



VS

Traditional Franchise

Small investment
(can start under \$100K)

High cost of entry
(typically \$250K+)

Multiple locations and can
relocate (mitigate risk)

Single location
(no diversification)

No territory restrictions

Restricted territory

Total independence
(operational freedom)

No autonomy (corporate
procedures and rules)

Very modest overhead

Significant overhead
(rent, wages, etc.)

No employees necessary

Employee headaches

Very little operating
capital needed

Substantial operating
capital required

Passive, 24-hour income

"Married" to the business
("buying a job")

No fees or royalties (your
business—your money)

Franchise fees and
royalty payouts

Which do **YOU** Prefer?

