

A Quintessentially American Invention

Franchising is one of the most dynamic and least understood parts of our economy. Here's how the franchise formula turns one successful business into many:



1 Taking Something that Works

Franchising begins with a growing company that has proven practices, a trusted brand and a desire to expand in new communities.



3 Opening the Door for Others to Join

Individuals and families start their own small businesses under the franchise model with the support of the brand, bringing new products and services and jobs to the neighborhoods where they live.



5 Giving Back to the Community

Franchise businesses give back to their local communities. Many franchise owners donate to local charities, support local sports teams and contribute countless volunteer hours for their neighborhoods.



2 Improving and Innovating

With growth comes the ability to serve customers even more quickly and cost effectively. Streamlined processes and innovative ideas make it possible.



4 Creating a Network of Opportunities

As local franchise businesses thrive, owners hire and train employees from nearby neighborhoods for positions that range from entry-level to senior management. Some employees even go on to own their own franchise businesses.