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Franchise Industry Aggressively Courts Military Veterans

by Rob Bond and Theresa Diederich

Given the unimaginable sacrifices that US servicemen and women make on a daily basis, it is extremely gratifying to see their efforts appreciated and acknowledged not only by the public in general, but specifically by the franchising industry. In our search we found that the level of support and demand for prospective veteran franchisees continues to grow, both in numbers and benefits offered.

In a noticeable change from last year's survey, franchisors are offering an enticing mix of benefits to veterans. Such benefits include sizeable and meaningful reductions in the franchise fee (Fast-Fix and FASTSIGNS offer a 50%/40% discount, respectively) as well as considerable additional incentives; Granite Transformations not only offers a 50% discount, but they will also finance the remaining portion over 12 months; Popeyes Louisiana Chicken not only waives the entire \$30,000 franchise fee, but also offers a 3% royalty reduction for the first year. Kitchen Tune-Up waives the entire initial investment of \$40,000; Maid Brigade offers a 45% discount on the franchise fee, territory fee and equipment package for a total savings of \$27,900. Further incentives include a waiving or reducing the royalties over a period of years, financing the reduced franchise fee over several years, and granting allowances and credits toward the purchase of equipment and initial inventory. One of the best indicators of a company's real commitment is the number of veteran franchisees currently in its system and among the ranks of senior management. With veterans comprising 18% of its franchisees and 33% of its senior management, Anytime Fitness has clearly a demonstrable company to veterans.

Undoubtedly, the vast talents brought to the table by veterans significantly influence this courting process. Focus, maturity, working under pressure, high levels of responsibility and the ability to follow a system are qualities found in today's military veterans.

For their part, however, veterans should not focus entirely on the short-term financial inducements offered by franchisors. While they will certainly be a key determinant in the final decision, in-depth due diligence is absolutely crucial for success in the long-term. Be prepared to spend months evaluating every aspect of all franchise opportunities that provide a good fit for you. For a more detailed explanation of incentives offered, please visit www.Franchises4Vets.com. The site includes over 320+ franchisors who are offering special programs focused solely on attracting veterans.

50 Top Franchises for Military Veterans

COMPANY	
AAMCO	www.AAMCOTransmissions.com
Allegra Printing & Imaging	www.AllegraNetwork.com
American Poolplayers Association	www.PoolPlayers.com
Anytime Fitness	www.AnytimeFitness.com
Auntie Anne's Hand-Rolled Soft Pretzels	www.AuntieAnnes.com
Border Magic / Boulder Designs	www.BorderMagic.com
Budget Blinds	www.BudgetBlinds.com
Checkers	www.Checkers.com
Coffee Beanery	www.CoffeeBeanery.com
CompuChild	www.CompuChild.com
Coverall	www.Coverall.com
Dunkin' Donuts	www.dunkinfranchising.com
Dwyer Group, The	www.DwyerGroup.com
Express Employment Professionals	www.ExpressPros.com
Fantastic Sams	www.FantasticSamsFranchises.com
Fast-Fix Jewelry & Watch Repairs	www.FastFixFranchise.com
FASTSIGNS	www.FASTSIGNS.com
Focus Brands	www.FocusBrands.com
Granite Transformations	www.GraniteTransformations.com
Grease Monkey International	www.GreaseMonkeyIntl.com
Grout Doctor	www.GroutDoctor.com
HomeTask	www.HomeTask.com
Huddle House Restaurants	www.HuddleHouse.com
Jan-Pro Cleaning Systems	www.Jan-Pro.com
Kitchen Tune-Up	www.KitchenTuneUp.com
Lenny's	www.Lennys.com
Maid Brigade	www.MaidBrigade.com
MaidPro	www.MaidPro.com
Maids, The	www.TheMaidsFranchise.com
Mathnasium	www.Mathnasium.com
Meineke	www.MeinekeFranchise.com
Miami Subs Pizza & Grill	www.MiamiSubs.com
Money Mailer	www.MoneyMailer.com
More Space Place	www.MoreSpacePlace.com
Pak Mail	www.PakMail.com
Papa Murphy's Take 'N' Bake Pizza	www.PapaMurphysFranchise.com
Pizza Patron	www.PizzaPatron.com
Popeyes Louisiana Kitchen	www.PopeyesFranchising.com
Postal Annex+	www.PostalAnnex.com
Postal Connections	www.PostalConnections.com
Precision Tune Auto Care	www.PrecisionTune.com
RadioShack	www.RadioShackCorporation.com
Regis Corporation	www.RegisFranchise.com
Rita's Italian Ice	www.RitasIce.com
Snap-on Tools	www.SnapOnFranchise.com
Spring-Green Lawn Care	www.SpringGreenFranchise.com
Tropical Smoothie Cafe	www.TropicalSmoothieCafe.com
TSS Photography	www.TSSPhotography.com
Valpak	www.ValpakFranchising.com
VR Business Sales / Mergers & Acquisitions	www.VRBB.com