

SCORE.org/Manasota  
941.955.1029

**Franchise Misconceptions - What has changed?  
July 28, 2025**



**Susan Mell**



**SCORE**   
FOR THE LIFE OF YOUR BUSINESS

## What is SCORE:

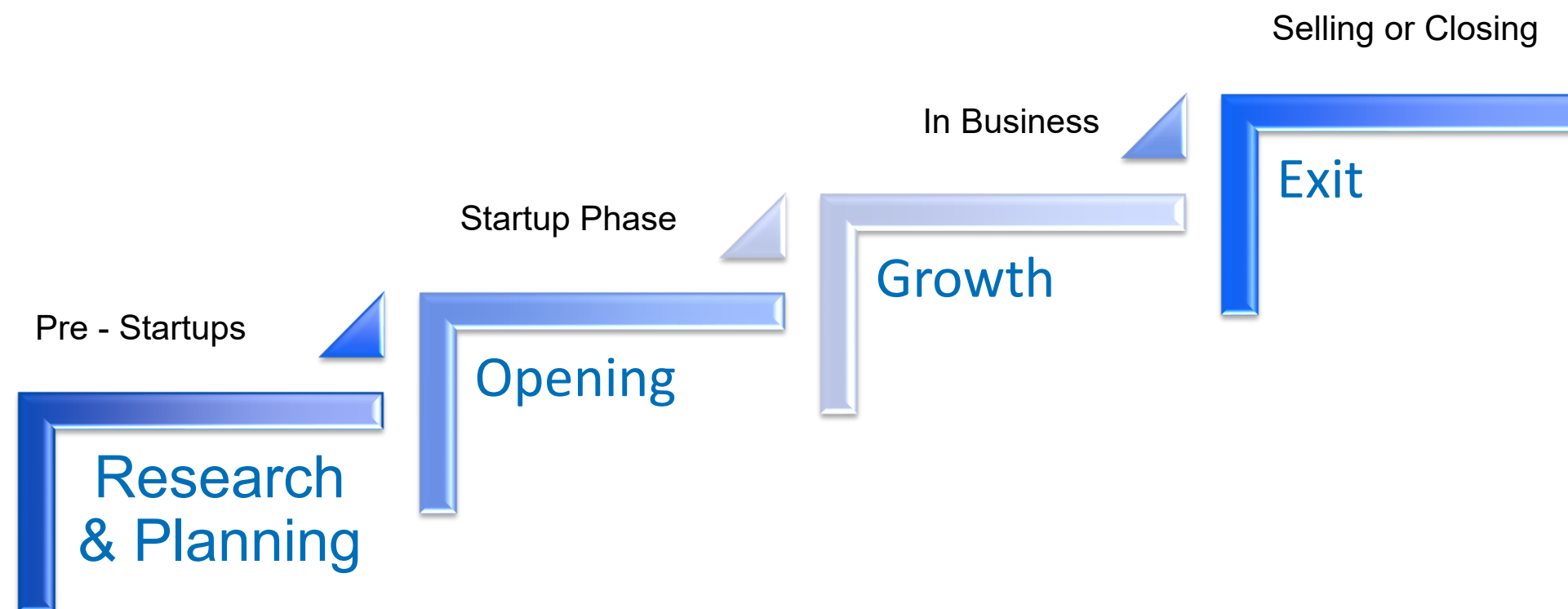
- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

**Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA**



## Successfully Navigate The Business Process:

Wherever you are in your business cycle, **SCORE** can help



**ACHIEVE YOUR BUSINESS SUCCESS:**  
SCORE's team of volunteer mentors,  
motivate and guide you along your business path.



FOR THE LIFE OF YOUR BUSINESS

# Thank you to the SCORE Manasota Sponsors and Community Partners!

## Sponsors



## Community Partners

- Career Source Suncoast
- Community Entrepreneur Opportunity
- Florida Department of Revenue
- Golden Herald Awards
- Greater Sarasota Chamber of Commerce
- Manatee Chamber of Commerce
- Manatee County Government
- Manatee Technical College
- Robert L. Taylor Community Complex
- Sarasota County Government
- State College of Florida
- SWAT Networking
- University of South Florida
- Venice Area Chamber of Commerce
- Women's Resource Center



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**Visit Our Website: [SCORE.org/Manasota](https://SCORE.org/Manasota)**

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## Request a Mentor

Don't have the time to browse mentor profiles? – Fill out the mentoring request form, and we will pair you with a mentor and assist you in setting up a free mentoring appointment.

[REQUEST MENTOR ▶](#)



**SCORE** 

FOR THE LIFE OF YOUR BUSINESS

# Your facilitator today is:



***Helping people explore business ownership as  
a vehicle to achieve their life goals.***



**SUSAN MELL**  
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# Where We Are Headed



- Business Ownership
- Obstacles That Get In The Way
- Advantages Of Being Your Own Boss
- Franchise Misconceptions
- What Is Franchising?
- Is Franchise Ownership Right For You?
- Q&A

THE **ENTREPRENEUR'S** *e* **SOURCE**®  
*Career Ownership Coaching*®

*Presents:*

# Why Franchising?



**Have you ever  
considered**

**Business  
Ownership?**

**Be  
Your  
Own  
Boss**



# You have Choices...



**Start your own  
business**

**Buy your own  
business**

**A Franchise**



# First Financial

FFCash.com  
800-956-7313



**\$150,000**  
**SOHO Loan**  
*Small Office/Home Office*

## Fast, Flexible, Funding!

- Designed specifically for start-up and existing businesses
  - Perfect for home-based franchises of all types
- Variable interest rate based on WSJ Prime Lending Rate + 2.75%
- 10-year term, fully amortized, no pre-payment penalty
- Bank closing fees netted from loan proceeds
- Personal guarantee; No personal collateral
  - Secured by Business assets
- SBA Guarantee (fee applies)
  - Increases the prospect of loan acceptance
- Bank approval within 1 (one) business day
- Closes within 30-45 business days

### Qualification Considerations:

- FICO 2 credit score of 700 or higher
- SBA approved Industry code (industry will influence score)
- Established credit history of at least 10 years
- Minimal credit inquiries in the last year
- 50+% of revolving credit lines available
- 10% equity injection (of total project costs)
- Liquidity of \$35k
- Verification of documents (personal and business financials and all SBA forms)

\*for most franchises, select franchises may require an addition cash injection

Katrina Jones  
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5 Star Expertise



**Only 50%**  
**make it**  
**happen on**  
**their own.**



**Be  
Your  
Own  
Boss**

**F**alse  
**E**vidence  
**A**ppearing  
**R**ead



# What can business ownership bring?



# Small Businesses Drive the Economy

The small business is the most important cog in the United States economy.

**33.3 Million**

small businesses in  
the U.S.

**65.1%**

of net **NEW** job  
creation

**47.1%**

of all private-sector  
employees

## Veterans

The U.S. Small Business Administration (SBA) reports that there are over 350,000 veteran-owned businesses across the US, accounting for 6.1% of all U.S. employer businesses and approximately four million workers.

Source: Latest U.S. Census from the Small Business Association, (SBA).



By 2026, more than 10.3 million people in the American workforce  
**will be self-employed**

# 7 Questions to ask yourself...

1. Am I willing to follow a system?
2. Am I willing to work hard?
3. Do I have access to start-up capital?
4. Can I support myself during the early months?



# 7 Questions to ask yourself...

5. Are family & friends supportive?
6. Will I do whatever it takes to ensure success?
7. Does the business model support my ILWE (Income, Lifestyle, Wealth, and Equity) goals?



# Taking back control

Here are 3 of the **biggest misconceptions**  
about franchising...



# Shift your mindset from:

**Believing:** Most are retail; often fast food

**Believing:** Franchisors take your money and give you nothing in return

**Believing:** You must know every aspect of running a business



# What is Franchising?

**A method of distribution for a product or service that includes:**

Licensing of a trademark or trade name

A proven business system

Training & ongoing support

Win-win business relationship

Equity built with right to sell

Payments / Franchise fee / Royalties and advertising fees

Regulatory Oversight

Normally exclusive territory

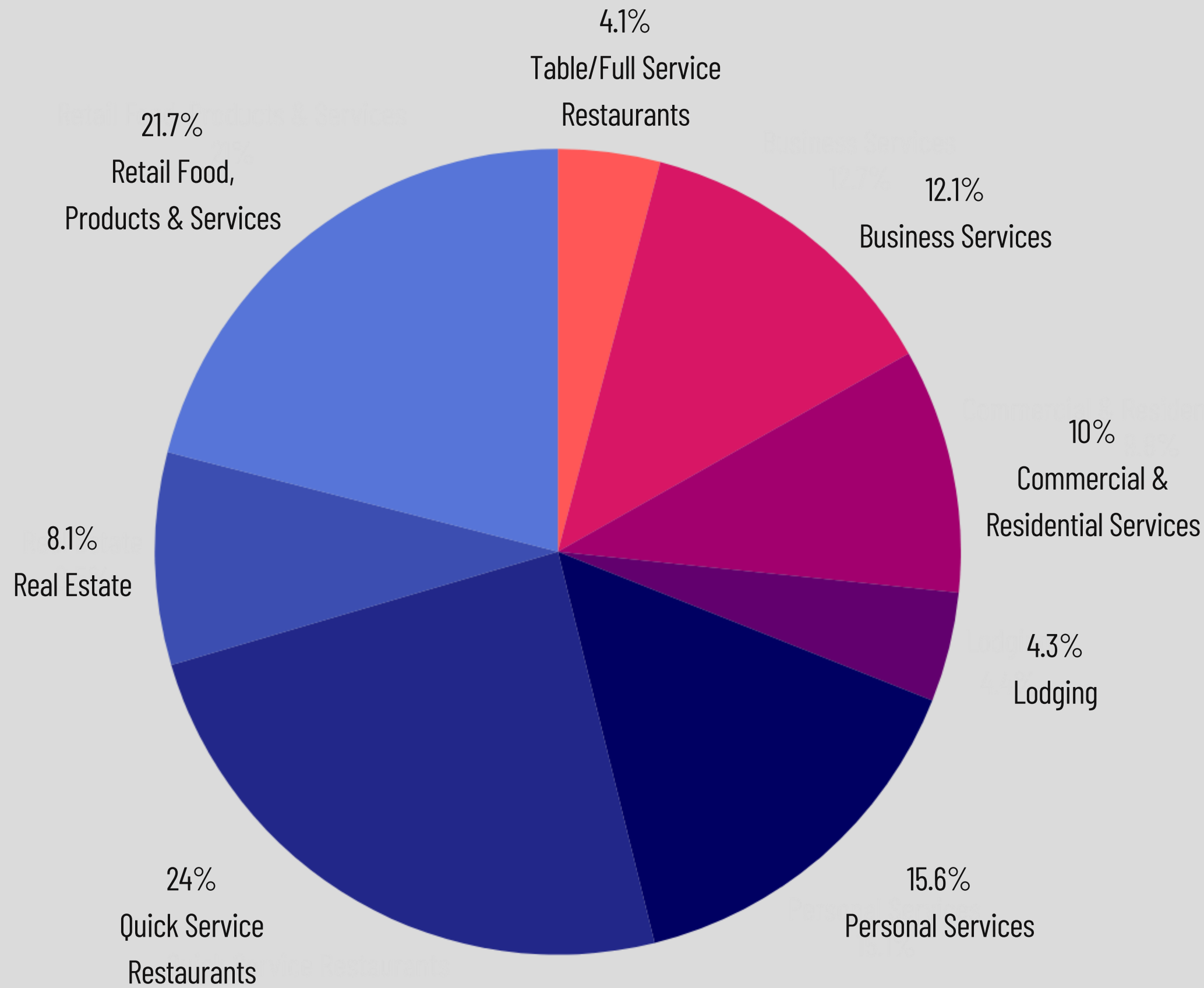
Franchise agreement normally 10 years & then renewal fee

# Here's what America's billion-dollar franchising industry is achieving

Franchise establishments are set to grow at a rate of 2.5% to 851,402 franchise establishments in 2025. Franchise employment is forecasted to add approximately 213,000 jobs in the U.S. with the hiring of 8.8 million workers by end of 2025.

Overall, franchise businesses will contribute \$936.4 billion of economic output into the U.S. economy in 2025 and will represent 3% of the total nominal Gross Domestic Product.

# Distribution of Establishments by Sector (2025 Projections)



80%

of franchises have nothing to do with doughnuts anymore

# Franchising Industries



**AUTOMOTIVE**



**BUSINESS SERVICES**



**CHILDREN'S PRODUCTS  
& SERVICES**



**CLEANING &  
MAINTENANCE**



**EDUCATION, TRAINING  
& STAFFING**



**FINANCIAL SERVICES**



**FOOD & RESTAURANTS**



**HEALTH, PERSONAL CARE  
& FITNESS**



**HOME-BASED  
AND/OR MOBILE**



**HOME PRODUCTS  
& SERVICES**



**INTERNET &  
TECHNOLOGY**



**RETAIL**



**SENIOR CARE &  
HEALTHCARE**



**SPORTS &  
RECREATION**



**TRAVEL, CRUISE,  
& HOTEL**

# Why franchising?

**It's a natural fit for anyone's second career choice.**

1. All start-up work is done for them
2. They will have guidance from their franchisors.
3. **Franchising** offers established brand recognition; proven business, sales and marketing models; training; and support from the franchisor and other franchise owners.

Source: Entrepreneur Magazine



# Here's what can happen

when you find your franchise match



**Over 73% of franchisees said they would "do it all over again" knowing what they know today**

**Over 78% of franchisees said they would recommend their franchise**

**Over 80% franchisees rated their franchisor as good, very good, or excellent**

Source: Franchise Business Review, a national franchise market research firm, recently surveyed 25,000 franchise owners over 18 months

- **Demographics are important to understand**

- **Criteria for a successful territory**

- **Can I negotiate territory?**



**You're in business  
for yourself,  
not by yourself**

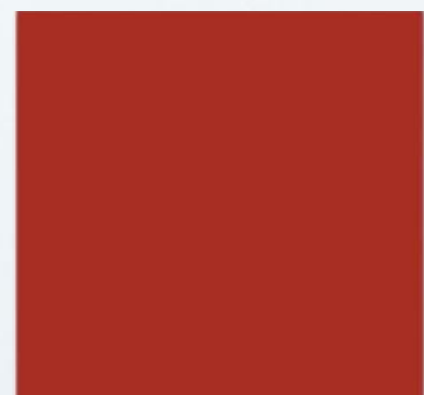


# What do I get for the fees I pay?

- Proven Business System
- Initial Training
- On-going Support
- Business software
- Marketing Campaigns and Materials
- Equipment
- Site Location Assistance
- Build-out Assistance
- Possible Financing Assistance
- Future Vision and Operational Growth Plans



# The Different Levels of Franchising



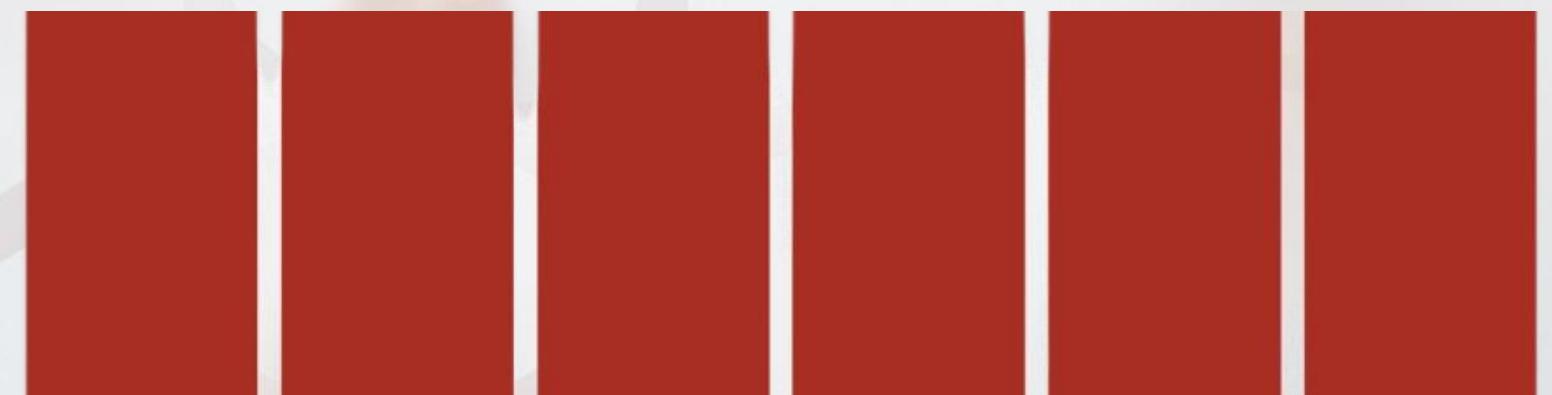
## Single Unit

- Owner/Operator
- Semi-absentee Owner
- Absentee Owner



## Multiple Units

- Add Additional Units Over Time
- Commit & Grow
- Manage the Manager



## Area Developer/Master

- Recruit, Train and Support
- Recurring Revenue Streams

# The Key to Finding the Right Franchise

Education is so important.

## Where do you Begin?

- Goals ILWE
- Education
- Profiling
- Validation
- Selection
- Success



# Far Too Many Give Up On Their **DREAMS** of self-sufficiency”

*“Is it possible that if you try to avoid a risk, you'll also avoid the opportunity?”*





# YOUR 2.0<sup>®</sup> BLUEPRINT

The starting point of your journey  
towards self-sufficiency

Creating your own success story begins with shifting your paradigm so you can start to see yourself and your aspirations as the greatest proactive tool in your arsenal. Such a shift creates a multiplier effect, which allows you to get significantly greater results with less time, energy, and effort.

Date:

Name:


Email:

Phone:



# Any Questions?

**A GPS for Your Career**

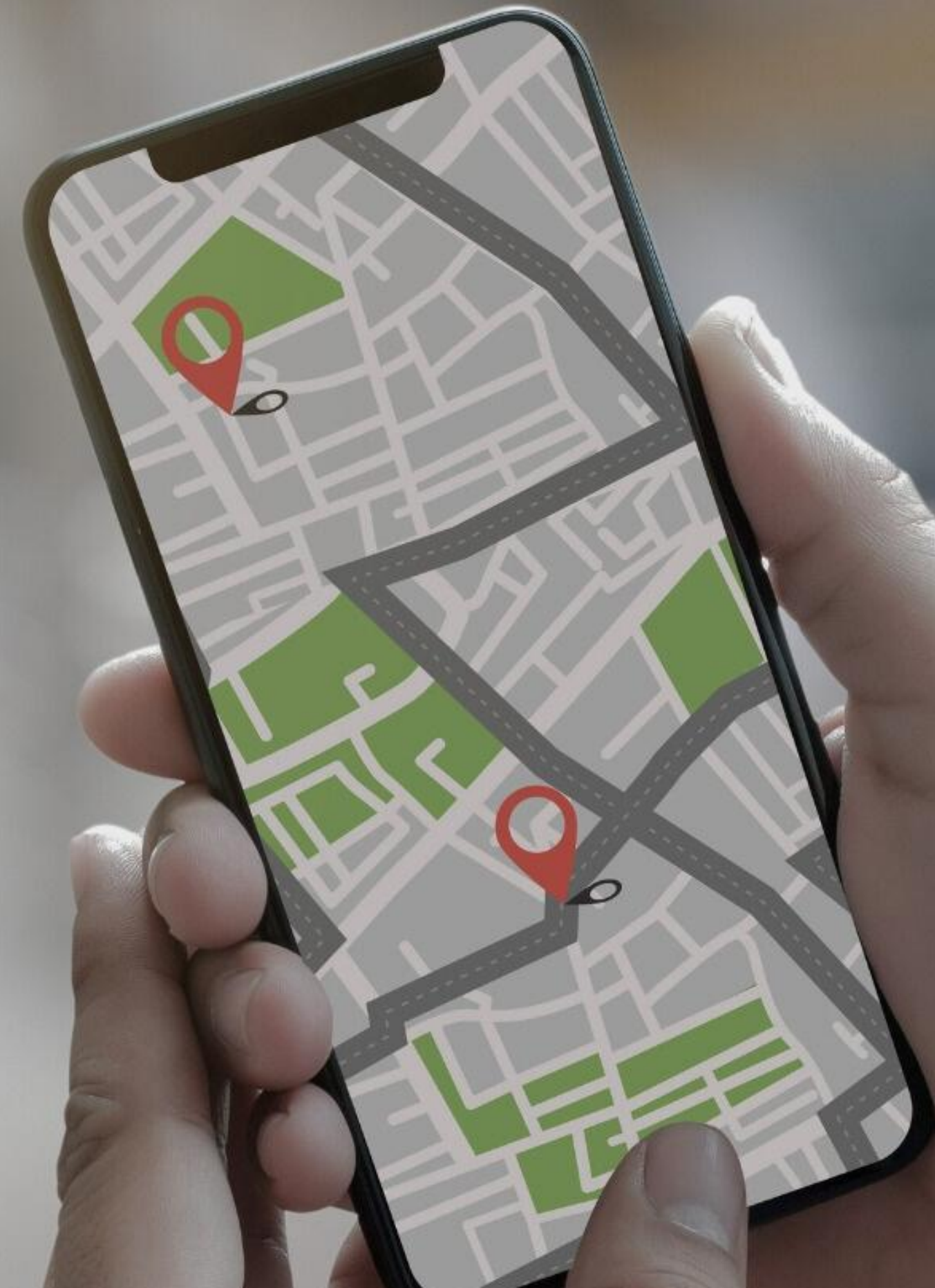


**Discover the power of  
YOU 2.0**



**THE ENTREPRENEUR'S *e* SOURCE<sup>®</sup>**  
*Career Ownership Coaching<sup>®</sup>*

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**QUESTIONS?**



**Scan to apply  
for a mentor**



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# Thank You!

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- ▶ Help Us Help You:
  - ✓ Please complete the survey
    - **What can we improve?**
    - **What other topics are you interested in?**
  - ✓ Refer Manasota SCORE to those
    - Who may benefit from our programs
    - Seeking volunteer opportunities

