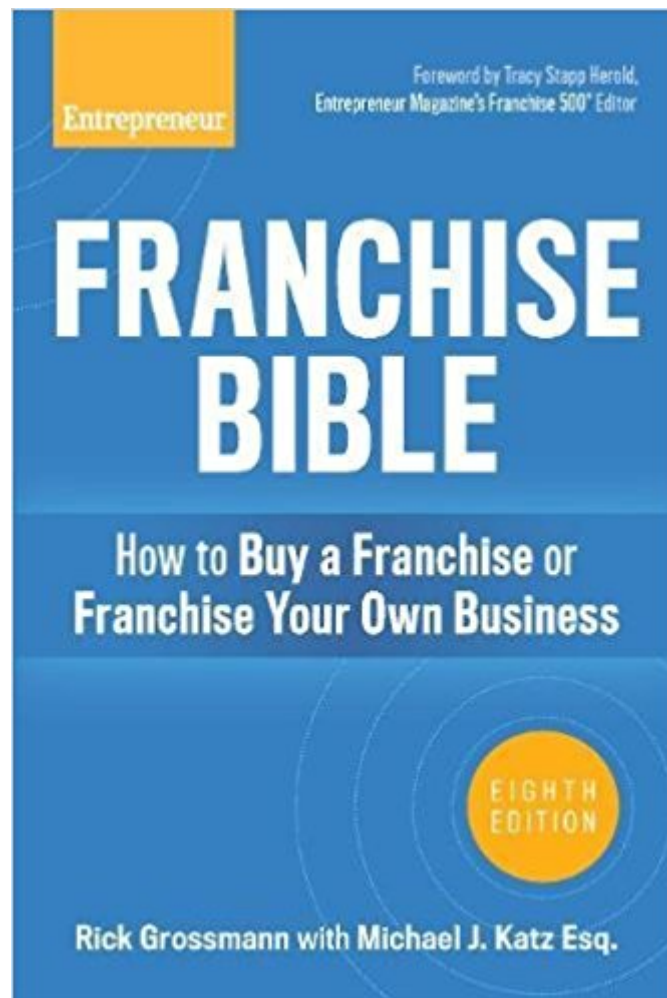




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Franchise Bible: How To Buy A Franchise Or Franchise Your Own Business



Synopsis

The Insider's Guide to Buying a Franchise or Franchising Your Business In this easy-to-read guide, franchise expert Rick Grossmann and franchise attorney Michael J. Katz impart decades-worth of insight and advice on what it takes to make your franchise operation successful. Grossmann and Katz share expert tutorials, tricks of the trade, and access to sample franchise documents, checklists, and questionnaires designed to get you organized, support you through the process and get your new franchise off the ground. If you're thinking of buying a franchise, you'll learn how to: Determine if running a franchise is right for you Navigate franchise disclosure documents and agreements Identify the signs of a good franchise opportunity If you're thinking of franchising your existing business, you'll learn how to: Pick the best method for expanding your business Understand the keys to establishing a successful franchise system Evaluate potential franchisees and grow your franchise Whether you want to buy a franchise or franchise your own business you'll learn what to expect, how to move forward, and how to avoid costly mistakes--making Franchise Bible required reading.

Book Information

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Customer Reviews

"Franchise Bible is the most comprehensive, step by step, go to guide for all things franchising. The best franchise book, bar none." — Nick-Anthony Zamucen, Founder of Bio-One Inc.

"Franchise Bible is the roadmap that leads to franchising success. Now in its 8th edition, Franchise Bible has been the go-to franchising resource for decades. Rick Grossmann and Michael Katz have

more than a half-century of franchise experience between them. The expertise that each brings to the industry is a huge win for anyone reading Franchise Bible. To your success!"

—Carolyn Miller, Founder of the National Franchise Institute "If you could earn a degree in Franchising, this would be the textbook. Whether you are considering franchising as your expansion option, or managing a mature franchise system, Franchise Bible is the most organized, well communicated franchise tool available. If you are serious about franchising, start here, and keep this book handy as you work through each stage of development; referencing each new section a second time as you progress. It will change the decisions you make and greatly reduce your upfront investment, while increasing your probability of success in the shortest amount of time."

—Chris Burrei, President of Franchise Development of GMXR Inc. "The resources in Franchise Bible are extremely valuable to us as franchise owners. When combined with our proven franchise system and leadership we are armed with all of the best tools for success."

—Gregg and Cheryl Chiasson, Instant Imprints South Metro Franchise Owners "Franchise Bible has saved our company valuable time and thousands of dollars! The strategies in this book are a must for anyone entering the franchise world."

—Dr. Kent Lauson, Founder of NEO Orthodontics Franchising "Anyone considering buying a franchise or franchising their business should start with the Franchise Bible. This easy to use reference guide will highlight the legal, financial, and structural details to consider before taking that important first step. Already a franchisee or franchisor? Solidify your strategy with this guide. Rick Grossmann and Michael Katz generously share their expertise in such a relatable manner that everyone can find value in its content. This guide is a must for your business reference library."

—Tricia Petteys, Executive VP Operations of Payroll Vault Franchise "Franchise Bible is the single, best source of information, whether you're considering buying a franchise or building a franchise organization. The depth of experience that Rick Grossmann and Michael Katz provide the reader is concise, organized, and thorough. Look no further than this comprehensive and easy to read guide."

—Doug Root, CEO of JungleQuest, Inc. Franchising "The culture your organization needs to become a successful franchise starts at the top, and this book helps guide you down the right decision path to be creative within best practices Rick and Michael have established. In the Franchise Bible they stress originality; build and buy into something that is original and creates value. In our swim school business we created something that was never done before and could be duplicated; we also realized the need for every person to be able to swim. Franchise Bible helps me focus on our needs as a franchisor and reawakens me to the needs of the franchisee."

—Michael Mann, President of SwimLabs "Having consulted on and developed multiple franchise units for over 10

years, we can honestly say the practical advice in the Franchise Bible provides a clear and comprehensive perspective of the multiple aspects of franchising that one needs to be a successful franchise owner. Wish we had this when we started!" —Erik and Wendy Skaalerud, Colorado Area Developers and Franchise Owners of Orangetheory Fitness, Capital Lending Solutions Principals

Rick Grossmann is co-founder and managing partner of My Franchise Hub (myfranchisehub.com). Mr. Grossmann has been involved in the franchise industry since 1994. He franchised his first company and grew to 49 franchised locations in 19 states during the mid to late 90s. He served as the CEO and primary trainer focusing on franchisee relations and creating tools and technologies to increase franchisee success. Rick franchised his second company in 2003. He served as the company's CEO and Marketing Director. He developed the high tech/high touch franchise marketing and sales system selling over 150 franchises in North America capturing ranking in Entrepreneur Magazine's Top 500 franchises in less than three years. Grossmann has also served as a business and marketing consultant to small companies and multimillion dollar enterprises. He also consulted Franchisees and prospective Franchisees, Franchisors, and companies seeking to become Franchisors. He was a co-author on the previous edition of Franchise Bible. Michael J. Katz is an attorney specializing in franchise law. He is a published author, lecturer, and teacher, as well as the senior partner of Corporon & Katz, a law firm specializing in franchise, business, and real estate law.

I am very impressed with the depth of knowledge provided by Rick Grossman and Michael Katz in this book. Whether you are an experienced veteran or just starting out in the franchise industry, this is a must read. Great roadmap and advice for authors who have been on all sides of the business. Will definitely recommend to others!

Rick Grossmann is the Mann for Franchise expertise. It's only appropriate that he wrote the book on it.

The 8th edition was redesigned to a smaller size. It lacked a lot of information contained in editions 5, 6 and 7. If this is the new format, I won't be buying any additional editions.

A bit old school in terms of insight

As a partner for franchisors/franchisees, I typically engage with clients after they have already secured space, started construction or opened their doors for business. I hear more often than not the frustrations of how difficult it is to open new sites on time, to stay within budget, to know everything one should be aware of while embarking on a new adventure including when and where to branch out and add more sites down to hiring the right staff to complement the brand strategy. I hear all of the time "if I only knew then what I know now" after the extra dollars are spent and the delays have hit. The Franchise Bible is the perfect tool to help any business owner (whether you are a franchisor or franchisee) start and stay on the right path to success. It will help alleviate the many frustrations, the exceeded budgets, the time delays, the how to questions, etc. It is an easy read with an interactive approach to help you make the right decisions, grow your business, and have access to an amazing team of consultants. Kudos to Rick Grossman and Michael Katz.

As a newcomer to the world of franchising, it's hard to know what advice to take out there. The authors of "The Franchise Bible" are recognized experts with decades of experience and the book is from Entrepreneur press, so I trust the sources. The book is a comprehensive, extremely simple guide for those of us who interested in creating a business using a proven franchise model rather than struggling to try to build a company by ourselves. I also love the online learning modules so I can actually absorb the information, not just read about it. I'm not finished yet with the book but I already feel like an expert myself. Well done!

Rick Grossmann and Michael Katz have done an outstanding job with the new Franchise Bible. Their combined decade's worth of business and franchise experience cuts to the chase and highlights critical things to consider before, during, and after becoming part of the franchise industry. This book will be your constant companion on the journey to franchise business ownership, whether as a franchisee of an existing concept or becoming a franchisor of your own concept. The addition of the online multimedia components really brings the Franchise Bible to life. Great job!

Having worked with Rick and Michael on the ELANA Financial franchise offering, I can highly recommend the Franchise Bible to anyone exploring this dynamic model called franchising to bring both tried and true business concepts and innovative ideas to the marketplace. Whether you franchise your idea or not, you owe it to yourself to get a copy of the Franchise Bible and find a quiet

space to digest the contents. This is one valuable resource that you will NOT want to lend out!

Congratulations to the authors and Entrepreneur Magazine -Well done!

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