

4 Questions to Ask Before Investing in a Franchise

So you've had it with your existing job, and you are ready to invest in your future and your career by owning your own business. Franchising is a great option for people with the entrepreneurial spirit who want to enjoy the support of an experienced company.

Before you sign the contract, make sure you know the answers to these sometimes overlooked questions.

1 HOW MUCH IS MY TOTAL INVESTMENT?

This answer is usually presented in a range, because it covers everything from the franchise fee to insurance to marketing costs. Do research on your area and other franchisees to narrow that range as much as possible.

2 WHAT IS THE LIFESTYLE LIKE AS A FRANCHISEE?

Chances are you are looking at franchise opportunities because you want to change your life and take control. Lifestyle is a big factor with any job, and it is important to know what you are in for before you start your business.

3 HOW MUCH OF THE CHAIN IS FRANCHISED?

Many franchise brands have corporate locations as well as franchise locations. If the majority of the units are franchises, that is usually an indicator that the franchisor focuses on helping their franchisees succeed.

4 DOES THE FRANCHISOR HELP WITH FINANCING?

Becoming a franchise owner is a big investment, and how you are going to finance that investment needs to be a big consideration. Some franchisors help with financing, while others do not. Regardless, there are a wealth of financing options through other means like banks, Small Business Administrations, and more.

Interested in Franchising?

Let the experts at Signarama answer all your questions about our franchise opportunity!

Contact us!

561-578-0247

