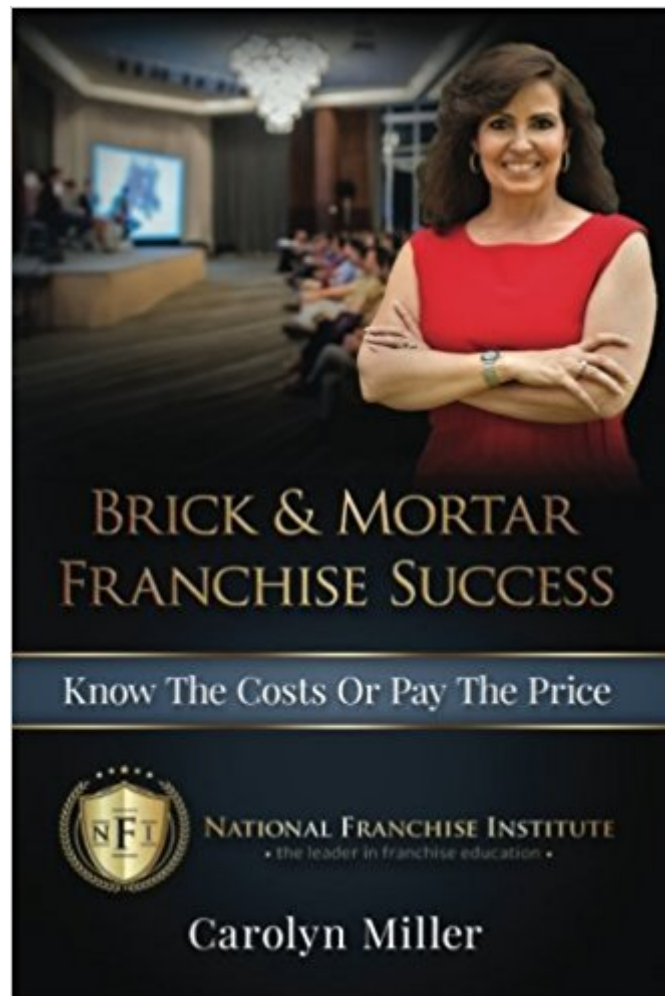




The book was found

Brick & Mortar Franchise Success: Know The Costs Or Pay The Price



Synopsis

Franchising is the fastest-growing method of conducting business in the world. Why? Because it works! But don't be fooled. Success isn't guaranteed. Over the course of a few decades in development, I've seen millions of dollars wasted on fixing problems that, in many instances, could have been avoided altogether. Like most business owners, your primary goal is to operate a successful business. You can't actually do that until your location opens. While you may know a little bit about a lot of things, the devil is in the details. When you don't know what you don't know, especially when it comes to leasing space and building new locations, you could be in for a long, rough ride. The reality of how much you don't know (and what can happen next!) can be all-consuming. Enthusiasm, persistence, and dogged determination won't be enough to save you. Do not, Do Not, DO NOT sign a lease without reading this book! Once a lease is executed, you are officially a business owner even if your new location never actually opens! A lot of professionals with years of business experience assure themselves that there isn't any part of the building process that they either don't know or can't figure out. What they don't take into account is the additional time that ticks away while they learn the ropes and make costly mistakes in the process. No matter how much business experience and success you have had in past roles, if you are not well versed in all that is involved in getting your new location open, failure will find you! Building new locations hasn't changed much over the years. Because it happens thousands of times a day across the country, it's easy to adopt the mindset of, "I can figure this out." The truth is that you CAN figure it out but how much will you spend or forego in the process? Ignorance isn't bliss • it's EXPENSIVE! Failure is not an option until it happens! Then what? The purpose of this book is to take the guesswork out of the entire development process so you know exactly what it takes to get your new location open in the least amount of time, for the best overall price and, more important than anything else, without making costly mistakes in the process. Whether you are an independent business owner or a franchisee, if you have plans to lease space to build your first (or your next) location, the book you're holding in your hands will become one of the most valuable investments you can make! To your success!

Book Information

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Customer Reviews

Carolyn Miller began her franchise career in 1984 at McDonald's headquarters in Oak Brook, Illinois where she worked for more than 14 years. During six of those years, Carolyn orchestrated the development efforts of 40 McDonald's regions in opening close to 1,000 McDonald's in Wal-Mart locations in the U.S. and Canada. In 1998, when McDonald's infused capital into Chipotle Mexican Grill, Carolyn moved to Denver and helped create the real estate infrastructure for Chipotle's national expansion. Over the years, Carolyn has also worked in Corporate and on the franchise side of Red Robin, CiCi's Pizza, and Carl's Jr./Hardee's. While working as the Vice President of Development for a national architecture firm, Carolyn was surprised to learn how many clients had a high-level, conceptual understanding about the development process, but what they DIDN'T know about the intricate details was costing them tens of thousands of dollars in costly mistakes. Necessity being the mother of invention, Carolyn founded the National Franchise Institute in 2015. In addition to helping franchisees get brick and mortar locations open without making costly development mistakes in the process, the National Franchise Institute also helps independent entrepreneurs determine if franchising is the right direction to take their concepts. The National Franchise Institute: Where Education Doesn't Cost & It PAYS! Learn More: <http://www.NationalFranchiseInstitute.com>

Wow, what a great book! There is a lot to know before opening a new business and this book spells everything out in the right sequence so it is easy to understand and makes sense. Beyond explaining what TO DO, the stories really help to explain how mistakes can happen and how much more you can spend because of them. My business partner and I are getting ready to go down this path. I'm so glad this book was available. I'm sure it will save us from some of the mistakes that I

know we would have made otherwise. Thanks -- highly recommended!

A must read for franchisees and franchisors that gives great insight and answers to questions which positions the reader for success during the initial research phase through store development.

Carolyn provides unbelievable experience in a digestible form helping you become your own expert.

Wow, Carolyn has really nailed the secret to finding the perfect, successful brick and mortar sight. I would whole heartily recommend this book, and also recommend the NFI training programs!!!

Carolyn has amazing insight and experience to help franchisees be successful even before the doors open. Don't miss out on this books plethora of wisdom to help guide you down the right path.

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