

WHO REALLY

BUY\$ FRANCHISES

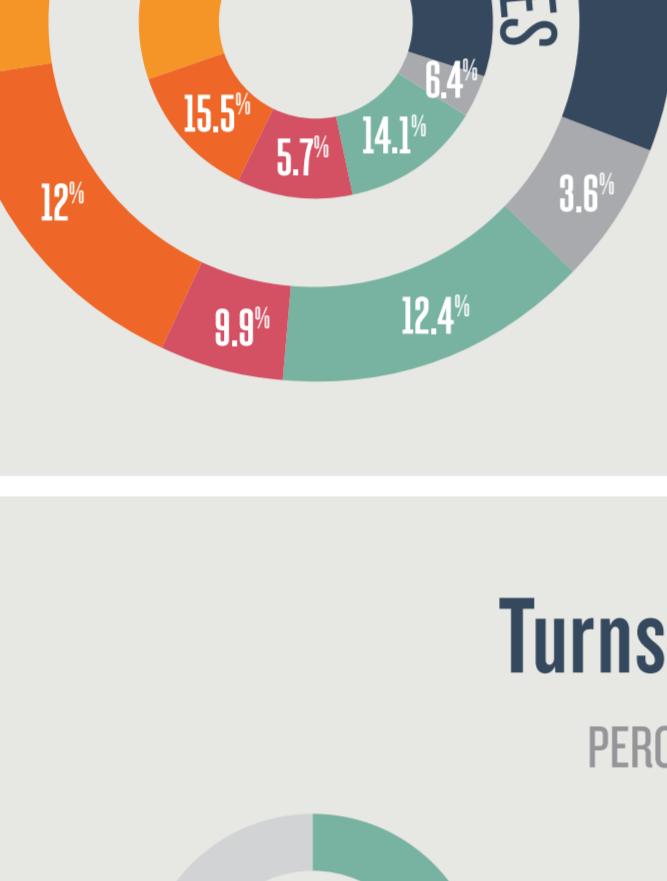
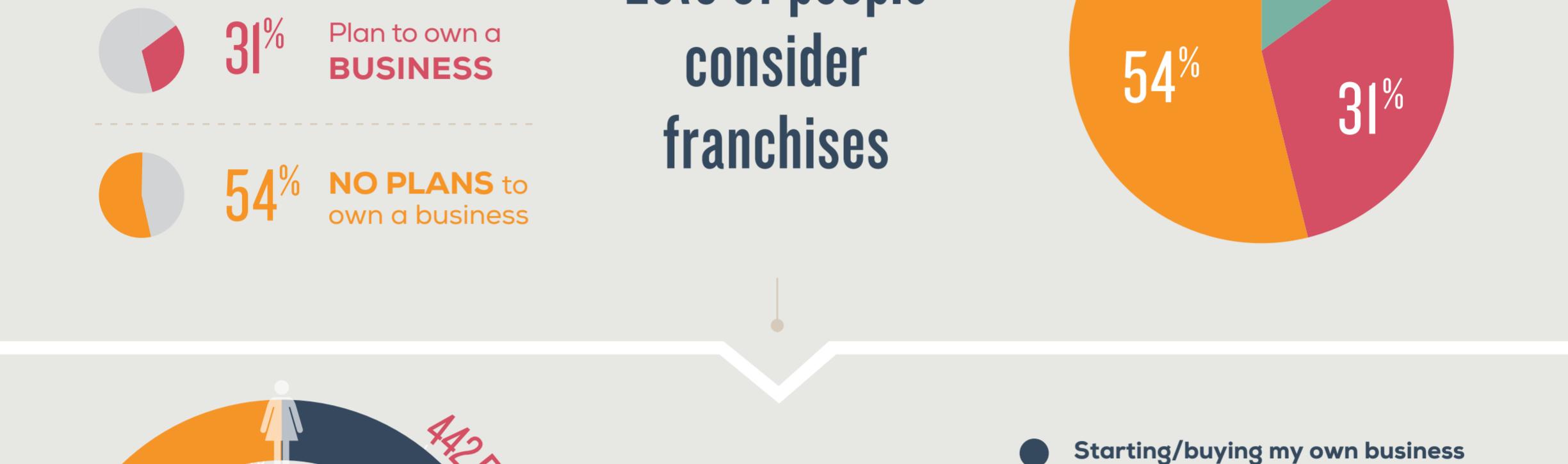
ANYWAY?

Ask many franchisors who buys their franchises

and you'll probably hear the same thing over and over. They'll likely tell you that franchise prospects are men who, dissatisfied with their careers, are looking for low-risk, high-upside opportunities that won't challenge their limited business experience.

The real answer, of course, is far more complex. As franchisors ourselves, we knew that getting a better understanding of who these people are and where they come from could be the key to unlocking that steady stream of qualified leads that so many brands find elusive.

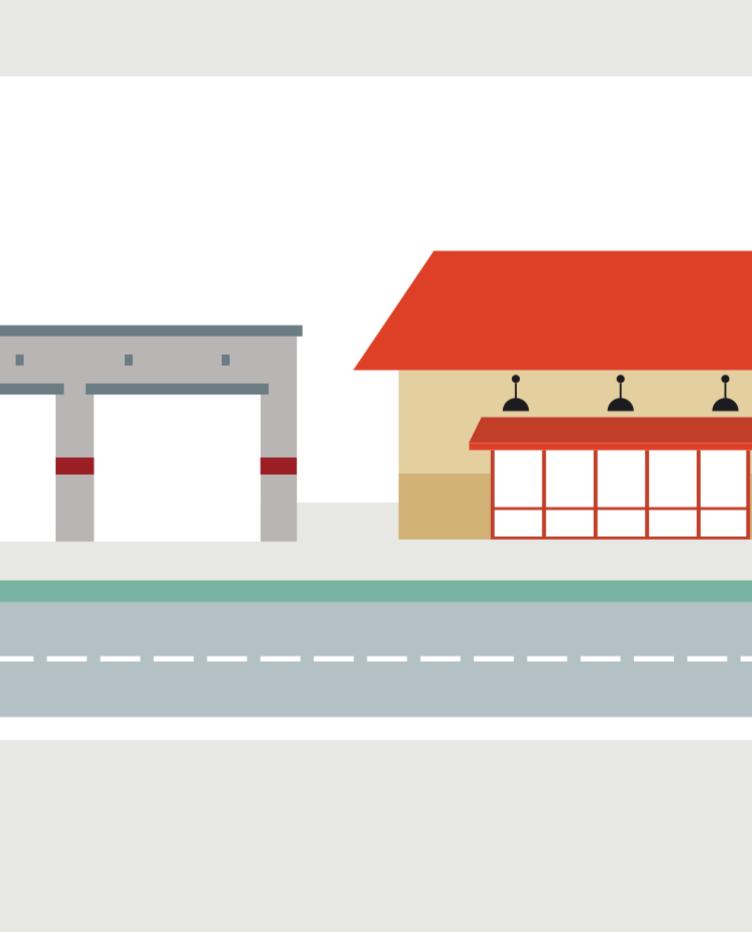
Here's what we found in an online survey of **1,000** qualified individuals across America, all of whom indicated that they have a minimum HHI of **\$200K** and actively manage their careers.



Lots of people consider franchises

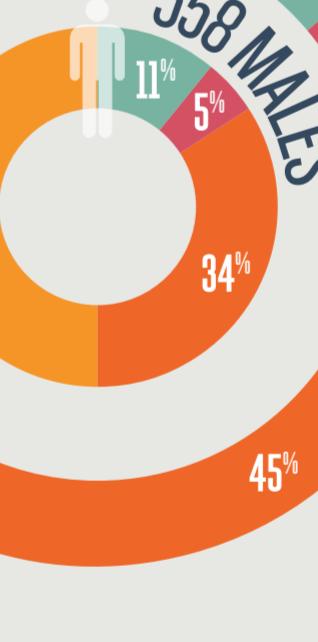
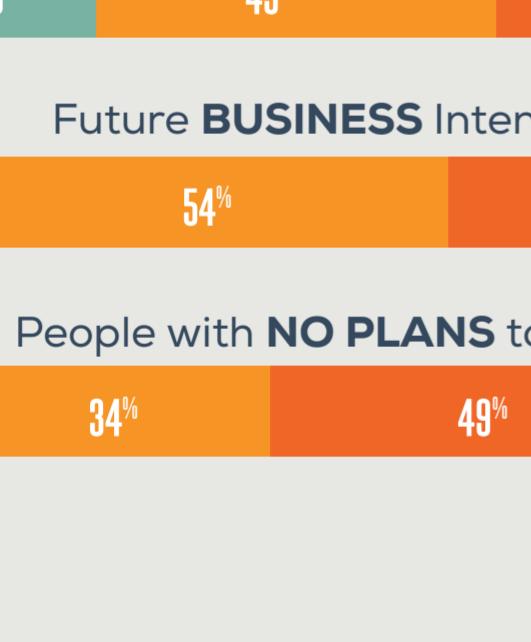


It's not JUST MEN either



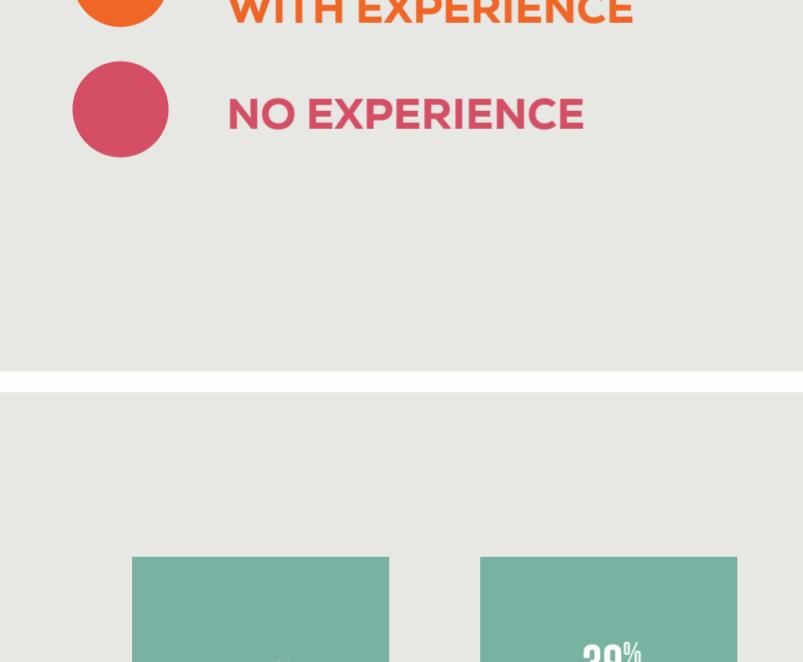
Turns out they actually LOVE their jobs

PERCENT WHO ARE VERY SATISFIED WITH CURRENT CAREER

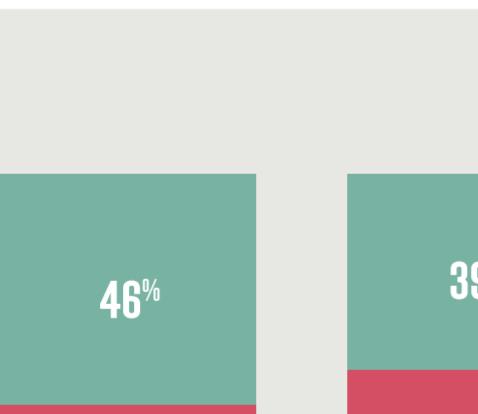
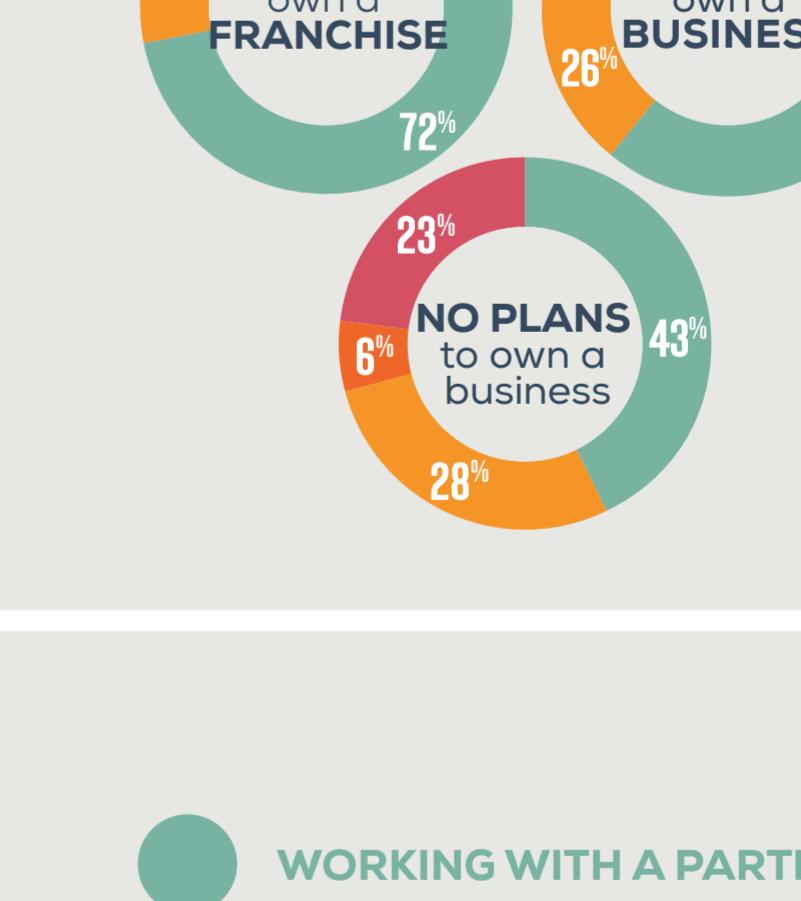


And they're not SCARED OF RISK

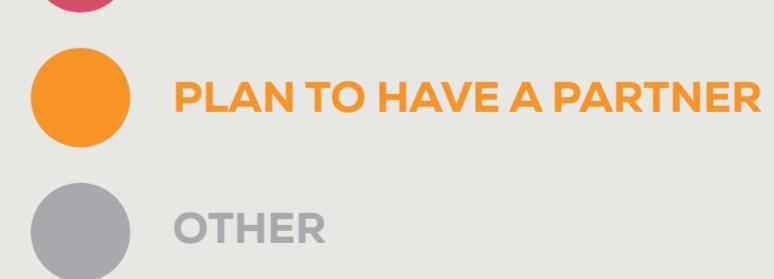
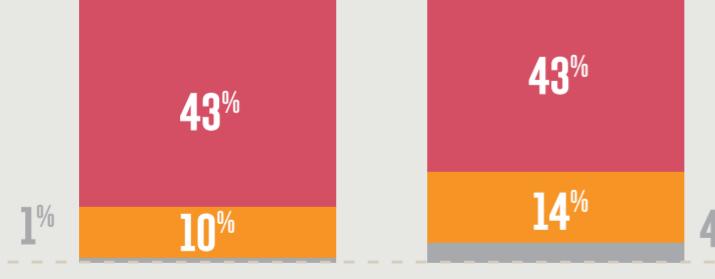
BY BUSINESS INTENTION



THEY SEE RISK AS A:



They know what they're doing



And they're willing to go it alone

