

TOP FRANCHISES FOR 2008



FranchiseBusiness**REVIEW**
2008 Franchisee Satisfaction Awards



Heaven's Best Takes Top Honors...Again!



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 three 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 three straight years. What's the secret to your success?

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: I'm sure you hear a lot of crazy stories about cleaning carpets. What's the craziest one you've ever heard?

CH: Most of the crazy stories come from our competitors dealings with their customers. Heaven's Best's customers are great people who have come to expect the best in the business. We have an excellent reputation in the quality of service we offer and way we treat our customer and franchisees.



FBR: Who is your ideal franchisee candidate?

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 situations.

"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

2008 FRANCHISEE SATISFACTION AWARDS

The Best of the Best



Since as far back as I can remember, I have always been hooked on small business. Lemonade stands, newspaper routes, pet sitting services, lawn care...you name it — I was one of those kids that always had a business plan “cooking” in my head. It’s ironic that I didn’t really discover the world of franchising until 2000.

Franchise Business Review
has made it our mission to
help you identify the very
best franchise opportunities
in the marketplace today.

Don’t get me wrong — my childhood was strongly influenced by franchising and its effective and systematic delivery of products and services. McDonald’s cheeseburgers were a staple. Dunkin’ Donuts made a regular Sunday morning appearance on our kitchen table. And on those very special occasions — Easter, Father’s Day, and 4th of July — nothing could touch Carvel’s “Fudgie the Whale” cake!

But it wasn’t until eight years ago, when I first went to work for a franchise marketing company, that I truly discovered what franchising was really all about. There are over 3,000 franchise companies in the U.S. today, operating nearly a million franchised business units. Franchising spans 100 different industries, employees over 11 million people, and contributes \$2.3 trillion to the U.S. economy. Franchising’s raw output is nothing short of extraordinary.

For aspiring entrepreneurs, franchising offers limitless opportunities to start and grow your own business. Franchising’s reach goes well beyond the hundreds of food concepts in the marketplace today, and includes just about every possible business model you can imagine. Home-based businesses, retail businesses, service businesses, and of course, food-related businesses — there is a unique franchise business out there for everyone.

If you have read this far, I assume you are thinking of investing in a franchise yourself. Congratulations on your choice and the new career path you are about to undertake. Many people have achieved incredible success and personal satisfaction through franchising. There is, however, one important thing to keep in mind – not all franchises are created equal. In fact, I’ll even go out on a limb and tell you that 80% of the franchises are simply average or below average business opportunities. That said, it is critically important to choose your franchise wisely.

With this in mind, Franchise Business Review has made it our mission to help you identify the very best franchise opportunities in the marketplace today — not because we say these companies are the very best, but because their franchisees say they are the very best. After surveying thousands of franchisees across North America, this year’s winners of Franchise Business Review’s Franchisee Satisfaction Awards are truly the best of the best in franchising. No matter which one you choose, all of these companies have something great to offer!

Happy Franchising!

Eric Stites
Founder and President
Franchise Business Review

Questions or feedback? eric@franchisebusinessreview.com




2008 Franchisee

Franchise Business Review created the Franchisee Satisfaction Awards to pay tribute to companies that are “doing it right” — putting their franchisees first and focusing on what matters most. This year, a total of 153 companies received this prestigious award.


These companies truly represent the best in franchising.

Congratulations to our winners!


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Advertising & Sales

Adventures in Advertising

Startup Investment: \$85,000
 Cash Requirement: \$55,000
 Domestic Franchises: 309

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.

Our Town America

Startup Investment: \$29,000 – \$40,000
 Cash Requirement: \$40,000
 Domestic Franchises: 40

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.

AllOver Media

Startup Investment: \$40,000 – \$125,000
 Cash Requirement: \$40,000
 Domestic Franchises: 23

AllOver Media knows alternative out-of-home media and indoor advertising industry. No company knows the complexities or has successfully executed as many indoor and gas pump campaigns over the years as their enthusiastic and entrepreneurial team.

TruePresence

Startup Investment: \$51,500 – \$109,000
 Cash Requirement: \$60,000
 Domestic Franchises: 24

TruePresence is a national Internet marketing firm dedicated to helping businesses find, get, and keep customers online. Their unique franchise approach allows clients to work one-on-one with a local Internet marketing consultant, while a national team of web design, development, and online marketing experts delivers on every client solution.

Do I Need an MBA?

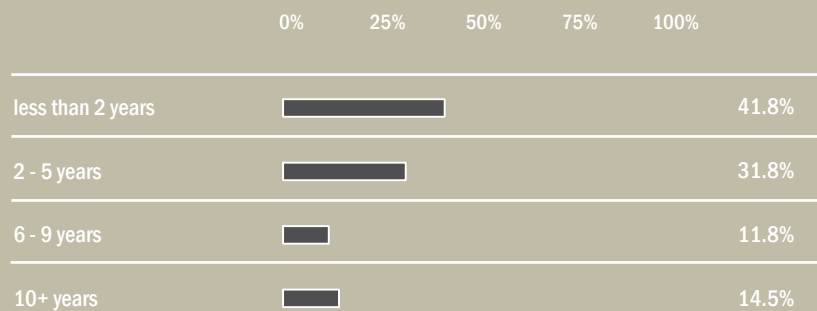
Maybe not — more than 80% of franchisees owners do not have an advanced college degree.

Putting The Hours In:

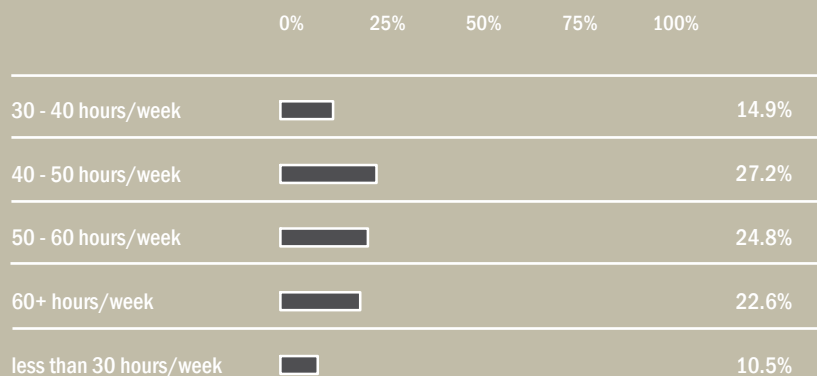
52% of franchisees work between 40 and 60 hours a week.

The Real World of Franchising

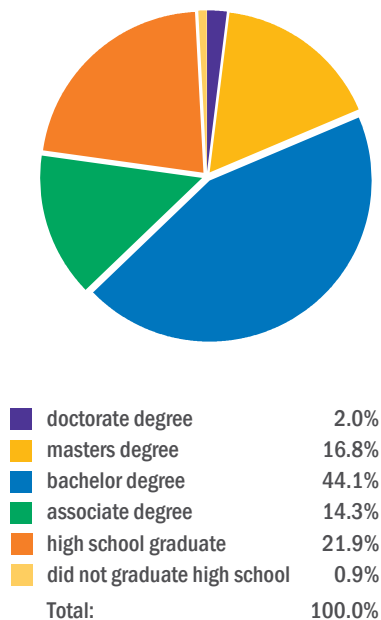
Franchising Experience



Work Hours



Franchise ownership by education level



Automotive

J.D. Byrider

Startup Investment: \$5,000,000

Cash Requirement: \$1,000,000

Domestic Franchises: 117

J.D. Byrider is the leading used car and finance company franchise, because they provide customers with better cars, affordable payments, and better car care after the sale. Since 1989, J.D. Byrider's philosophy has been that in order to consistently lead the market, they must continually serve the customer segment, and enhance the brand names, operating systems and ongoing support programs.

1-800-RADIATOR

Startup Investment: \$50,000 – \$125,000

Cash Requirement: \$50,000

Domestic Franchises: 190

It's a simple concept. 1-800-RADIATOR delivers brand-new radiators within two hours. The radiators come with a lifetime guarantee and are sold at a competitive price. This business model has enabled 1-800-RADIATOR to become the largest independent direct distributor in the country with over 215 operating locations nationwide.

Mighty Auto Parts

Startup Investment: \$155,000 – \$200,000

Cash Requirement: \$70,000 – \$80,000

Domestic Franchises: 106

Mighty Auto Parts sources the finest OEM quality auto parts from the world's leading manufacturers, serving as the lynch-pin between manufacturers and only professional technicians from coast-to-coast. Mighty Auto Parts enjoys a strong reputation within the automotive aftermarket

Matco Tools

Startup Investment: \$73,000 – \$170,000

Cash Requirement: \$35,000

Domestic Franchises: 1,521

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.

Snap-on Tools

Startup Investment: \$155,000

Cash Requirement: \$40,000 – \$50,000

Domestic Franchises: 3,449

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.

Christian Brothers Automotive

Startup Investment: \$315,000

Cash Requirement: \$65,000 – \$70,000

Domestic Franchises: 35

Christian Brothers Automotive Corporation ("CBAC") is a national automotive service franchisor headquartered in Houston, TX. CBAC was founded in 1982 by current CEO/President Mark Carr on the basic principle that honesty and integrity should be the driving force behind the business.

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Business Services

FASTSIGNS International

Startup Investment: \$190,000 – \$272,000

Cash Requirement: \$75,000

Domestic Franchises: 550

FASTSIGNS is one of the industry's leading sign and graphic franchises. Using computer-based design techniques, their concept emphasizes sign and graphic solutions. They offer fast turnaround, a business-to-business environment, with top-quality signs and graphics for corporate, professional and retail clients.

FocalPoint International

Startup Investment: \$38,000 – \$70,000

Cash Requirement: \$50,000

Domestic Franchises: 36

FocalPoint International, the world's premiere business coaching and development franchise company, has formed a ground-breaking strategic alliance with Brian Tracy International, Inc., that will provide organizations and individuals with proven concepts, methodologies and skills developed in the most effective manner: long-term, one-on-one coaching.

Sandler Training

Startup Investment: \$70,000 – \$90,000

Cash Requirement: \$63,000

Domestic Franchises: 225

Sandler's distinctive, non-traditional selling system and highly effective sales training methodology have helped salespeople and sales managers at every level take charge of the selling process. Sandler Training is designed to create lasting "performance improvement" rather than the motivational "quick fix." Sandler relies on "reinforcement training" — which combines quality review materials along with access to ongoing training workshops and individual coaching sessions.

Sir Speedy

Startup Investment: \$380,000

Cash Requirement: \$125,000 – \$150,000

Domestic Franchises: 343

Sir Speedy is the world's largest network of printing, copying and document service centers. The Sir Speedy Global Digital Network, with its alliance partners spans nearly 1,000 locations in 18 countries. Sir Speedy offers franchise opportunities for entrepreneurs and independent printing business owners.

Spherion

Startup Investment: \$75,000 – \$400,000

Cash Requirement: \$50,000 – \$100,000

Domestic Franchises: 208

Spherion is a leading staffing and recruitment company with a national network of offices and \$2 billion in annual revenues. As one of the nation's largest employers, they've placed millions of workers in temporary, temp-to-hire and full-time jobs.

AlphaGraphics

Startup Investment: \$237,127 – \$374,290

Cash Requirement: \$72,000

Domestic Franchises: 260

At AlphaGraphics, they work with people to plan, produce and manage their visual communications, enabling them to achieve their goals more effectively and confidently. Their trained and experienced team members provide expert consultation for every element of a communication project, including design, copying, printing, digital archiving, finishing, mailing services, oversized printing and promotional items.

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Franchise Business Review 2006, 2007 & 2008.
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* Per Our Uniform Franchise Offering Circular ** These figures are only estimates, there is no assurance you will do as well. If you rely upon our figures, you must accept the risk of not doing as well. Average gross sales are based on gross sales reported by 404 Centers open in the United States for the entire year ended December 31, 2006. Of these 404 Centers, 158 Centers or 39% achieved the gross sales average. Offering by prospectus only. © 2008 FASTSIGNS International, Inc.

PostNet

Startup Investment: \$174,000 – \$196,000
 Cash Requirement: \$55,000+
 Domestic Franchises: 900+

PostNet centers are high-tech one-stop convenience centers offering digital B&W/color copies, printing, fax, computer/Internet services, office supplies, DHL-FedEx-UPS shipping, packaging, postal services, mailbox rentals, and much more.

Pak Mail

Startup Investment: \$117,500 – \$151,600
 Cash Requirement: \$50,000
 Domestic Franchises: 338

As the world's premier business solutions center, Pak Mail offers custom packaging and shipping services as well as an array of value-added services in one convenient location. Pak Mail franchises enjoy tremendous name-brand loyalty and consumer awareness as well as the most requested range of revenue centers — residential and business.

ActionCOACH

Startup Investment: \$82,300
 Cash Requirement: \$20,000
 Domestic Franchises: 392

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

PIP Printing & Document Services

Startup Investment: \$265,000 – \$290,000
 Cash Requirement: \$120,000 – \$150,000
 Domestic Franchises: 178

The most recognized brand in business printing, PIP Printing & Document Services offers products and services to satisfy printing, copying and document management needs. From small or home based businesses to Fortune 100 companies, PIP helps achieve clients' printing, copying and document management needs

Profit-Tell

Startup Investment: \$42,900 – \$55,000
 Cash Requirement: \$23,700
 Domestic Franchises: 23

Profit-Tell is an advertising and marketing firm, that specializes in showing and telling business how to increase profits through creative custom on-hold messaging and state of the art web-site audio tours.

Winfree Business Growth Advisors

Startup Investment: \$55,700 – \$212,300
 Cash Requirement: \$150,000
 Domestic Franchises: 11

Winfree Business Growth Advisors provide sales training, sales management training, coaching, seminars, advice in recruiting and hiring sales people and advice to owners on growth issues for their business, including exit strategies



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Child Services

Stretch-n-Grow

Startup Investment: \$22,600
 Cash Requirement: \$20,000 – \$25,000
 Domestic Franchises: 275
 Stretch-n-Grow is the world's largest children's fitness program. Each week, their network of Certified Fitness Professionals teaches thousands of children across 11 countries. Each Stretch-n-Grow owner has only one passion — to show their Stars an "EXERciting" time.

JumpBunch

Startup Investment: \$35,200
 Cash Requirement: \$35,000 – \$77,000
 Domestic Franchises: 27
 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.

Stroller Strides

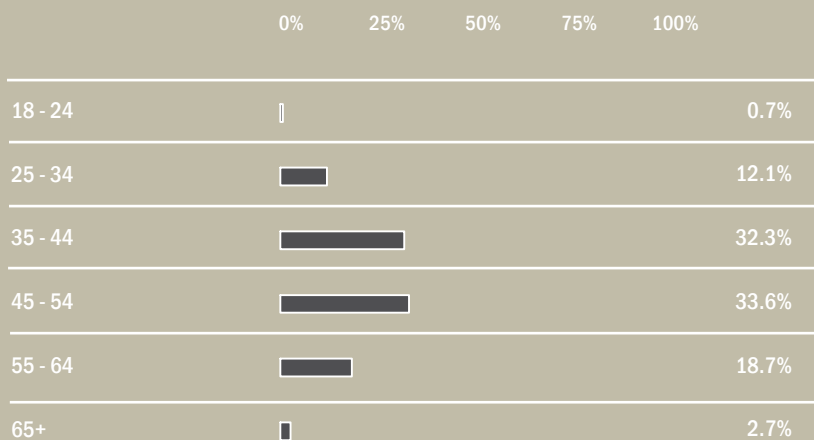
Startup Investment: \$3,609 – \$17,534
 Cash Requirement: N/A
 Domestic Franchises: 232
 A total fitness program for Moms with their babies, Stroller Strides is led by Lisa Druzman who is a recognized expert in this field. Most of their locations nationwide offer outdoor classes. Stroller Strides incorporates the environment, resistance tubing and the stroller to get an all-over body workout.

Kinderdance

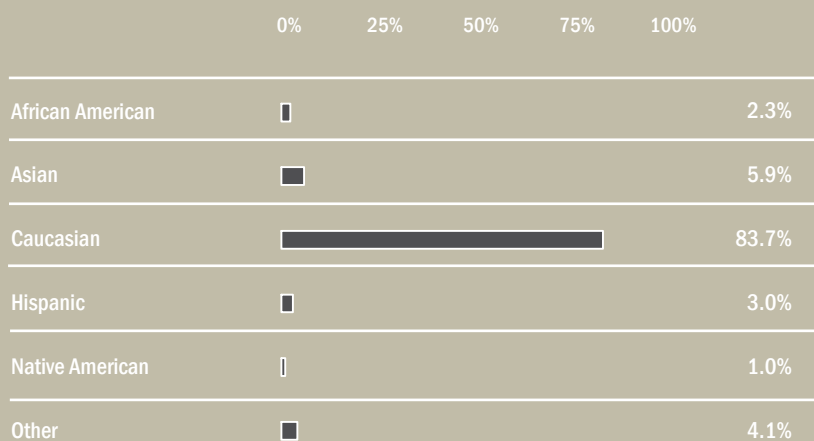
Startup Investment: \$14,950
 Cash Requirement: \$12,000
 Domestic Franchises: 115
 Kinderdance is the original nationwide dance, motor development, gymnastics, and fitness program that combine academic readiness skills which are specifically designed for children ages 2 to 12. What makes Kinderdance unique is that all of its programs incorporate educational concepts in a developmentally designed curriculum that teaches to the total child.

LOOK WHO'S FRANCHISING

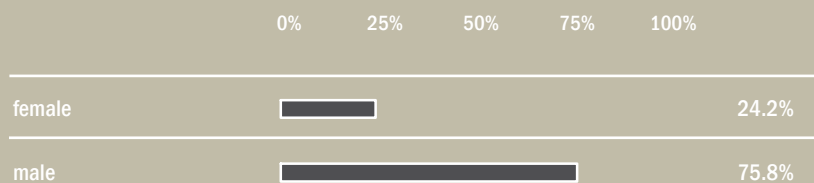
Age Group



Ethnicity



Gender



Franchise ownership by market size



Major Metro (500,000+ population)	30.8%
Large Market (250,000 - 499,999 population)	14.7%
Medium Market (100,000 - 249,999 population)	27.0%
Small Market (50,000 - 99,999 population)	15.8%
Very Small Market (Under 50,000 population)	11.7%
Total:	100.0%

"It's so refreshing and rewarding to work with people who understand your business and genuinely want to help you succeed."

KRISTEN JANGER, LEARNING EXPRESS FRANCHISEE CYPRESS, TX

E.nopi.Math

Startup Investment: \$55,000 – \$90,000

Cash Requirement: \$30,000

Domestic Franchises: 106

E.nopi, the world's largest open school system delivers a unique after-school education program for children in the community. Mathematics is often a challenging subject for students of all ages. E.nopi has spent thirty years of research in developing a math program that encourage students to learn proactively and independently with minimal involvement of an instructor.

The Little Gym

Startup Investment: \$194,500 – \$274,000

Cash Requirement: \$75,000

Domestic Franchises: 300

The Little Gym is the leading children's motor-skill development franchise in the world. Motor skill development, made fun, builds confidence. And that confidence leads to a lifetime of success. For over 30 years, The Little Gym has carried out this core principle.

BounceU

Startup Investment: \$175,950 – \$616,750

Cash Requirement: \$100,000

Domestic Franchises: 32

Each BounceU facility is an indoor, climate-controlled stadium filled with giant inflatable play structures, accompanied by additional play equipment and video games. This is not a local pizza place! BounceU offers private parties in a secure environment. BounceU also offers open bounces, family bounce sessions, and pre-school play dates.

TSS Photography

Startup Investment: \$22,900 – \$43,900

Cash Requirement: \$21,300

Domestic Franchises: 230

TSS Photography has been a leader in youth sports, school and event photography since 1983. TSS Photography locations are locally owned yet nationally supported and have a vested interest in being part of the local community.

High Touch-High Tech

Startup Investment: \$41,000 – \$43,000

Cash Requirement: \$30,000

Domestic Franchises: 143

High Touch-High Tech has been fueling the imaginations of children everywhere, since 1994, by providing FUN, interactive, hands-on science and nature experiences for children. Programs expose children to the amazing world of science and nature through in-school "field-trips", preschool programs, afterschool enrichments, summer camp programs, holiday mini-camps and birthday parties.

JW Tumbles

Startup Investment: \$141,000 – \$198,000

Cash Requirement: \$30,000

Domestic Franchises: 27

JW Tumbles is a children's gym with activities specially designed to enhance a child's physical skills, fine and gross motor skills, spatial awareness, coordination, balance, agility, flexibility, and sports preparation. And it's all done in a non-competitive, fun atmosphere that allows each child to experience it all at their own pace without ever feeling left behind.

Oxford Learning Centers

Startup Investment: \$125,000 – \$215,000

Cash Requirement: \$60,000 – \$90,000

Domestic Franchises: 125

Oxford Learning Centers is the foremost provider of supplemental education for kids from pre-school to college in this mega-growth industry. At Oxford Learning, they want to give children everything they need to succeed and they treat their franchisees the same way.

LearningRx

Startup Investment: \$150,000

Cash Requirement: \$40,000

Domestic Franchises: 66

LearningRx is at the forefront of finding and correcting the root of learning problems. They focus on identifying and improving weak cognitive skills. Since studies show that 88% of learning problems have weak cognitive skills as a primary cause, LearningRx is uniquely designed to help struggling student overcome the core of their learning struggles.

COMPUTER EXPLORERS

Startup Investment: \$62,925 – \$73,250

Cash Requirement: \$35,000 – \$49,500

Domestic Franchises: 107

COMPUTER EXPLORERS is a recognized expert in children's computer and technology education. Their dynamic program provides software, curriculum, technology certified teachers and staff, continuous and up-to-date training, and real-life, hands-on education. The difficult task of implementing a system that truly works is no longer a problem. COMPUTER EXPLORERS has developed that system.

Images 4 Kids

Startup Investment: \$37,800 – \$40,000

Cash Requirement: \$37,800 – \$40,000

Domestic Franchises: 78

Images 4 Kids is a digital photography business built around providing daycares, pre-schools and private schools with studio quality pictures. There is a certain magic in working with young children, as they have an aura of innocence and joy that we often lose as adults.

Young Chefs Academy

Startup Investment: \$89,350 – \$208,000

Cash Requirement: \$89,350 – \$208,000

Domestic Franchises: 22

Picture a joyful kitchen, full of inspired children creating culinary masterpieces and filling the space with laughter and learning...welcome to Young Chefs Academy, where we transform an already favorite place in everyone's home into something quite extraordinary!

Mathnasium

Startup Investment: \$50,000 – \$70,000

Cash Requirement: \$50,000

Domestic Franchises: 125

Mathnasium is a learning center where students go year-round to boost their math skills. The centers are highly specialized and teach only math. Their goal is to significantly increase a child's math skills, understanding of math concepts, and overall school performance, while building confidence and forging a positive attitude toward the subject.

Sharkey's Cuts for Kids

Startup Investment: \$112,600 – \$118,500

Cash Requirement: \$150,000

Domestic Franchises: 20

At Sharkey's Cuts for Kids, they know that kids and parents want something different with their haircut experience. So they provide it all: a superior haircut with warm, experienced stylists in a meticulously clean place filled with fun!

Abrakadoodle

Startup Investment: \$48,350 – \$63,650

Cash Requirement: \$45,000 – \$70,000

Domestic Franchises: 72

Abrakadoodle is a mobile art education business. Owners build a network of teachers who provide Abrakadoodle art education programs at host locations. Watch children's imaginations take flight, all while providing Abrakadoodle's innovative, top quality art education program and building a valuable community business.

Fitwize 4 Kids

Startup Investment: \$125,000

Cash Requirement: \$180,000

Domestic Franchises: 17

Fitwize 4 Kids is an innovative concept that combines resistance circuit training with a world-class nutrition curriculum and is specifically designed for kids between the ages of 6 1/2 to 15 years. The programs are designed for kids regardless of their current interest or involvement in fitness and sports.

Educational Outfitters

Startup Investment: \$200,000

Cash Requirement: \$200,000

Domestic Franchises: 35

Educational Outfitters is the nation's premier provider of school uniforms and school apparel. In addition to school uniforms, their stores offer embroidery, team and cheer uniforms along with corporate and business wear.

Cleaning & Maintenance

Heaven's Best Carpet Cleaning

Startup Investment: \$24,900 – \$60,000
Cash Requirement: \$15,000

Domestic Master Franchises: 1,002

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.

BONUS Building Care (Masters)

Startup Investment: \$100,000 – \$500,000

Cash Requirement: 25% of initial franchisee fee
Domestic Master Franchises: 25

The BONUS Building Care Franchise system is designed around the Master Franchise concept. The BONUS system takes advantage of a decentralized structure where each master franchisee acts as the local sub-franchisor, thus allowing BONUS to grow in all markets simultaneously quickly. The master franchise program offers you the exclusive development rights for the BONUS system for a city or market.

Disaster Kleenup International

Startup Investment: \$11,400
Cash Requirement: \$28,650 – \$38,000
Domestic Franchises: 147

With over 200 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.

The Maids Home Services

Startup Investment: \$105,000 – \$150,000
Cash Requirement: \$70,000
Domestic Franchises: 180

The Maids Home Services is the only residential cleaning franchise to clean for health using the company's exclusive and unique cleaning method which provides customers with cleaner, healthier homes. Maid service is no longer a luxury; it is a time management tool.

MaidPro

Startup Investment: \$50,000 – \$100,00+
Cash Requirement: \$50,000
Domestic Franchises: 79

MaidPro housecleaning franchises specialize in kitchens, bathrooms, floors and dusting following a proprietary 49-Point Checklist. Professional service providers are trained to provide consistently excellent service, and customer feedback is continually requested to ensure that everything is right, every time. Clients agree: it's great to leave the dirty work to MaidPro!

Home Cleaning Centers of America

Startup Investment: \$30,000 – \$40,000
Cash Requirement: \$20,000 – \$40,000
Domestic Franchises: 41

Home Cleaning Centers of America and its employees consider cleaning homes a profession. They offer a full range of cleaning services including homes, offices, basements and garages.

Aire-Master

Startup Investment: \$43,100 – \$111,400
Cash Requirement: Varies
Domestic Franchises: 68

Aire-Master manufactures odor control products for the finest professional deodorizing and disinfecting services and commercial hygiene available for businesses. Aire-Master provides total solutions to customers' odor control and commercial hygiene needs.

Anago Cleaning System (Masters)

Startup Investment: \$8,000 – \$350,000
Cash Requirement: \$2,000 – \$50,000
Domestic Master 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.



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Upholstery • Tile & Grout

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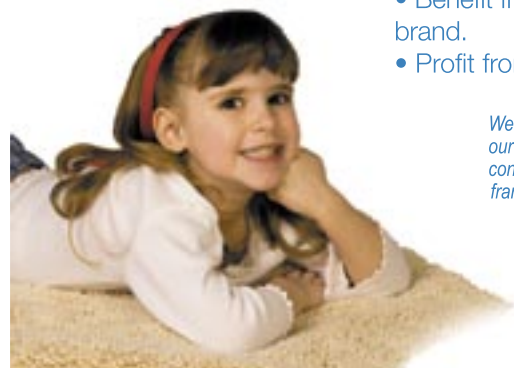
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Cleaning & Maintenance cont.

JAN-PRO (Masters)

Startup Investment: \$90,000

Cash Requirement: \$37,500

Domestic Master Franchises: 75

JAN-PRO is the environmentally responsible commercial cleaning company that never compromises service quality. It's "Cleaning Greener" makes JAN-PRO one of the fastest growing commercial cleaning company for the past four years.

Oxi Fresh Carpet Cleaning

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.

The Cleaning Authority

Startup Investment: \$90,000 – \$130,000

Cash Requirement: \$30,000

Domestic Franchises: 185

The Cleaning Authority's developed a unique Detail-Clean Rotation System for their residential cleaning professionals. To aid them, they have also developed a computer software program that would address the day-to-day challenges that all cleaning services face.

OMEX Office Maintenance Experts

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 manage your own company and management staff while managing the maintenance needs of other professional offices.

Sears Carpet & Upholstery Care

Startup Investment: \$71,510 – \$368,300

Cash Requirement: \$50,000

Domestic Franchises: 132

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.

City Wide Maintenance

Startup Investment: \$120,000 – \$165,000

Cash Requirement: \$250,000

Domestic Franchises: 15

City Wide delivers exceptional quality janitorial and building maintenance through independent contractors who perform over 20 different services for commercial clients. City Wide has carved out a niche in the vast building services industry by being a management company instead of an operational company.

Office Pride Commercial Cleaning

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 they clean.

Rainbow International

Startup Investment: \$103,900 – \$165,100

Cash Requirement: \$25,000

Domestic Franchises: 166

Rainbow International is a worldwide restoration and cleaning company offering total restoration solutions for home and business, as well as cleaning services. Rainbow International has service locations around the world offering solutions for water damage, smoke damage, fire restoration, odor removal, expert carpet cleaning and repair, and spot and stain removal.

AdvantaClean

Startup Investment: \$10,950 – \$128,900

Cash Requirement: \$10,950

Domestic Franchises: 14

Equipped with a sticky brand, state-of-the-art equipment, streamlined operating system, a centralized call center, and proven business model, AdvantaClean franchises offer aspiring entrepreneurs the opportunity for independent success in highly profitable, residentially-focused services.

Financial & Tax

Murphy Business & Financial

Startup Investment: \$36,700–\$82,900

Cash Requirement: None

Domestic Franchises: 72

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.

Tax Centers of America

Startup Investment: \$20,000 – \$50,000

Cash Requirement: \$25,000

Domestic Franchises: 200

Tax Centers of America (TCOA) is a tax franchise specializing in income tax preparation, online and electronic tax filing for taxpayers who want their refund fast.

Padgett Business Services

Startup Investment: \$88,900

Cash Requirement: \$20,000

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.

"I find it comforting knowing that each decision from the smallest to the largest and most significant, is made by me with my own (and my client's) best interest at heart."

DAVID PARKER, MURPHY BUSINESS & FINANCIAL CORPORATION FRANCHISEE
AUSTIN, TX

Food

Nathan's Famous

Startup Investment: \$245,000 – \$450,000

Cash Requirement: \$80,000 – \$150,000

Domestic Franchises: 363

The Nathan's Famous menu features the original 100% all-beef hot dog and crinkle cut french fries as the center piece of an expandable variety menu which may include hamburgers, cheesesteaks, Arthur Treacher's fish products and Kenny Rogers Roasters chicken products.

Bruegger's

Startup Investment: \$376,600 – \$563,600

Cash Requirement: \$300,000

Domestic Franchises: 277

Bruegger's pioneered a new concept that expanded the traditional bagel bakery into a quick service bakery and is well positioned to take advantage of the national trend toward quick casual restaurants. Their bakery-café offer an upscale menu, recognized for quality and variety that offers consumers healthy options and still maintains traditional favorites.

Culver's

Startup Investment: \$1,634,500 – \$3,207,500

Cash Requirement: \$300,000 – \$500,000

Domestic Franchises: 375

Culver's restaurants offer a perfect dining experience, with food cooked to order in a warm, contemporary environment. Local ownership, bright smiles, clean restaurants, warm hospitality, tasty food and a friendly atmosphere set a new standard in quick-service dining, for which Culver's is now famous.

CiCi's Pizza

Startup Investment: \$415,500 – \$646,000

Cash Requirement: \$81,600 – \$130,200

Domestic Franchises: 600

CiCi's Pizza, the all-you-can-eat pizza buffet restaurants were created with a unique vision: create a family-oriented restaurant that serves hot, fresh pizza at affordable prices. Today there are over 600 restaurants in 30 states and growing. CiCi's belief in quality and value has earned them the respect of their guests and industry experts.

Hungry Howie's Pizza & Subs

Startup Investment: \$200,000 – \$250,000

Cash Requirement: \$50,000

Domestic Franchises: 574

At Hungry Howie's, they have combined the right ingredients and years of successful experience to create a superb, growth-oriented business operation. Their delicious, high-quality Flavored Crust pizzas, oven baked subs, and salads uniquely position Hungry Howie's in the pizza marketplace, allowing them to fully capitalize on the fastest growing segment of the food service industry.

El Pollo Loco

Startup Investment: \$417,000 – \$720,000

Cash Requirement: \$750,000

Domestic Franchises: 194

Spanish for "The Crazy Chicken," El Pollo Loco, is the nation's leading restaurant chain specializing in flame-grilled chicken. El Pollo Loco's success stems from the preparation of its award-winning "pollo," using an authentic recipe passed down from the founding family. El Pollo Loco serves chicken meals and a wide variety of Mexican entrees featuring the fresh, all natural, citrus-marinated, flame-grilled chicken that made it famous.



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- Ongoing Field Operations and Marketing Support

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Food cont.

Rita's Water Ice

Startup Investment: \$197,950 – \$396,800
Cash Requirement: \$75,000
Domestic Franchises: 500

Rita's Water Ice is the largest Italian ice concept in the nation, currently operating in 17 states with more than 500 stores. In addition, Rita's offers a variety of frozen treats with friendly service in a family-oriented environment which satisfies customers and builds brand loyalty.

Perkins Restaurant & Bakery

Startup Investment: \$1,700,000 – \$3,000,000
Cash Requirement: \$500,000
Domestic Franchises: 325

Celebrating its 50th Anniversary, Perkins has been offering high quality food, sparkling clean restaurants, personalized service and unsurpassed value to discerning consumers. Perkins has created a competitive point of difference in the marketplace, as well as an added bonus for its guests, through the introduction of in-house bake shoppes.

Salad Creations

Startup Investment: \$124,000 – \$383,500
Cash Requirement: \$150,000
Domestic Franchises: 86

Salad Creations was developed to meet consumers' growing demand for a fresh alternative for today's healthy lifestyle. Salad Creations features more than 40+ ingredients to choose from and to ensure complete satisfaction, Salad Creations empowers guests to build salads exactly the way they want for a fixed price.

Simple Simon's Pizza

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.

Kilwin's Chocolate and Ice Cream

Startup Investment: \$304,470 – \$695,000
Cash Requirement: \$70,000 – \$80,000
Domestic Franchises: 66

Kilwin's is a family of nationwide confectionery shoppes. Their goal is to provide people the best confectionery and ice cream they will ever enjoy. Kilwin's vision to become part of traditional American life, guides them in projecting the image of their confectionery shoppes as part of America's heritage.

"It's pretty simple,
when franchisees are
making good money, they are happy."

CHRIS ELLIOT, MULTI-LOCATION FRANCHISEE, EL POLLO LOCO

Submarina Sandwiches

Startup Investment: \$193,000 – \$319,000
Cash Requirement: \$60,000
Domestic Franchises: 59

Submarina restaurants are fast-casual, not fast-food. Submarina is different in many ways. They deliver fresh baked bread daily to their restaurants and only use the highest quality meats, sliced right in front of the customer, just like one would find at a neighborhood deli.

Marco's Pizza

Startup Investment: \$184,000 – \$338,000
Cash Requirement: \$70,000
Domestic Franchises: 164

Marco's Pizza delivers the highest quality authentic Italian pizza on the market, where gourmet quality and better value deliver a taste that is truly different.

Uno Chicago Grill

Startup Investment: \$778,000 – \$1,700,000
Cash Requirement: \$750,000
Domestic Franchises: 58

Uno Chicago Grill has carved out a unique niche in the casual dining segment of the restaurant industry. They are the only full-service casual theme franchised restaurant company with a brand-name, signature product — Uno's Original Chicago Deep Dish Pizza — as well as a menu that has evolved to offer hip and intense new tastes.

McAlister's Deli

Startup Investment: \$400,000 – \$1,475,000
Cash Requirement: \$300,000 – \$500,000
Domestic Franchises: 263

McAlister's is a leading concept in "quick casual" category. The restaurant has a unique combination of hearty-sized deli fare, served quickly with a side of Southern charm.

The Dinner A'Fare

Startup Investment: \$125,000 – \$225,000
Cash Requirement: \$125,000 – \$225,000
Domestic Franchises: 15

The Dinner A'Fare is a gourmet studio kitchen with meal prep stations complete with recipes, fresh ingredients, spices and measuring cups and spoons. The studio kitchens have evolved into an upbeat, fun environment, featuring the best of product and service.

MR. GREEK

Startup Investment: \$375,000 – \$800,000
Cash Requirement: \$250,000
Domestic Franchises: 25

MR. GREEK Restaurants offer two unique models — Fast Casual and Full Service — making MR. GREEK perfect for any location. Mediterranean food has long been considered most flavorful and naturally healthy — and it's now one of the fastest growing segments in the restaurant industry.

Max & Erma's Restaurant

Startup Investment: \$622,500 – \$3,100,000
Cash Requirement: N/A
Domestic Franchises: 23

Max & Erma's believe that a great experience starts with their food. Freshness and quality are truly the foundations upon which the restaurant was built. Max & Erma's believe this dedication and passion is the reason they're better and the reason their guests return more often.

Locos Grill & Pub

Startup Investment: \$422,000 – \$878,200
Cash Requirement: \$190,000
Domestic Franchises: 23

Locos has created a winning combination of gourmet sandwiches, salads, burgers, entrees, appetizers and desserts. Their delicious food is paired with the convenience of dine-in, pick-up, delivery and catering services and is made available to customers in a welcoming pub-style atmosphere.

Paul Revere's Pizza

Startup Investment: \$75,000 – \$125,000
Cash Requirement: \$35,000
Domestic Franchises: 24

Paul Revere's Pizza offers "Revolutionary Home Delivery." Their menu, including pizza, lasagna, BBQ ribs, sandwiches, spaghetti and more, offers customers an array of fresh, affordable meals delivered to their door. Abundant menu, plus great taste and value, plus superior service is a mealtime solution that can't be beat.

Health & Beauty

Paul Mitchell School

Startup Investment: N/A

Cash Requirement: N/A

Domestic Franchises: 97

Paul Mitchell Schools believe that education is an adventure and the learning experience needs to be fun. Their positive learning environment inspires confidence, creativity, and the habits of success so their graduates can succeed in business and in life. Their mission: When people come first, success will follow.

Jenny Craig

Startup Investment: \$165,000 – \$440,000

Cash Requirement: \$150,000

Domestic Franchises: 110

Jenny Craig is one of the largest weight management service companies in the world. The company offers a comprehensive weight management program that helps clients learn about portion control, develop a healthy relationship with food, increase their energy level through simple activity, and build more balance into their lives for optimal weight loss and well-being.

Palm Beach Tan

Startup Investment: \$446,696 – \$790,750

Cash Requirement: \$200,000

Domestic Franchises: 66

Palm Beach Tan — the original home of the Mystic Tan sunless tanning system — offers immaculate, spacious rooms and a vast array of tanning and skin care products. Dozens of high-quality beds — the best tanning equipment around — including sunless booths and knowledgeable, Smart Tan certified staff members.

United Imaging Partners

Startup Investment: \$75,000

Cash Requirement: \$25,000

Domestic Franchises: 55

As pioneers in the industry, United Imaging Partners provides 3D and 4D ultrasound for expectant mothers. They are the premier ultrasound franchise provider in the country.

Passport Health

Startup Investment: \$25,000

Cash Requirement: \$50,000 – \$150,000

Domestic Franchises: 68

Passport Health is the largest network of vaccine clinics in the United States and the only company solely devoted to the vaccine business. They specialize in vaccines (shots) for international travel, back-to-school, immigration and naturalization, bio-defense, military readiness, missionary trips, clinical trials and worksite wellness programs.

Woodhouse Day Spas

Startup Investment: \$596,600 – \$991,400

Cash Requirement: \$150,000

Domestic Franchises: 22

Woodhouse Day Spas are perfectly aligned to meet the demands of the experience-starved society. By providing memorable experiences that transform the lives of guests, they offer the opportunity for each guest to live a more fulfilled life.

Liberty Weight Loss

Startup Investment: \$160,000 – \$225,000

Cash Requirement: \$50,000

Domestic Franchises: 52

Liberty Weight Loss offers women a one-stop shopping experience for the mind, body and soul. Members receive the benefits of a customized weight-loss plans and products, with a fitness club all within an upscale, relaxing environment.

What do today's **best franchises** have in common?

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Residential Commercial Interior Exterior

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When it comes to measuring the true quality of any franchise, franchisee satisfaction is what really counts. This is why **Franchise Business Review** pays tribute every day to the franchises that are “doing it right” — putting their franchisees first and focusing on the things that matter most.

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AND A TRUCK
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Home Services

Budget Blinds

Startup Investment: \$80,000 – \$111,000
 Cash Requirement: \$74,950
 Domestic Franchises: 1,047
 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.

Miracle Method Surface Restoration

Startup Investment: \$75,000
 Cash Requirement: \$75,000
 Domestic Franchises: 120
 Miracle Method Surface Restoration offers bathroom refacing and refinishing services including reconditioning and renovating bathtubs, ceramic tile walls, cabinets, sinks and showers to homeowners, hotel operators and apartment managers.

Carpet Network

Startup Investment: \$50,585 – \$72,385
 Cash Requirement: \$50,585 – \$72,385
 Domestic Franchises: 32
 Carpet Network's customers view thousands of carpet, floor and window selections from the comfort of their homes. The friendliness of the home shopping experience allows for long-term relationships, higher closing rates, and lots of recommendations from our customers.

CertaPro Painters

Startup Investment: \$129,000 – \$144,000
 Cash Requirement: \$50,000
 Domestic Franchises: 344
 CertaPro Painters has invested millions of dollars in creating a brand. Whether you live in Boise or Boston, our promise of "Certainty" is the same; our marketing message is the same; the customer experience is the same. This consistency has enabled CertaPro to quickly build brand recognition and effortlessly capture market share.

Surface Specialists

Startup Investment: \$28,000 – \$39,000
 Cash Requirement: \$20,000
 Domestic Franchises: 44
 Surface Specialists provide quality bathtub repair and refinishing products and services to their customers in a prompt, professional manner. They have developed and refined their process to be the finest available anywhere.

HouseMaster

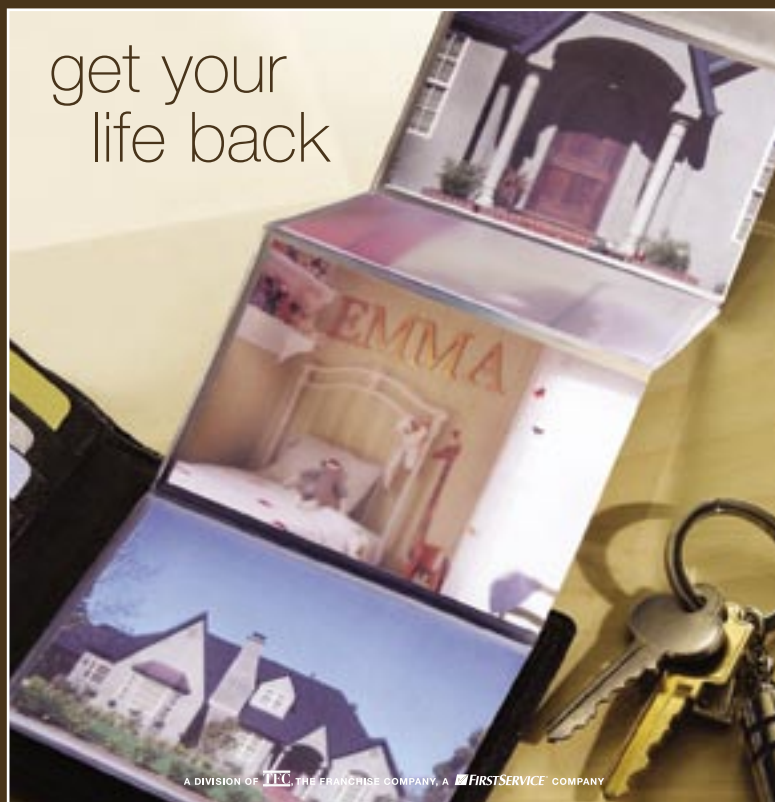
Startup Investment: \$35,500 – \$59,450
 Cash Requirement: \$60,000
 Domestic Franchises: 360
 HouseMaster is the most experienced name in home inspections. With three decades of experience, HouseMaster has the answers to just about every home inspection question that homebuyers, sellers, and real estate professionals have about the home inspection process.

The Hometeam Inspection Service

Startup Investment: \$40,000 – \$80,000
 Cash Requirement: \$30,000
 Domestic Franchises: 375
 The HomeTeam Inspection Service is simple. With one call, the team of qualified home inspectors will arrive at your property and conduct a thorough inspection in about half the time of a regular inspection. One call. One team. That's the HomeTeam difference.

Five Star Painting

Startup Investment: \$60,000 – \$80,000
 Cash Requirement: \$25,000
 Domestic Franchises: 45
 Five Star Painting has developed proprietary software, marketing materials, call center support, and training that provide for an unparalleled customer experience in service, quality and price. Five Star has locations from Florida to California and Canada to Mexico (and everywhere in between) and promise a five star job without a five star price!



Executive managers run great painting companies... with our systems and support.

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- **Capture market share** in a thriving industry with no national competitor.
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- **Experience the personal success** of running your own business.

CertaPro Painters
 ★ ★ ★ ★ ★

Please call **1-800-689-7494**
 Or visit **www.certapro-franchise.com**

INTERIORS By Decorating Den

Startup Investment: \$49,900
Cash Requirement: \$49,900
Domestic Franchises: 485

INTERIORS By Decorating Den has grown and evolved into one of the most prominent and comprehensive full service interior decorating companies in the world. Product samples and decorating ideas: custom window treatments, wall and floor coverings, bedding, furniture and accessories are brought to the client's home.

Andy OnCall

Startup Investment: \$46,250 – \$64,950
Cash Requirement: \$50,000
Domestic Franchises: 58

Andy OnCall offers customers the advantages of approved, qualified and monitored craftsmen; insurance; a one-year warranty and an organization that stands behind its work. Further, through their pool of craftsmen, they offer one-stop shopping for a variety of home repair needs.

HomeTask Handyman Services

Startup Investment: \$18,000 – \$30,000
Cash Requirement: \$20,000
Domestic Franchises: 32

HomeTask specializes in home and small business repairs, maintenance and improvements. The HomeTask handyman is a skilled, service-oriented professional. The handymen are retired craftsmen, specialized tradesmen and other home repair experts. Enjoy their unrivaled web 2.0 business management technology system with HomeTask. Take advantage of the built-in HomeTask Support Center staffed and ready to meet your daily business needs. Do the work yourself or manage a team of experts.

Mr. Rooter Plumbing

Startup Investment: \$51,700 – \$142,000
Cash Requirement: \$25,000
Domestic Franchises: 349

Mr. Rooter Plumbing is one of the largest and fastest growing full service plumbing and drain cleaning companies in the world and our plumbers are some of the best in the plumbing industry.

Nationwide Floor & Window Coverings

Startup Investment: \$50,000 to \$80,000
Cash Requirement: \$20,000
Domestic Franchises: 74

Nationwide Floor & Window Coverings is a mobile shop of home floor and window coverings business. They cater to the trades. Nationwide franchisees actively market their unique service to builders, contractors, insurance companies, real estate agents and a wide variety of clients and customers.

Grout Doctor

Startup Investment: \$19,280 – \$34,075
Cash Requirement: \$19,280
Domestic Franchises: 57

The Grout Doctor is in the business of renewing existing grout and tile to its original beauty. It is the most respected and recognized brand in the aftermarket care of tile installations.

Handyman Matters

Startup Investment: \$44,100 – \$103,900
Cash Requirement: \$30,000 – \$50,000
Domestic Franchises: 151

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 vast range of "around-the-house" handyman tasks, repairs, installations and maintenance found on everyone's to-do lists.

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Or, you could become a HouseMaster franchisee and have the most expert team of industry professionals help you not only become the best in the business, but enjoy it too!

Call 800.526.3930 now or visit www.housemaster.com for franchise information and territory availability.

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Home Services cont.

Four Seasons Sunrooms

Startup Investment: \$79,700 – \$184,500

Cash Requirement: \$100,000

Domestic Franchises: 149

Four Seasons Solar Products was founded in 1975 and quickly became one of the largest manufacturers of sunrooms, enclosures and large-scale skylights in the world. Four Seasons philosophy is simple: make efficient use of high quality materials and production methods to deliver optimal product value.

Kitchen Solvers

Startup Investment: \$113,000 – \$177,000

Cash Requirement: \$50,000

Domestic Franchises: 88

Kitchen Solvers has provided professional design and installation services to satisfied customers throughout the United States and Canada. They address customers' remodeling needs, whether it's cabinet refacing or a complete kitchen redesign and installation.

Mr. Electric

Startup Investment: \$69,200 – \$162,000

Cash Requirement: \$25,000 – \$50,000

Domestic Franchises: 140

Mr. Electric is a leader in the electrical service and repair industry for commercial and residential needs.

"We are in a **competitive** business and I strongly feel that Handyman Matters is staying on **top**."

RYAN AND JODI PUGH, HANDYMAN MATTERS FRANCHISEE ARCHDALE/HIGH POINT, NC

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Pet Services

Central Bark

Startup Investment: \$133,100 – \$225,300
Cash Requirement: \$133,100 – \$225,300
Domestic Franchises: 13

The nation's largest network of day care for dogs, Central Bark is committed to providing a clean, healthy, fun and nurturing environment for dogs. With their focus on exercise, socialization and training, dogs become a happier, healthier, better-behaved dog, friend, companion and family member.

Aussie Pet Mobile

Startup Investment: \$63,437 – \$124,687
Cash Requirement: \$35,000 – \$75,000
Domestic Franchises: 410

Aussie Pet Mobile offers a convenient, affordable, reliable and efficient mobile grooming service to pet owners to maintain and achieve their pets' best well being. They use environmentally friendly products and bring a highly organized professional approach.

Bark Busters

Startup Investment: \$71,100
Cash Requirement: \$71,100
Domestic Franchises: 250

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.

Ruffin's Pet Centres

Startup Investment: \$85,000
Cash Requirement: \$35,000
Domestic Franchises: 13

Ruffin's is a full line pet centre that carries a wide variety of products. Their strategy is to combine the fun and interesting atmosphere of a pet store along with the higher traffic of a pet food store. The result is a Ruffin's Pet Centre, all your pet needs under one roof.

Real Estate

Sotheby's Real Estate

Startup Investment: \$140,970 – \$500,550
Cash Requirement: \$50,000 – \$100,000
Domestic Franchises: 470

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world.

HomeVestors of America

Startup Investment: \$200,700 – \$370,250
Cash Requirement: \$50,000
Domestic Franchises: 255

HomeVestors is America's #1 Home Buyer, instantly recognized across the USA as the "We Buy Ugly Houses®" company. Their strong brand awareness, together with their powerful marketing strategy, generates a steady stream of leads for our franchisees to acquire real estate bargains. Their franchisees currently invest more than \$20 million annually in advertising, which produced more than 225,000 leads in 2007 — that's a significant advantage their franchisees have over all the competition.

"Aussie encourages communication between franchisees. The atmosphere is really one of "family" and I have learned so much from my fellow franchisees."

LEON FEURBERG, AUSSIE PET MOBILE
FRANCHISEE, KIRKLAND, WA

Specialty Retail

Aaron's Sales & Lease Ownership

Startup Investment: \$269,000 – \$574,000
Cash Requirement: \$300,000
Domestic Franchises: 441

Aaron's is a leader in the rental, lease ownership and specialty retailing of residential and office furniture, consumer electronics and home appliances. They provide the highest level of service, a large selection of name brand products and the guaranteed lowest price.

Wild Birds Unlimited

Startup Investment: \$99,534 – \$145,836
Cash Requirement: \$25,000 – \$35,000
Domestic Franchises: 307

Wild Birds Unlimited is the original and leading system specializing in the hobby of backyard bird feeding. Their stores function as a true community resource: providing valuable knowledge about the bird-feeding hobby, and representing a unique and pleasant shopping experience.

Learning Express

Startup Investment: \$196,000 – \$329,000
Cash Requirement: \$125,000
Domestic Franchises: 135

Learning Express is the leader of the specialty toy and children's gift category, they provide a fun and friendly shopping environment, with a knowledgeable sales staff that provides expert advice to parents looking for that perfect toy. They carefully select each product to ensure shelves are stocked with unique, innovative and high quality products that encourage learning through play.

Interstate All Battery Center

Startup Investment: \$155,000 - \$260,000
Cash Requirement: \$100,000 - \$150,000
Domestic Franchises: 68

Interstate All Battery Centers provide retail and commercial customers with over 13,000 power solutions from vehicles and cell phones to watches and cordless power tools and every battery in between. No matter what customers are looking for the promise is: "We Have It. or We Find It. or We Build It."

CLIX

Startup Investment: \$39,000 – \$400,000
Cash Requirement: \$35,000
Domestic Franchises: 27

CLIX is a fun, friendly, hip and now place where they create digital photo memories. From high school senior photography and sports photos to professional quality baby photos and day care photography, CLIX captures favorite moments for its clients.

Specialty Retail cont.

Parable Christian Bookstores

Startup Investment: \$250,000 – \$500,000
 Cash Requirement: \$250,000 – \$500,000
 Domestic Franchises: 61

Parable offers decades of experience working with hundreds of independent Christian retailers across the nation. They are a recognized leader in the Christian retail industry and are passionate about helping locally-owned Christian stores succeed in impacting their communities.

FAST-FIX Jewelry Repair

Startup Investment: \$125,750 – \$272,750
 Cash Requirement: \$110,000
 Domestic Franchises: 160

FAST-FIX perfected a system for delivering fast, efficient, professional repair work on jewelry and watches for men and women by locating its visible kiosks and inline stores conveniently in high traffic areas of regional shopping malls. The centers also sell jewelry cleaners, watchbands, mountings, loose stones and engravable giftware

Cartridge Depot

Startup Investment: \$60,000
 Cash Requirement: \$60,000
 Domestic Franchises: 17

Cartridge Depot wants to change the way people buy ink and toner cartridges for printers and fax machines. They are committed to becoming the industry leader in cartridge remanufacturing and recycling.

Tile Outlet

Startup Investment: \$64,400 – \$124,800
 Cash Requirement: \$60,000
 Domestic Franchises: 62

The Tile Outlet Always In Stock showrooms offer imported products at rock-bottom, wholesale prices. The low-price concept is driven by the low overhead produced by our concrete floors, lack of elaborate tile displays, small staff (2-3 employees) and simple approach to conducting business.

Life's not just about making a living.
 It's about making a difference.



For more than 20 years, Parable has helped Christian retailers by providing the tools to grow their ministry. Parable Franchising can help you make a difference with a turn-key business plan for opening and operating a Christian retail store.

Call today to find out more: (800) 366-6031, ext. 518.



www.parablefranchise.com

Senior Care

Home Instead Senior Care

Startup Investment: \$44,050–\$57,550
Cash Requirement: \$44,050–\$57,550
Domestic Franchises: 755

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.

Synergy HomeCare

Startup Investment: \$49,240 – \$99,450
Cash Requirement: \$50,000
Domestic Franchises: 30

Synergy HomeCare stands out from the rest because they provide home care services to all ages and thoroughly screens 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.

Sarah Care

Startup Investment: \$160,000–\$250,000
Cash Requirement: \$70,000
Domestic Franchises: 59

Sarah Care centers have become known for providing compassionate, creative adult day care and for their skill in addressing the needs of individuals who would otherwise have to be placed in an institution. Sarah Care offers the pleasure of running a successful, recession-proof business while also making a positive contribution to the community.

BrightStar Healthcare

Startup Investment: \$107,600 – \$180,200
Cash Requirement: \$120,000
Domestic Franchises: 51

BrightStar provides the full continuum of home healthcare (medical and non-medical) to keep parents and grandparents out of nursing and assisted-living facilities and in their homes. Also, businesses such as hospitals, nursing facilities, clinics, and doctors offices, count on BrightStar to provide them the much needed healthcare professionals they need.

Home Care Assistance

Startup Investment: \$100,000 – \$200,000
Cash Requirement: \$20,000 – \$45,000
Domestic Franchises: 27

Home Care Assistance is North America's only home care service to specialize in live-in care — care aimed at those older adults who elect to remain in their own homes rather than relocate to an assisted living facility or nursing home. Care professionals provide both round-the-clock and hourly supervision for those struggling with frailty and loneliness, to stroke and advanced dementia.

Homewatch CareGivers

Startup Investment: \$90,000 – \$110,000
Cash Requirement: \$50,000
Domestic Franchises: 147

Homewatch CareGivers provides professional, in-home personal care and companionship services that allow people to remain living in their own homes and maintain their independence. They serve a wide range of individuals — from infants and elderly to clients with special and urgent needs.

If your talent and compassion could make a difference,
would you?



BrightStar Healthcare™ is a franchise opportunity that helps people keep parents and grandparents out of nursing homes and in their own homes by providing a full range of medical and non-medical services.

Are you ready to start a business that is both spiritually and financially rewarding?.

**To find out if we'd be a great fit for each other,
call 877-689-6898
or visit our website: brightstarfranchise.com**

Services

Truly Nolen

Startup Investment: \$5,000 – \$300,000
Cash Requirement: \$10,000 – \$300,000
Domestic Franchises: 13

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.

SMARTBOX Portable Storage

Startup Investment: \$350,000 – \$750,000
Cash Requirement: \$350,000
Domestic Franchises: 19

SMARTBOX makes the lives of moving and storage customers easier by bringing convenient-sized storage units to a customers’ door. Once packed, SMARTBOX will pick up the units and store them or deliver them across town or across the country.

Pressed4Time

Startup Investment: \$35,910 – \$44,810
Cash Requirement: \$35,910
Domestic Franchises: 170

Pressed4Time is #1 in the mobile dry cleaning market with a cutting-edge business strategy, the greatest number of franchises, the most vans on the road, and proven experience. Pressed4Time strives to be the company that people depend on — again and again.

Critter Control

Startup Investment: \$20,000 – \$40,000
Cash Requirement: \$10,000
Domestic Franchises: 122

Critter Control is the nation’s leading animal control firm. The professional staff at Critter Control includes biologists, zoologists, wildlife managers, and animal control officers. The team of experts combines their extensive education and experience with a genuine concern for animal welfare. That adds up to the finest animal control programs anywhere.

Pop-A-Lock

Startup Investment: \$65,000 – \$200,000
Cash Requirement: \$38,000
Domestic Franchises: 185

Pop-A-Lock’s main focus is on emergency locksmith services, automobile lockout services and emergency roadside services; Pop-A-Lock also provides a full range of services related to every aspect of locksmithing.

Two Men And A Truck

Startup Investment: \$112,000 – \$407,000
Cash Requirement: \$100,000
Domestic Franchises: 156

Two Men And A Truck offers a full range of home and business moving services and has grown both domestically and internationally. The company strives to exceed customers’ expectations every time it makes a move. Two Men And A Truck also sells boxes and packing supplies.

Fish Window Cleaning

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.

“I plan on doing this for the next 30 years. These are wonderful people and I am proud to be associated with them.”

RANDY CROSS,
FISH WINDOW CLEANING FRANCHISEE,
GRANDVILLE, MI

1-800-GOT-JUNK?

Startup Investment: \$90,000 – \$300,000
 Cash Requirement: \$150,000
 Domestic Franchises: 318

1-800-GOT-JUNK? is the world's largest junk removal franchise. They will remove almost anything — from old furniture and appliances to garden waste and renovation debris. The 1-800-GOT-JUNK? image is simple: uniformed drivers in clean shiny trucks.

Spring-Green Lawn Care

Startup Investment: \$84,436 – \$92,776
 Cash Requirement: \$20,000
 Domestic Franchises: 95

Spring-Green Lawn Care is a recognized leader in the professional lawn and tree care industry, providing services that beautify the environment through higher standards and offering the most personalized yard care programs to fit clients' needs and budgets.

Criterion Engineers

Startup Investment: \$44,450 – \$71,150
 Cash Requirement: \$17,000
 Domestic Franchises: 65

Criterion Engineers provides home inspections and structural inspections by professional engineers who are licensed by their state and are held to the highest legal and ethical standards. Their timely, expert reports can help you make a well-informed decision.

NiteLites

Startup Investment: \$84,000 – \$164,050
 Cash Requirement: \$100,000
 Domestic Franchises: 33

NiteLites — "The Architectural & Landscape Lighting Professionals," is a leader in the fast growing \$3 billion dollar outdoor lighting industry. NiteLites offers custom design, installation, and service to residential, professional, and commercial clientele. Their "green friendly" lighting systems beautify, and provide security and safety. Couple this with their top quality products and leading warranties, and it's easy to see why NiteLites is a bright investment opportunity.

DNA Services of America

Startup Investment: \$40,200 – \$103,600
 Cash Requirement: \$50,000
 Domestic Franchises: 21

DNA Services of America provides DNA-based testing services to their clients through local service centers established throughout the United States. The service center collects the DNA sample and delivers the test results.

American Ramp

Startup Investment: \$50,000 – \$150,000
 Cash Requirement: \$50,000 – \$75,000
 Domestic Franchises: 36

American Ramp provides ramp access for people who rely on wheelchairs and other mobility devices. They can sell or rent a ramp of any size for no minimum period of time anywhere in the United States. American Ramp has been manufacturing metal architectural products since 1970.

"This organization has a very close knit feel to it...family.
 This factor makes 'work' enjoyable."

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Sports & Recreation

i9 Sports

Startup Investment: \$39,900 – \$64,900
Cash Requirement: \$50,000
Domestic Franchises: 80

i9 Sports franchisees operate exciting youth sports leagues, camps, and after-school programs for kids (ages 3-14) offering the most popular team sports in a generous size exclusive territory.

American Poolplayers Association

Startup Investment: \$11,920 – \$14,740
Cash Requirement: \$11,920 – \$14,740
Domestic Franchises: 284

The American Poolplayers Association is the governing body of amateur pool. APA also coordinates a recreational league offering play weekly with both 8-Ball and 9-Ball team formats

Parmasters Golf Training Centers

Startup Investment: \$300,000 – \$2,500,000
Cash Requirement: \$250,000
Domestic Franchises: 88

Parmasters is the world's first, year-round indoor golf training center franchise that literally guarantees results. Choose from a wide range of Learning, Entertainment, and Fitness investment models to best suit your investment range and marketplace.

Anytime Fitness

Startup Investment: \$200,000 – \$350,000
Cash Requirement: \$30,000 – \$90,000
Domestic Franchises: 1,700

Anytime Fitness, the #1 co-ed fitness club franchise in the world, allows members to workout 24-hours a day — even during unstaffed hours — through the use of integrated security and member tracking systems.

GolfTEC

Startup Investment: \$111,475 – \$427,675
Cash Requirement: \$75,000
Domestic Franchises: 120

GolfTEC is revolutionizing golf instruction. Passion for the game of golf and a commitment to foster success define the underlying strengths that make GolfTEC the leader in golf instruction. Since its inception in 1995, GolfTEC has developed into a golf instruction powerhouse with over one million golf lessons given across the country.

Technology

Computer Troubleshooters

Startup Investment: \$24,800 – \$35,500
Cash Requirement: \$7,000
Domestic Franchises: 227

Computer Troubleshooters provides a full range of computer and technology solutions to small-business owners and private home users. Computer Troubleshooters specialists are fully trained and are experts at diagnosing a broad range of computer and technology challenges.

TeamLogic IT

Startup Investment: \$70,000 – \$120,000
Cash Requirement: \$40,000
Domestic Franchises: 44

TeamLogic IT is dedicated to servicing the small to medium-sized business market through the fastest-growing network of computer consultation; maintenance and IT repair businesses in the US.

Computer Medics

Startup Investment: \$16,000 – \$18,000
Cash Requirement: \$16,000 – \$18,000
Domestic Franchises: 60

Computer Medics of America is a team of self-employed computer technicians spread throughout North America bringing the finest mobile PC repair service to the homes and businesses of their local communities.

Travel & Hospitality

Carlson Wagonlit Travel

Startup Investment: \$1,600 – \$11,600
Cash Requirement: \$1,600 – \$11,600
Domestic Franchises: 529

Carlson Wagonlit Travel Associates is the full-service flagship travel franchise brand from Travel Acquisitions Group. Tours, cruises, escorted and independent travel — for individuals and groups — are sold by the division's travel experts in all fifty states. The candidate for a Carlson Wagonlit Travel franchise must be ARC appointed; have owned their travel agency for at least one year and have a minimum annual sales volume of \$2 million.

SeaMaster Cruises

Startup Investment: \$10,300 – \$16,900
Cash Requirement: \$10,000
Domestic Franchises: 111

SeaMaster Cruises is a rewarding home business — it also offers a product that is interesting, fun to sell, and provides many travel benefits. The company is backed-up by the travel industry leading Carlson Companies.

Value Place

Startup Investment: \$3,500,000 – \$7,300,000
Cash Requirement: \$250,000
Domestic Franchises: 31

ValuePlace is the extended stay hotel that meets every life traveler's needs. They provide rigorously clean and secure lodging with just-right simplicity, all at remarkably low weekly rates.

“The **ultimate** accountability of owning your own business is very **empowering** and makes every day fun and **exciting**.”

STEVE AND LAURA COX, i9 SPORTS FRANCHISEE, COLUMBUS, OH

Do you eat, drink, breathe golf?

"For those who dream of getting into the golf business, this is the perfect opportunity." Forbes Magazine

"The clubby, yet affordable feel of the Parmasters Centers will attract crowds year-round." Inc Magazine

"All in all Parmasters looks like it is in the process of revolutionizing not only franchising, but the way people play golf." Canadian Business Franchise Magazine

"The next big thing... one of 66 hottest new franchises!" Entrepreneur Magazine



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SURVEY METHODOLOGY

All active franchise owners from participating companies were invited to participate in this survey process. New franchise owners that had just joined the system and had not been in business for 3 months or longer were not included. Additionally, any franchise owners that had left the franchise system prior to the survey process were not included.

Franchise owners were made aware of the survey process by their corporate office and encouraged to participate and share their honest feedback regarding their franchise experience. Franchise Business Review then contacted each franchisee individually and supplied them with their unique login information to complete the survey. Franchise Business Review made at least three attempts to reach each franchise owner directly by email, the postal service and/or by telephone.

The standard survey consists of a total of 40 questions. The first 20 questions relate directly to the franchise owner's experience. The remaining 20 questions are focused on market, lifestyle and personal demographic questions. Franchise owners had the option to complete the survey anonymously or choose to share their personal information.

Results represent the aggregated data from 22,611 completed surveys.

THE FIVE AREAS OF FRANCHISEE SATISFACTION

Training and Support

Business success is all about execution. And successful execution of a franchise business is all about the initial training, support and on-going development that franchisees receive from their franchisor.

Systems

Proven systems and established procedures are why most people invest in a franchise versus starting a business from scratch. These are the things that make a franchise run smoothly, maintain a competitive advantage and achieve greater success over time.

Relationship

Building a successful business and making money are important to every franchise owner, but much of the long-term satisfaction and day-to-day enjoyment of a business comes from the strength of the relationship between franchisors and franchisees. Strong relationships can overcome many business challenges.

Financial Opportunity

While the long-term financial goals of franchisees vary widely, making a living and earning a reasonable return on their business investment is something that most share in common. Satisfaction with the financial opportunity that a business generates is a primary driver to overall franchisee satisfaction.

General Satisfaction

General satisfaction is where the rubber meets the road. Has the everyday experience of owning a franchise lived up to the expectations of the franchisees? Would they recommend this franchise to others? And most importantly, would they do it again?

Franchising is like golf...



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"Earning the AAFD Fair Franchising Seal gets the attention of our franchisee prospects and validates our franchise culture that fosters a genuine working relationship between us and our franchisees."

**Terry L. Kline, Senior Vice President
Franchise Development Settle Inn and
Guest House Franchise Systems LLC**



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Unless you're playing the fairway...it's going to be rough.
The **AAFD** can help you play the fairway.

Franchising is a crowded field. Before you can bring franchisees through your door, you have to help them over an enormous hurdle: trust. They won't sit down to consider your franchise until they know that yours is a stand-up organization.

That's why the Fair Franchising Seal is so important. It's a clear sign that says integrity. Fair play. And commitment to a business model in which all players win.

The Fair Franchising Seal comes from only one source, the American Association of Franchisees & Dealers, an independent trade association dedicated to promoting collaborative franchise cultures that embrace equitable franchising practices. As an objective third-party, we're uniquely qualified to review your franchise's practices, policies and contracts. If your organization meets the standards required for fair franchising, the AAFD can honor you with credibility -- a Fair Franchising Seal that helps you stand out among your competitors.

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