startup Investment: \$15,000 – \$125,000

Cash Requirement: \$25,000

Domestic Franchises: 240

Simple Simon's Pizza was founded in 1982 based on a simple philosophy to serve the best quality pizza, calzone, and sandwiches at the most affordable price in a family atmosphere that people can enjoy.

Sears Carpet & Upholstery Care #41

Startup Investment: \$25,960 – \$191,550

Cash Requirement: \$50,000

Domestic Franchises: 141

Sears Carpet & Upholstery Care takes great pride in promising carpet care and in their ability and commitment to follow through on that promise. As one of the most recognized brand names in America, Sears has come to represent quality, integrity, convenience and most importantly — consumer confidence.

Handyman Matters #42

Startup Investment: \$48,930 – \$89,425

Cash Requirement: \$30,000

Domestic Franchises: 121

Handyman Matters is a nationally recognized company serving the repair, restore and maintenance needs of both residential and business customers. They specialize in small to medium-sized jobs covering a range of “around-the-house” handyman tasks, repairs, installations and maintenance found on everyone's to-do lists.

Pillar to Post #43

Startup Investment: \$26,900

Cash Requirement: \$14,900

Domestic Franchises: 400

Pillar To Post is the leading home inspection franchise, operating over 400 locations in North America. Our goal is to provide our franchisees an opportunity to achieve financial independence while gaining more control and flexibility in their lives. Pillar To Post is a low-investment, home-based business proven over 15 years. Full, turn-key, startup and ongoing training included.

Happy and Healthy Products (Fruitfull) #44

Startup Investment: \$32,222 – \$68,339

Cash Requirement: \$32,222

Domestic Franchises: 75

Low investment, full or part time, home-based franchise for frozen fruit bars, snacks, breads and cookies. No royalties and low overhead with working capital built-in. No store front necessary and initial accounts and training guaranteed.

Building
success stories...

one

entrepreneur
at a time.



PADGETT
THE SMALL BIZ PROS
PADGETT BUSINESS SERVICES •
WHERE YOUR SUCCESS TAKES ROOT™

Join the largest accounting &
tax franchise system.*

We are looking for financial and
business pros to join our team.
Become a franchise owner with
PADGETT BUSINESS SERVICES®

What PADGETT offers...

- A professional B2B opportunity
- Low investment - low overhead - high margin industry
- Industry leading marketing programs with proven results
- Year round business cycle...not a seasonal business
- First class training and support
- Over 40 years of proven success!

Franchise offering by prospectus only.
* According to Accounting Today's ranking of accounting firms.

TAKE ROOT WITH PADGETT

For Franchise Info ...

1-800-PADGETT
www.SmallBizPros.com

Entrepreneurs
Wanted

Fish Window Cleaning #45

Startup Investment: \$65,000 – \$125,000
 Cash Requirement: \$65,000 – \$125,000
 Domestic Franchises: 165

Fish Window Cleaning provides service to commercial and residential customers nationwide. They specialize in cleaning: ground level storefronts, one, two, and three story office buildings, restaurants, banks, churches, schools, and homes. Whether at work or at home, they offer a variety of services such as exterior windows of all types, storm windows, construction clean ups, screens, mirrors, chandeliers, ceiling fans, gutters, and skylights.

Mosquito Squad #46

Startup Investment: \$32,000 – \$57,000
 Cash Requirement: \$17,500
 Domestic Franchises: 22

Mosquito Squad is a proven, effective and dependable treatment solution that kills mosquitoes, ticks and other outdoor pests, helping you fight the spread of West Nile Virus, Lyme Disease and Encephalitis in your community. Starting with our proprietary insect treatment program and an innovative marketing plan, you can be up and running in 30 days.

DoodyCalls #47

Startup Investment: \$39,730 – \$63,920
 Cash Requirement: \$50,000
 Domestic Franchises: 46

When nature calls, this franchise answers. Founded in 2000, DoodyCalls provides professional pet waste removal services to over 40 territories nationwide. Franchise owners service residential yards, apartment communities and homeowner associations. DoodyCalls is the recognized market leader and will operate 325 franchises nationwide.

Images 4 Kids #48

Startup Investment: \$39,000
 Cash Requirement: \$20,000 – \$30,000
 Domestic Franchises: 79

Images 4 Kids photography franchise is the premier school picture day photographer for preschools, private schools and daycares across the country. Images 4 Kids specializes in quality studio portrait services made simple. Imagine owning a business filled with laughter and lots of smiles.

Town Money Saver #49

Startup Investment: \$18,000 – \$48,000
 Cash Requirement: \$23,000
 Domestic Franchises: 142

Town Money Saver has been structured to provide you with the tools and management knowledge to effectively and profitably produce a monthly community publication. There is no storefront, inventory or employees required to start your Town Money Saver franchise. Town Money Saver handles your graphic coordination, printing and mailing – allowing you to focus on customer relationships and growth. Exclusive territories allow you to develop hometown, long-term relationships that will result in a solid future.

The Painting Pros #50

Startup Investment: \$68,900 – \$148,300
 Cash Requirement: \$68,900 – \$148,300
 Domestic Franchises: 13

The Painting Pros continually drives at our company's primary goal: To be the most professional, skilled and responsive painting operation in the marketplace. Everything we do is focused on developing a loyal base of lifelong clients. We understand that this loyalty can only be earned through both the quality of our workmanship and the conduct of our staff. We are America's painting company.

“I now feel like the last 35 years of my career was **“rehearsal”** for what I’m doing now as a FocalPoint franchisee.”

DAN CREED
 FOCALPOINT FRANCHISEE

The World's Greenest Carpet Cleaner™

Oxi Fresh CARPET CLEANING

An Award Winning Franchise

- ✓ #2 - Franchise Satisfaction Awards - 2009
- ✓ #308 - Entrepreneur Magazine - Top 500 Franchises
- ✓ #19 - Entrepreneur Magazine - Top New Franchises
- ✓ #85 - Entrepreneur Magazine - Top Home Based Franchises
- ✓ #68 - Entrepreneur Magazine - Top Low Cost Franchises

www.oxifresh.com • 1-877-OXIFRESH

Budget Blinds

Budget Blinds® has been the #1 window coverings franchise in America for over a decade.
Entrepreneur® magazine, 1994-Present

Make \$750,000 in sales in three years or we'll waive your initial franchise fee!*

866.563.0567
 BudgetBlinds2Own.com

*Conditions apply. Waiver is in the form of a 10 month royalty holiday worth \$15,000. USA only. Refer to Franchise Disclosure Document for full details. This is not an offering to sell a franchise. Franchise offerings are made through a Franchise Disclosure Document. ©2009 Budget Blinds, Inc. All Rights Reserved. Each franchise is independently owned and operated. Budget Blinds is a registered trademark of Budget Blinds, Inc. and a Home Franchise Connection brand.



Seven Sure Steps to Choosing a Franchise

By Lori Kiser-Block

Franchising is a wonderful way to go into business for yourself. So many things have already been established for your benefit: branding, marketing, processes, products, systems, etc. Building a business through franchising has been so successful that franchised businesses generate jobs for more than 18 million Americans and account for 10 percent of the private-sector economic output, according to the International Franchise Association.

If you are convinced that you want to investigate franchising for your next career move, **how do you go about finding just the right one?**

This is one subject about which much has been written. Everyone has their own version of what you need to do to find that one, perfect concept for you and for your market. At FranChoice, helping people find their ideal franchise opportunity is what we do. As a result, we have worked with thousands of people looking to find the right franchise and realize their dreams.

Here is our recommended approach of determining what to look for in a franchise that will meet your needs, expectations and goals:

STEP 1 - Take Stock

Before you start looking at franchises, take stock of that most important component of the equation – YOU.

- **What skills, experience and interests do you have?**
- **Consider your past jobs and determine what you liked best and least about them; then make a list of your strengths and weaknesses.**
- **How much money can you invest and how much would you like to make?**
- **Are you comfortable managing others or would you prefer to work alone?**
- **Where do you want to work? Are you willing to relocate?**
- **What hours are you willing to work?**
- **What lifestyle expectations do you have long-term?**
- **How do you feel about selling and the sales process?**

By starting with a list of what you have to offer and what you need from a business, you can create a strategy and model for your research.

STEP 2 - Keep an Open Mind

Whether you use a resource like FranChoice or do your own franchise research via the Internet, it is best to keep all options open when considering a franchise. An inexperienced person may approach the process by thinking, “Well, I love donuts. How about a donut franchise?” And after spending days or weeks of research on Krispy Kreme, Dunkin’ Donuts and others, the individual may find he doesn’t have the required capital, the territory he wants is not available, and he’d have to give up weekends if owning a food franchise.

Another ineffective way to begin your franchise research is to lock yourself in to one or two concepts. If you think, “I’ll only look at ice cream and exercise franchises,” you may miss finding the concept that meshes perfectly with your needs.

With thousands of franchise companies available, keeping an open mind is the best strategy you can employ to get in on the ground floor of that new, hot concept or to find something that will really take off in your market.

“What you see from the company at this time may be an indication of the type of support you will receive as a franchisee in their system.”

STEP 3 - Contacting Franchisors

Let’s say you’ve found an assortment of franchises that look promising. **What do you do next?**

Contact the franchisors and request information about their concepts. You will probably get calls from someone in the franchise development department who will gauge your interest and advise you if the territory you seek is available. You will want to thoroughly view the web site information and any brochures and videos they send you.

Keep notes on your impressions. Are their materials professional and up-to-date? Are you treated

Dale & Vikki Turner Age: Late 50's
Bark Busters in North Phoenix, Arizona

Previous occupations:

Prior to moving to Arizona nine years ago, Dale was an executive in the healthcare field and Vikki was a human resource director in the high tech industry.

How long as a franchisee: 4 years

How long did you spend researching franchises?
About 4 months doing research/due diligence.

Top reason you chose your franchise?

We were looking for a second career and wanted less stress, less of the corporate lifestyle moving forward. We wanted to own our own business and to work for ourselves. We resonated with the business concept, love dogs and felt that our skills were well suited to the business.

Best part of being your own boss?

We have balance, flexibility and love what we do everyday.

Worst part of being your own boss?

The variation in monthly income.

Craziest/most interesting thing that has happened to you as a franchise owner?

It has really surprised us how our talents and skills complement one another. It has given us another passion to share and deepened our partnership.

Advice for prospective franchise buyers?

Select something you are passionate about.

Be sure you are honest about your skill-set including what talent you bring to starting a new business, marketing, customer service, managing finances and life balance. Identify “worst-case scenarios” for your finances and resources. Make sure you have enough funding to float the business if things have a downturn.

courteously by a friendly and knowledgeable member of the corporate office? Are your questions and concerns answered to your satisfaction?

STEP 4 - FDD Review

Your next step is to read the company's Franchise Disclosure Document or FDD (formally called the UFOC or Uniform Franchise Offering Circular). Every franchise in the United States is required to provide an FDD. From this you will learn the history of the company, the training and marketing programs, and what costs, royalties and fees you will be required to pay.

Some franchisors also provide unit financial performance information in the FDD (Item #19) that will help you estimate the potential of the business. The FDD is full of information about the franchise and it clearly explains the responsibilities of the franchisee (you) and the franchisor. Your FDD review and understanding is a very significant part of the research process.

By paying attention to what you discover in a company's FDD, you can weed out franchises that just don't measure up. Some warning signs of a franchise that is facing challenges are extensive litigation with franchisees or a closing rate of units greater than what's being opened.

"Gather a variety of opinions and you'll get a clear picture of not only the franchise itself but of how you'd fit into the organization."

STEP 5 - Get Feedback

We consider this step to be of monumental importance when judging the likelihood of finding happiness in a particular franchise: GET FEEDBACK FROM EXISTING FRANCHISEES!

Existing franchisees are your best source of information for finding out what really happens in a business on a day-to-day basis. You can ask what they like and dislike about the business, if they are happy with corporate support, and even get a feel for the type of earnings a franchise makes.

A service like Franchise Business Review is an excellent way for you to get broad feedback from many more franchisees than you could ever contact yourself. Use these franchisee satisfaction reports to get a sense of the franchise systems overall satisfaction and then drill down and talk directly to franchisees that you have the most in common with.

STEP 6 - Narrow Your Choices

Your next step is to narrow down your choices. Let's review what you've done so far:

1. **Made a list of your strengths, experiences and needs**
2. **While keeping an open mind, found some companies that look promising**
3. **Requested information**
4. **Reviewed the FDD**
5. **Talked with existing franchisees**

When you've made it this far, it's time to go to Discovery Day (an on-site meeting with a franchisor). At this meeting you will be introduced to the people in the home office and you may visit a local franchisee, allowing you to ask even more questions and maybe to get some hands-on experience with the business.

Discovery Days are very interesting and exciting. When you leave, you will have a good understanding of the franchise. Don't forget that this is a two-way street. They'll be evaluating you as thoroughly as you evaluate their business.

STEP 7 - Decision Time

The last step, of course, is making the final decision. Like any major decision, you will be filled with anticipation and anxiety, excitement and fear. Those are very normal feelings, experienced by almost everyone. But if you've done your homework and followed the steps as outlined, you should be very comfortable with your final decision.

Congratulations – you're ready to be a franchisee!

Lori Kiser-Block is President of FranChoice, a national network of franchise consultants that provides free guidance and advice to qualified individuals in the United States searching for franchise opportunities that match their personal interests and financial qualifications. FranChoice is a Franchise Business Review preferred partner. To learn more about how FranChoice can help you with your franchise search, please visit www.FranchiseBusinessReview.com and click on the Resource tab in the top navigation.



Bryan Robinson Age: 46
Matco Tools in Huffman, Texas

Previous occupations:
Automotive and Body Shop Manager

How long as a franchisee: 5 years

How long did you spend researching franchises?
2 months

Top reason you chose your franchise?
Route was close to home and had upside potential. Wanted a way to become more financially secure and let our hard work reward us, not another owner or organization.

Best part of being your own boss?
Only one person responsible for success or failure

Worst part of being your own boss?
The job is there 24 hours a day, 7 days a week. You are forced to look at yourself and evaluate your performance and be realistic with yourself.

Craziest/most interesting thing that has happened to you as a franchise owner?

In 2007, I was diagnosed, treated, and survived a bout with cancer. I learned more about myself, my supportive family, and my customers than I ever realized. I was out for 5 months while family and friends ran my route. Not only did we survive as a business but were awarded Matco Top 200 distributor status for 2007.

Advice for prospective franchise buyers?
Do your homework and find the right opportunity to fit you and your goals. Talk to several active franchisees old and new to see what they do to be and also maintain success.

For more resources to help you with your franchise search, visit www.FranchiseBusinessReview.com

Heaven's Best Takes Top Honors...

...Four Straight Years!!!



Cody Howard, CEO of Heaven's Best Carpet Cleaning takes a moment to discuss how the company has won top honors in the Franchisee Satisfaction Awards for the past four years.

FBR: How did Heaven's Best get started?

CH: Heaven's Best started in 1983. We saw the need for a better system of cleaning carpet which would allow the operator to make an above average income with a secure future built on repeat customer satisfaction. Heaven's Best delivers franchisee and customer satisfaction.

FBR: What's your competitive advantage?

CH: Heaven's Best system allows a customer's carpet to be dry in one hour. Our products work extremely well and we treat our franchisees and customers better than any other company.

FBR: When did you know Heaven's Best would be a successful company?

CH: We have always tried to live our lives with honesty and integrity. We believe that what goes around comes around. I guess we knew from our first carpet cleaning job that this company would be a success.

FBR: How do you measure success?

CH: Success is pleasing your customer. Our franchisees know how to please their customers. We measure a lot of our success in how happy our franchisees become. We strive to obtain the proper balance between personal financial success and family success. Not all success is based on financial criteria.

FBR: You've been rated the #1 franchise for four straight years. What's your secret?

CH: We treat our franchisees the way we would want to be treated. Our system works. Our products work. Our market is ongoing repeat business. Heaven's Best has great franchisees that care about their customers.

FBR: How is the current state of the economy affecting your franchisees?

CH: We are a business that runs through a recession very well. People are more concerned with making do with what they have than replacing carpet in their homes. We can make their carpet look like new for a lot less money than buying new. This year 53% said they are significantly exceeding their financial expectations on our survey! Our operators are continuing to do great business through the current economy.



FBR: Who is your ideal candidate for investing in your franchise system?

CH: A person who is honest and wants to succeed in their business and personal life. A person who wants to control their own future. A person with good communication skills. A person who is not afraid of hard work.



FBR: What's the #1 thing you'd like prospective franchisees to know about Heaven's Best?

CH: As a Heaven's Best franchisee you become part of the Heaven's Best family which provides you with all the tools necessary to be successful in your area. Our operators can make a great income while at the same time keeping the balance between career and family life. We produce win-win

"I was looking to run my own business and saw my friend do a demonstration and really liked the Heaven's Best process and the results. I will say that it was the right timing in a lot of ways. Also, I was looking for an opportunity that allowed more flexibility in my life."

— Tim McLaughlin, Heaven's Best franchisee, Baltimore, MD