

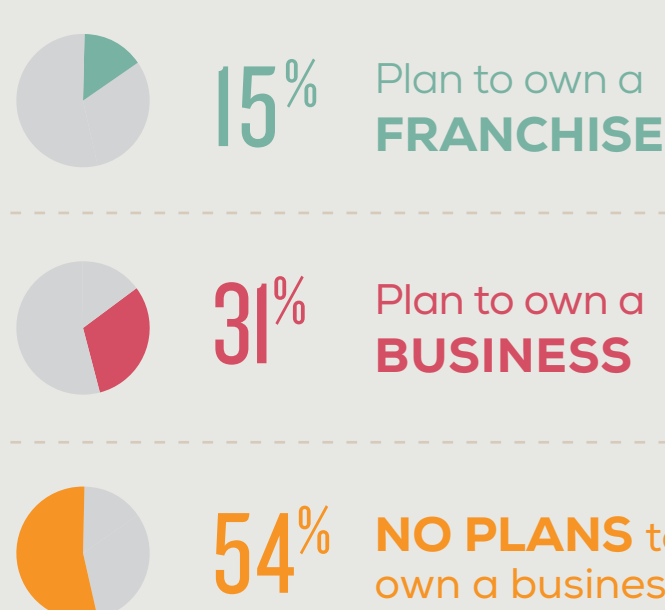
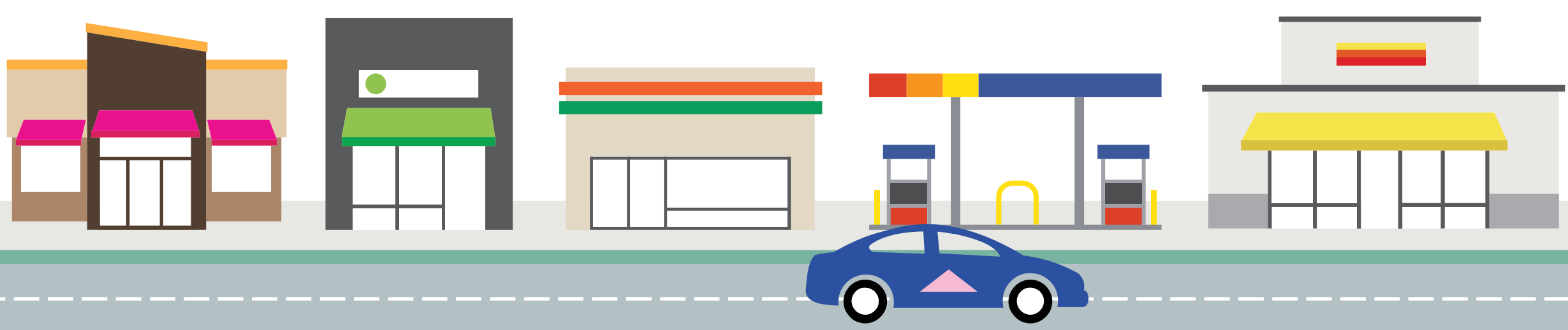
# WHO REALLY BUY\$ FRANCHISES ANYWAY?

## Ask many franchisors who buys their franchises

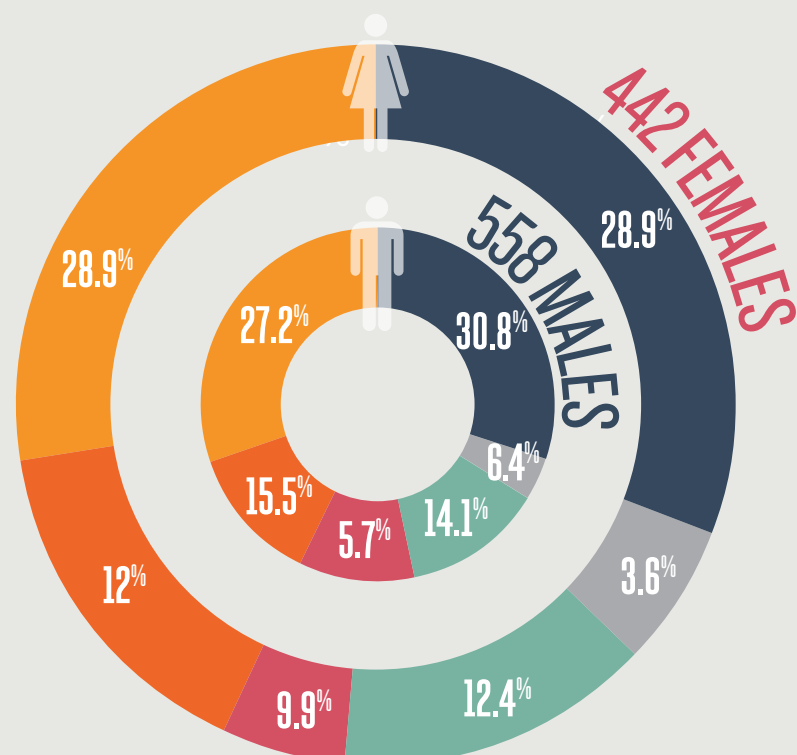
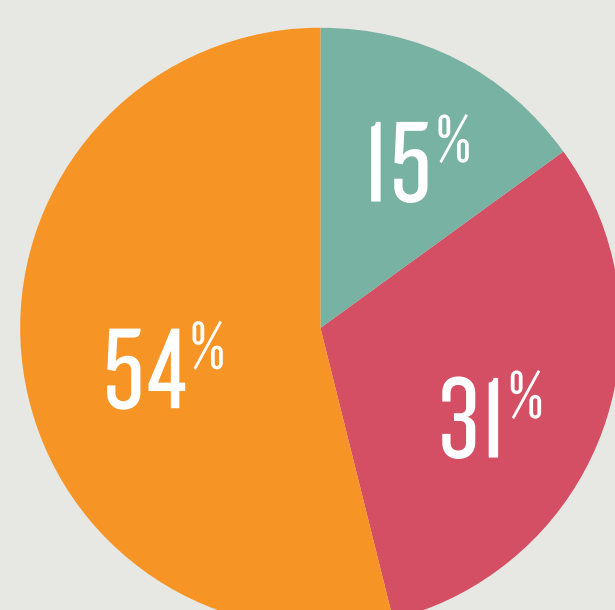
and you'll probably hear the same thing over and over. They'll likely tell you that franchise prospects are men who, dissatisfied with their careers, are looking for low-risk, high-upside opportunities that won't challenge their limited business experience.

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

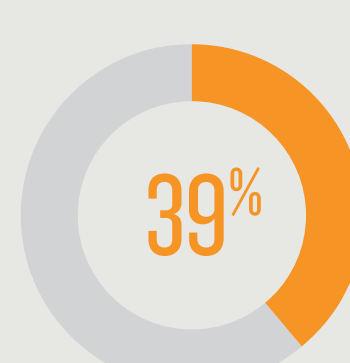
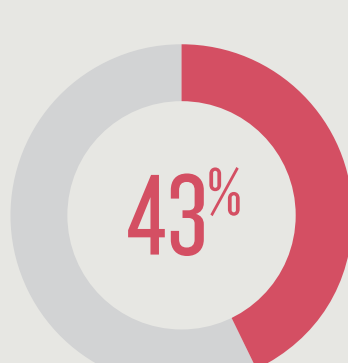
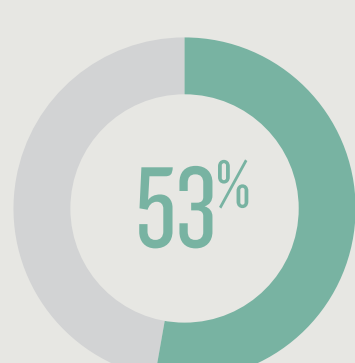


It's not JUST MEN either

- Starting/buying my own business
- Owning a franchise
- Starting a business with a partner
- My spouse/partner is considering business ownership
- Owning a business in the distant future
- No, I'm not considering business ownership now or in the future

## Turns out they actually LOVE their jobs

PERCENT WHO ARE VERY SATISFIED WITH CURRENT CAREER

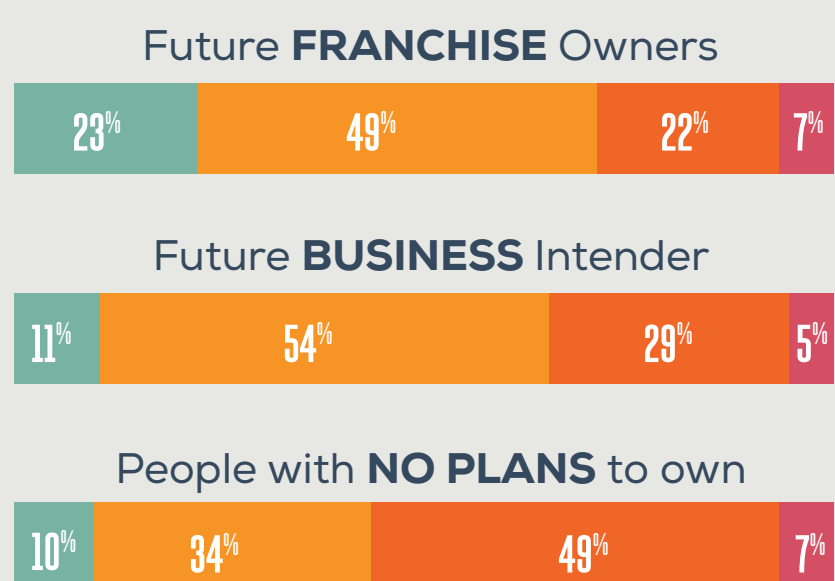


## And they're not SCARED OF RISK

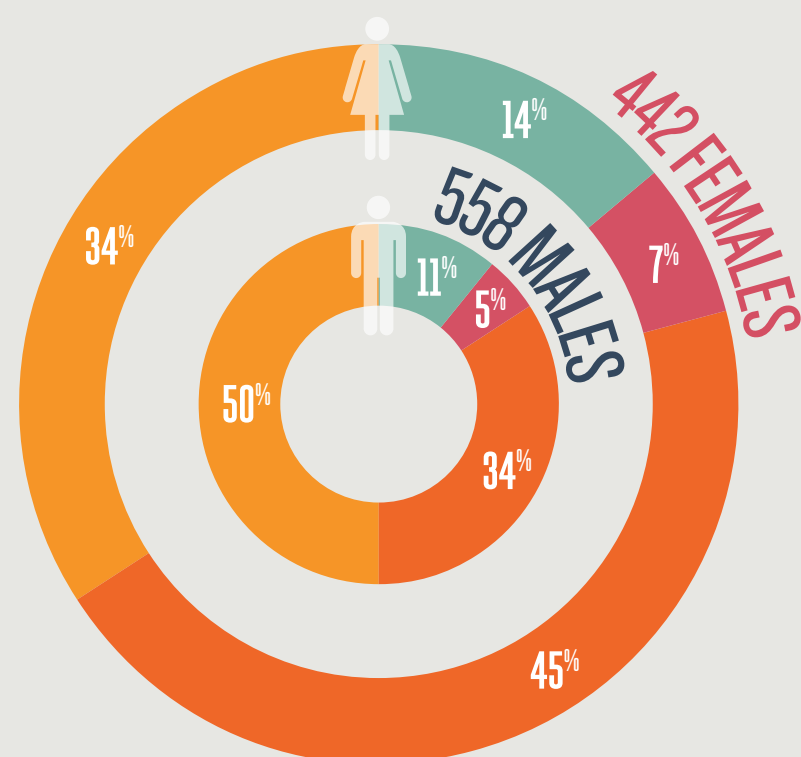
THEY SEE RISK AS A:

- THRILL
- LOSS
- UNCERTAINTY
- OPPORTUNITY

### BY BUSINESS INTENTION

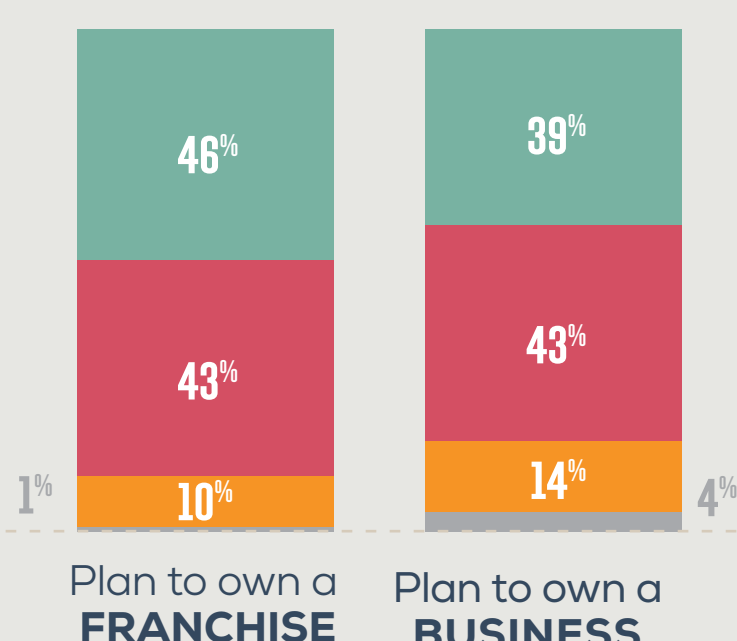
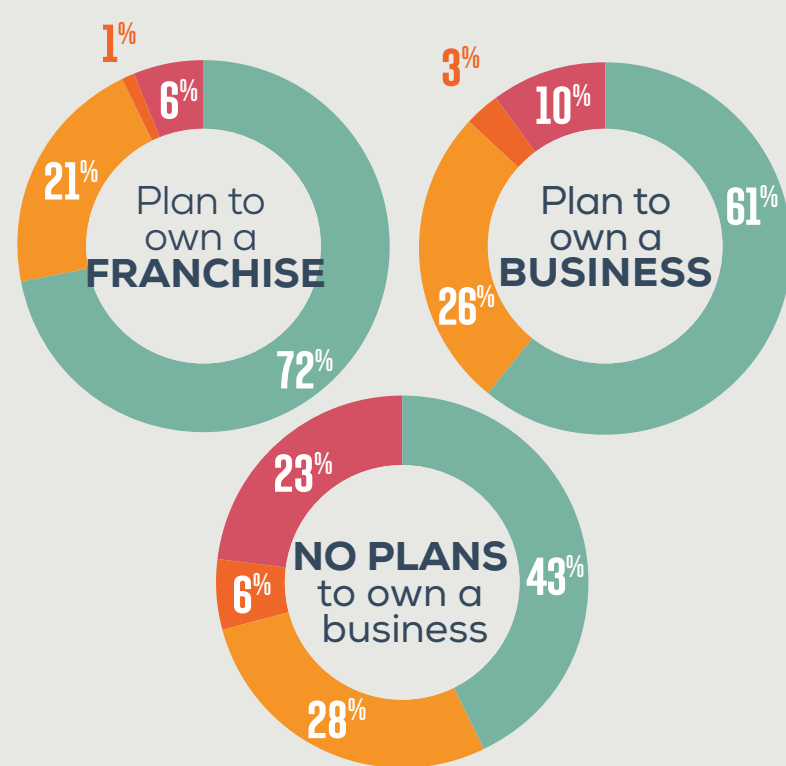


### BY GENDER



- EXTENSIVE EXPERIENCE
- SOME EXPERIENCE
- PARTNER WITH EXPERIENCE
- NO EXPERIENCE

They know what they're doing



And they're willing to go it alone

- WORKING WITH A PARTNER
- DOING THIS ALONE
- PLAN TO HAVE A PARTNER
- OTHER

Are you? Learn more about franchising and whether this type of investment opportunity is right for you by visiting

[SUPERCUTSOPPORTUNITY.COM](http://SUPERCUTSOPPORTUNITY.COM)

