



# ***From Soldier to CEO: A Guide to Franchise Ownership for Veterans***

Find out what the top 6 franchises are for veterans and how to find the PERFECT match for you



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# The Importance of Franchise Ownership for Veterans

Franchise ownership offers numerous benefits and opportunities for veterans who are transitioning from military service to civilian life.

**Franchise ownership provides veterans with a proven business model and a well-established brand.**

This can alleviate the uncertainties and risks associated with starting a business from scratch. By investing in a franchise, veterans gain access to a turnkey operation that has already been fine-tuned for success. You'll get to leverage the expertise and reputation of an established brand to hit the ground running.

**Franchise ownership allows veterans to leverage their unique skill sets and experiences gained during their military service.**

The discipline, leadership, and problem-solving abilities acquired in the armed forces can be directly applied to running a franchise. The structured environment of a franchise system complements the military background of veterans, making them well-equipped to handle the challenges of business ownership.



**Franchise ownership provides veterans with a supportive network of fellow franchisees and franchisors.**

Veterans can connect with other franchise owners who have walked a similar path, sharing experiences and advice to ensure their success. Franchisors often offer comprehensive training and ongoing support, ensuring that veterans have the guidance they need to navigate the world of business ownership successfully.

**Franchise ownership also allows veterans to make a meaningful impact in their communities.**

Whether it's providing job opportunities for fellow veterans or offering valuable services to the local population, owning a franchise allows veterans to give back and continue serving their communities in a different capacity.

In conclusion, franchise ownership is a vital pathway for veterans seeking to transition into the civilian workforce and become successful entrepreneurs.

With its proven business model, established brand, and supportive network, franchise ownership offers veterans a unique opportunity to leverage their skills and experiences gained during military service. In addition, veterans can build a prosperous future while making a positive impact in their communities.



# Who Are Stacey & Dave? And Why Should You Listen To Them?

Stacey and Dave are not just your average individuals. They've been down all of the paths of business ownership and are transparent in sharing the good, bad and ugly they've learned along the way from:

- starting a business from scratch
- buying 2 more businesses along the way
- selling those businesses
- investing in a franchise which we still own today, 17 years later

What we can tell you is that franchise ownership will give you the best opportunity for success.

It's a shame but the stats are true:

9 out of 10 businesses that start from scratch will fail by year 5. UGH!

But 9 out of 10 franchises are still in business at year 5.

Which would you rather own?



That's why we're so passionate about helping veterans learn about and explore franchise ownership.

We're known as the "expert franchise matchmakers". Think of us like a realtor for franchises.

A realtor helps you find your dream home.

We help you find your dream business.

Reach out anytime. Always here to serve and support you in getting to your next level!

*Dave and Stacey*



## What is a Franchise?

If you are a veteran exploring opportunities in the business world, you may have come across the term "franchise" multiple times. But what exactly is a franchise? In simple terms, a franchise is a business model where an entrepreneur (the franchisee) purchases the rights to operate a proven business concept from a successful company (the franchisor).

Franchising offers a unique and advantageous approach to business ownership for veterans. It provides a turnkey solution that allows you to step into an established brand with a proven track record of success.

By investing in a franchise, you gain access to a comprehensive system of support, including training, marketing, and ongoing guidance, which can significantly increase your chances of success as a business owner.

**Do you know how many different franchise concepts there are that you could consider today?**

(Jeopardy music playing here LOL)

4000!

**There are more than 4,000 different franchise concepts! If you can think of the business or industry, there's a franchise for it!**

**Franchises are a lot more than just french fries and fast food!**

That's why it's so important to work with someone such as us, who can help you understand which concepts would be a great match for your skills, interests, resources and passion.

The reason we've been the #1 franchisee in our franchise system since day one is because it was a perfect match. That happened because we worked with someone who, ironically enough, does what we do today, and took the time to match us to a business that really was a great match. And when you find a business that's a great match, you're going to be much more successful in it. You may even be the #1 franchisee in your system. We hope to make that happen for you!





# Advantages of Owning a Franchise

For veterans transitioning from military service to civilian life, franchise ownership can provide a unique and rewarding opportunity.

**One of the significant advantages of owning a franchise is the proven business model.**

Franchises have a track record of success, with established systems and processes in place. This eliminates the need for veterans to start from scratch, saving them time and effort in developing a business plan. The franchisor provides comprehensive training and support, ensuring that veterans have the necessary skills and knowledge to run their franchise successfully.

**Franchise ownership also offers veterans the benefit of brand recognition.**

By aligning themselves with a well-known and trusted brand, veterans can leverage the existing customer base and reputation of the franchise. This can lead to a faster return on investment and a higher chance of success compared to starting an independent business.

**In addition, owning a franchise provides veterans with a network of support.**

Franchisees have access to a community of fellow franchise owners who can offer guidance and advice. This network becomes particularly valuable for veterans who may be new to the business world and can benefit from the wisdom and experience of others.

**Franchise ownership also offers veterans the opportunity for flexible work-life balance.**

Many veterans value the freedom and independence that comes with owning a business. With a franchise, veterans can set their own schedule, allowing them to prioritize family time or other personal commitments while still being their own boss.

**Furthermore, owning a franchise can be a pathway to financial success.**

The franchise model has a proven revenue-generating system, and veterans can benefit from economies of scale and collective marketing efforts. Franchise ownership provides the potential for higher profitability compared to starting an independent business.

**Lastly, franchise ownership allows veterans to make a positive impact in their communities.**

By providing valuable products or services, veterans can contribute to the local economy and create job opportunities for fellow veterans or community members.

In conclusion, franchise ownership offers a range of advantages for veterans across various niches. From the established business model and brand recognition to the support network and potential for financial success, owning a franchise can be a fulfilling and profitable venture for veterans looking to make a successful transition from soldier to CEO.

## **Disadvantages of Owning a Franchise**

While franchise ownership can be a great opportunity for veterans transitioning into the civilian world, it is important to also consider the potential disadvantages.

Understanding these drawbacks will help you make an informed decision and navigate the challenges that may arise. Here are some key disadvantages that veterans should be aware of when considering franchise ownership.

**One significant disadvantage is the lack of complete control over your business.**



As a franchisee, you are bound by the rules and regulations set by the franchisor. This means you have limited flexibility in making decisions regarding marketing strategies, product offerings, or even the overall look and feel of your establishment. It's important to carefully review the franchise agreement and ensure that the terms and restrictions align with your goals and values.

**Another disadvantage is the financial commitment.**

Franchise ownership often requires a significant upfront investment, including franchise fees, equipment costs, and ongoing royalty payments. This financial burden can be a barrier for some veterans, especially those who may not have ample savings or access to capital. It's crucial to conduct a thorough analysis of the franchise's financial projections and assess your own financial situation before making a commitment.

**Furthermore, the franchisor-franchisee relationship can sometimes be challenging.**

While the franchisor provides training, support, and a proven business model, conflicts may arise in terms of expectations, communication, or decision-making processes. Building a strong relationship with the franchisor and open lines of communication are essential to successfully navigate any challenges that may arise.



**Finally, franchise ownership can be demanding in terms of time commitment.**

Running a franchise business often requires long hours, especially during the initial stages of establishment. This can impact your work-life balance and personal relationships. It is crucial to assess your own priorities and ability to dedicate the necessary time and effort to the business before diving into franchise ownership.

In conclusion, while franchise ownership offers many benefits, it is important for veterans to be aware of the potential disadvantages.

Complete control, financial commitment, the franchisor-franchisee relationship, and time commitment are all factors that need to be carefully considered. By thoroughly evaluating these disadvantages, veterans can make an informed decision and increase their chances of success in the world of franchise ownership.



## How to Choose the Right Franchise Opportunity

When transitioning from military service to civilian life, veterans often seek new opportunities for personal and financial growth. Franchise ownership can be an excellent path to success, providing a structured business model and support system for veterans looking to leverage their skills and discipline.

However, with the vast array of franchise opportunities available, it's crucial to choose the right one that aligns with your interests, goals, and values. Here are some essential factors to consider before making this important decision.

**1. Self-Assessment:** Start by evaluating your strengths, passions, and long-term objectives.

Consider your background, skills, and experience to determine which franchise industries resonate with you. Are you passionate about fitness, education, or senior care? Identifying your interests will help narrow down the options.

**2. Research:** Thoroughly research the franchise opportunities that align with your interests. Look into their reputation, financial stability, growth potential, and support system.



It's crucial to choose a franchise with a proven track record and a strong brand presence in the market.

**3. Financial Analysis:** Evaluate the financial requirements of each franchise opportunity. Consider the initial investment, ongoing fees, and potential return on investment. Calculate the financial viability and ensure it aligns with your budget and long-term financial goals.

**4. Support and Training:** Look for franchises that offer comprehensive training and ongoing support. As a veteran, you understand the importance of teamwork and mentorship. Seek a franchise that provides a robust support system, including marketing assistance, operational guidance, and access to a network of fellow franchisees.

**5. Industry Trends:** Stay updated on current industry trends and projections. Look for franchises that are in high demand and have a stable future outlook. Consider factors such as consumer preferences, market saturation, and potential for growth.

**6. Franchisee Interviews:** Connect with current and former franchisees to gather firsthand insights. Ask about their experiences, challenges, and overall satisfaction with the franchise. Their feedback can provide valuable information to help you make an informed decision.

**7. Legal Considerations:** Review the franchise agreement and consult with a lawyer who specializes in franchising. Ensure you understand the terms, obligations, and restrictions associated with the franchise. This step will help protect your interests and mitigate any potential risks.

Choosing the right franchise opportunity is a crucial step towards a successful transition into civilian life. By conducting thorough research, assessing your skills and interests, and considering the factors mentioned above, you can make an informed decision that aligns with your goals and sets you up for long-term success in franchise ownership.

Remember, as a veteran, you possess unique qualities that can contribute significantly to the success of any franchise venture.

## Wondering what the top 6 franchise concepts are for veterans?

So glad you asked :)



The list is on the next page.

**BEWARE:** Just because a franchise is on the list doesn't mean it's available in your area and/or it's a good fit for you. Remember there are over 4,000 franchises. **MANY** are veteran-friendly.

**REACH OUT** and let us help you find your PERFECT franchise match. Our services are **COMPLETELY FREE** to you! The businesses pay our fee to help them find interested and qualified veterans.



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# TOP 6 FRANCHISE OPPORTUNITIES FOR VETERANS

*These franchises are known for their support towards veterans, offering various financial incentives and training programs. Which franchise is best for you? Reach out and we'll match you based on location, interests and financial needs. Our matchmaking services are completely free to you!*



Provide the staffing solutions for specialized trade businesses that desperately need the Blue Collar workers who keep our nation running smoothly.

Initial investment range: \$75,000 - \$100,000

Veteran Discount: 20%



Upgrade garages, basements, patios, decks, or driveways with a top-quality epoxy coating that LOOKS and LASTS LIKE GRANITE.

Initial investment range: \$150,000 - \$330,000

Veteran Discount: 20%



A lifestyle business opportunity, spraying for mosquitos, ticks, fleas and pests so people can enjoy the outdoors again.

Initial investment range: \$100,000 - \$125,000

Veteran Discount: 15%



The groomer that comes to you whenever you call. "Nose to tail" is standard service. Fast ramp up, home based business.

Initial investment range: \$140,000- \$185,000

Veteran Discount: 10%



North America's leading and largest home inspection company.

Become your own boss with a flexible work schedule.

Initial investment range: \$100,000- \$135,000

Veteran Discount: 20%



A close-knit brand of community heroes devoted to cleaning up what others won't (or can't) including biohazard cleanup, crime scene cleanup, hoarding cleanup, mold remediation, and more.

Initial investment range: \$115,000- \$150,000

Veteran Discount: \$9,000



Ready to find your veteran-friendly franchise match?

Stacey Riska, your franchise matchmaker

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