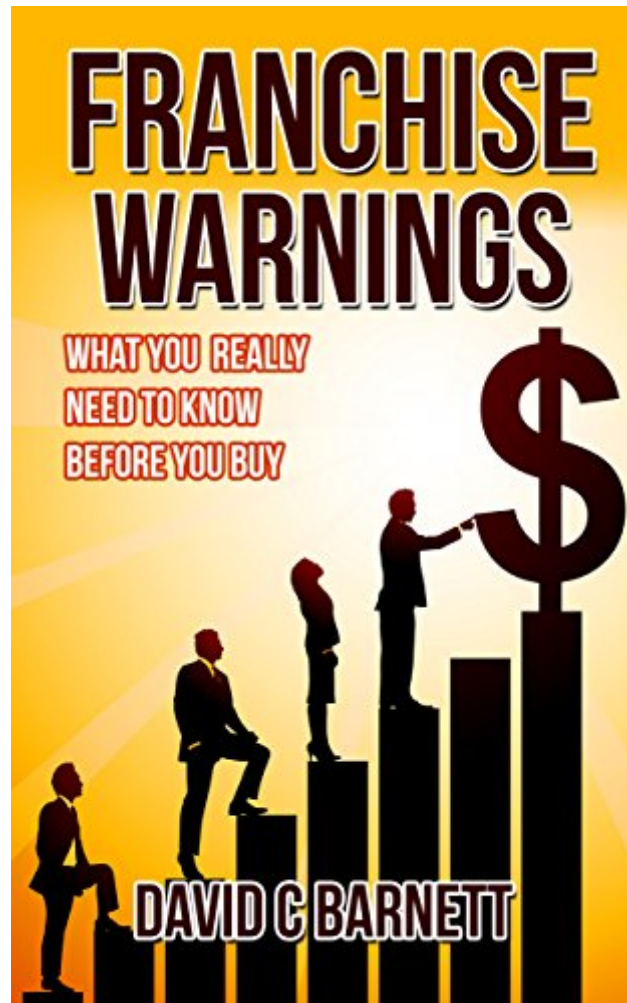




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Franchise Warnings: What You Really Need To Know Before You Buy



Synopsis

I spent several years as a business broker and sold many franchises. I've given advice to franchisors, helped existing franchisees sell their business and helped people buy new franchise locations. There is a myth in the world that buying a franchise is the easy way to business success. This is far from the truth. In this book I share what I've learned over the years. There are stories of real people and real experiences. The book is called Franchise Warnings because it is filled with information that you need to know before you invest your money into a franchise business.

Book Information

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Customer Reviews

I've been a franchise development executive for nearly 20 years. My specialty is mergers and acquisitions. Came across David Barnett's podcast. Went to his website and purchased Franchise Warnings. What a great read. In fact, this was the most informative book I have read on the topic of franchising. Franchise warnings should be required reading for all involved in franchising; whether it be buying, franchise development or financing of franchises.

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