Thinking about buying a franchise?



DO NOT
spend $100,000+ until you ask these 5 questions

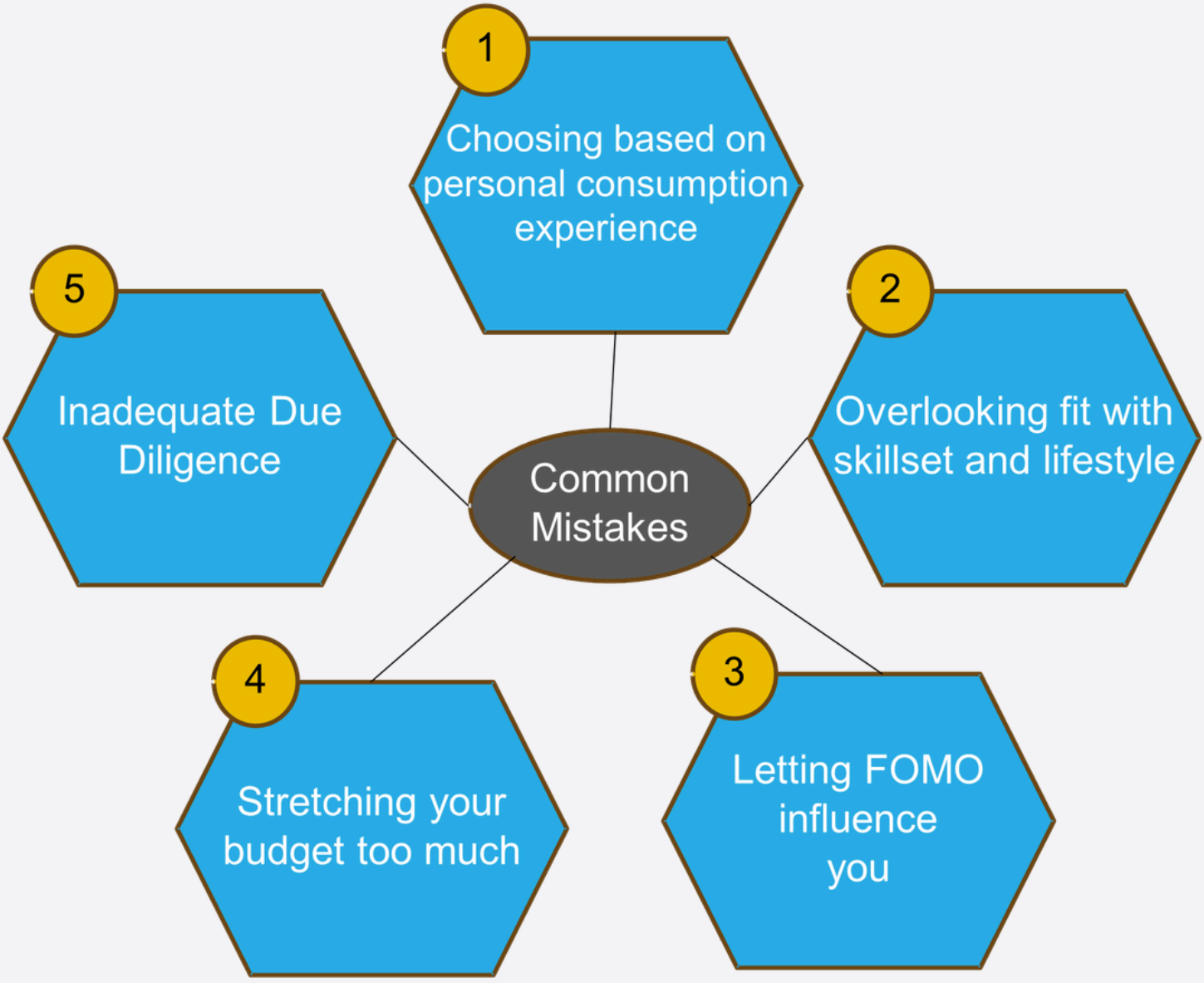
By :

Kickstart MyFranchise

www.kickstartmyfranchise.com

Avoid these common franchise selection mistakes

There are more than 4,000 franchises, and unfortunately, the majority are poor investments. It can be difficult to separate the truly strong opportunities from the rest. Many prospective franchise owners feel overwhelmed and end up making emotional decisions without conducting the thorough research and due diligence needed to choose the right fit.



How can you avoid making one of these mistakes?...

5 Questions Smart Investors Ask Before Buying a Franchise

Buying a franchise can be an incredible way to build wealth and gain more control over your career. Instead of starting from scratch, franchise owners benefit from an established brand, proven systems, and support from an experienced franchisor. However, doing the right due diligence before investing is critical.

01

DO THE UNIT ECONOMICS MAKE SENSE?

Before falling in love with a franchise, understand the numbers from the Franchise Disclosure Document. Look at total startup costs, average revenue, operating margins, time to break even, and realistic owner income. Strong unit economics are essential for a worthwhile investment.

02

WHAT WILL MY DAY-TO-DAY LOOK LIKE?

Franchises vary widely in owner involvement. Some require hands-on management while others are more supervisory. Ask what a typical week looks like in terms of hours and which responsibilities fall on you. The right opportunity should match your lifestyle and skill set.

03

HOW STRONG IS THE FRANCHISOR'S SUPPORT?

A franchise is only as good as the support it provides. Ask about initial training, ongoing coaching, marketing help, hiring guidance, and operational support. Strong franchisors invest in helping their franchisees succeed.

04

WHAT ARE EXISTING FRANCHISEES SAYING?

The best insights come from current owners. Ask how long it took to become profitable, what surprised them after opening, what challenges they faced, and whether they would invest again. Their perspective gives the clearest picture of the opportunity.

05

IS THE INDUSTRY GROWING OR SHRINKING?

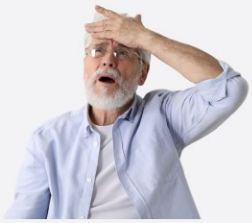
Even a well-run franchise struggles in a declining market. Look for businesses in sectors with strong long-term demand, such as home services, senior care, childcare, etc. Tailwinds in the industry make growth easier and more predictable.

Your next steps

Scan to Book a Free 15-Minute Consultation

Your Decision

Research alone



Let our team of seasoned franchise experts create a tailored list of franchises for you (free)



KICKSTART'S 5-STEP SELECTION PROCESS

1 Initial Consultation

- We'll ask you questions about your skills, interests, industry preferences, and income goals.
- 100% free (we're paid by our 800+ brand partners)

Click here to Schedule Free Consultation

2 Receive Curated List of ~5-7 brands

- We have over 800 of the top brands in the country, spanning across 20+ industries
- Curated franchise list is customized based on your unique situation. No clients get the same list

3 Brand Research & Due Diligence

- Detailed research into ~2-3 brands.
- Assess financial potential, margins, competitive landscape, industry drivers and restraints
- Speak with ~5-10 current franchisees of brand(s) considering

4 Sign Franchise Agreement

- Attend Discovery Day and decide whether or not to become a franchisee of selected brand
- Leverage our contacts with industry-leading attorneys, lenders, etc. to facilitate purchase

5 Open Your Franchise

- We stay in your corner through training, funding and opening day
- Ongoing access to our network of attorneys, lenders and advisors

Become our next happy client!



"I wanted to expand my investment portfolio and I was looking at franchises as a way to do that. I gave Tim my requirements, and in a very tough market, he was able to deliver. Can't recommend working with Tim highly enough."

-Multi-Brand, Multi-Unit Franchisee



"Tim Michaels was a great franchise consultant to work with. He gave us dedicated time and was knowledgeable about the franchises he recommended. While the process was detailed and time-consuming, Tim was efficient in finding what fit for us. ***We had our franchise selected within 60 days after connecting with him!*** *Tim has a great ability to get us where we needed to be, from general franchising knowledge to finance and law connections."* -First Time Franchisee



"Tim's expertise in franchise business was invaluable for us when we started our journey. He presented my business partner and me with well-researched franchise options that aligned with our goals and guided us through each step with clarity and confidence. We especially ***appreciated the thoroughness of the research and Tim's responsiveness to all our questions, which made the decision-making process so much easier.*** *With Tim's support we narrowed our focus to opportunities that matched our passion for making a positive impact in the community, offered strong growth potential, and balanced profitability with purpose. It was a smooth and rewarding experience overall, and we are truly grateful for Tim's guidance throughout this journey."* - Senior Care Franchisee

BOOK NOW

