

## Noteworthy Events

WEST COAST  
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November 11, 2015



Thanksgiving November  
26, 2015

FRANCHISE EXPO  
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## Home Franchise Concepts Reaches Milestone in Veteran Discounts

BY BETH EWEN



Home Franchise Concepts, parent company of Budget Blinds among others, achieved its goal of giving \$1 million in discounts to U.S. military veterans through its Million Dollar Franchise program. The program began on Veteran's Day in 2013 and will wrap up May 31.

The Orange, California-based franchise has signed 34 new veteran business owners to its network, and veterans now make up nearly 10 percent of its system. Home Franchise Concepts has more than 1,100 franchise territories across the U.S., Canada and Mexico, for Budget Blinds, Tailored Living and American Decorative Concepts.

"We truly believe that our veteran franchisees are some of the most talented, hardworking individuals out there and we couldn't be more

Your web address here

honored to have them in our family,” said CEO and co-founder Chad Hallock.

Although the program has officially ended, veterans will continue to receive discounts on their initial fees. A \$15,000 fee discount, from the standard \$75,000, is available for Budget Blinds. Tailored Living or Concrete Craft offer a \$5,000 discount to veterans, from \$55,000 and \$50,000 standard.

Home Franchise Concepts also launched a separate veterans initiative early this year, called Troops in Transition. It provides honorably discharged or soon-to-be-discharged veterans an opportunity to own a franchise with no initial fees. Eligible veterans enter into a limited, six-month franchise agreement to allow the veteran to evaluate the business, have access to a mentor during that time, and at the end if sales and other objectives are met can sign on as a Budget Blinds owner for a 10-year period. The \$75,000 fee is waived.

Hallock says the franchise worked closely with existing veteran franchisees to develop the Troops in Transition program. “We are extremely thankful that these franchisees have taken the time to help educate us on what will truly make an impact in the lives of other veterans.”

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## How One Man's Air Force Experience Led to Life as a Hydraulic Hose Franchisee



Bill Lesswing was introduced to hydraulic hose repair at the age of 17 while serving in the U.S. Air Force as an aerospace ground equipment mechanic. Following his honorable discharge, Lesswing worked for Delta Airlines, in addition to several other jobs in the mechanical industry. He joined the hydraulic hose franchise PIRTEK in 1999 in the Dallas-Fort Worth area and is now opening the brand's first Nashville store. Read on to see why he says franchising is "the best thing out there."

Franchise owned: PIRTEK in Nashville

Q: How long have you owned a franchise?

I am opening my first franchise location this fall. I have been an employee with PIRTEK since 1999, so the beauty of opening my own store is that I am not just a businessman. I know everything there is to know about PIRTEK. I know all of the positions. So, when I go out and sell, I can sell stories from my experiences.

Q: Why franchising?

When you open a franchise, the business is almost like a marriage, because the corporate team takes care of things that I don't want to or can't. That gives me the time I need to concentrate on providing the best, most efficient service I can for my customers. I think franchising is the best thing out there.

Q: What were you doing before you became a franchise owner?

I joined the United States Air Force when I was 17-years-old and served for six years. I was an aerospace ground equipment mechanic and spent time in Germany and North Dakota during my service. I always wanted to work for an airline and moved to Dallas to join Delta Airlines after leaving the Air Force. I was unfortunately laid off after three years. I took a service representative job and also worked for City Garage in the Dallas-Fort Worth area

before joining PIRTEK in 1999.

Q: Why did you choose this particular franchise?

I joined PIRTEK in 1999 after reading an ad in the newspaper. The location was the first franchise in the Dallas-Fort Worth area. Having done hydraulic repair in the past, I knew what an inconvenient process it was. I liked the way PIRTEK made it efficient.

Q: How much would you estimate you spent before you were officially open for business?

PIRTEK is a completely turn-key business opportunity. The franchise includes a 3,000-4,000-square-foot industrial space as well as two to three office spaces and three on-site service vans. The total turn-key start costs generally average between \$400,000 and \$450,000, though the average owner's out of pocket cost is usually around \$150,000, with the balance offset by financing through things like U.S. Small Business Association loans. The start cost for me is a bit different because of the special circumstance I am in with the corporate team's partnership to financially to launch the Nashville location.

Q: Where did you get most of your advice/do most of your research?

Most of my research comes from my experience as a PIRTEK employee for over a decade. It is very important to me that when clients use a PIRTEK in Nashville or New York or California, it will be the same experience and product. I am focused on uniformity.

Q: What were the most unexpected challenges of opening your franchise?

Site selection is difficult in a popular market like Nashville. When I toured Nashville I knew it was a tight real estate market, but the room for growth is there.

Q: What advice do you have for individuals who want to own their own franchise?

Do your homework, love what you do and ask yourself: do you want to run a business or work in a business? Pick a franchise that has a great customer service department.

Q: What's next for you and your business?

My goal is to open multiple franchises. I've learned that you can't have enough PIRTEK locations in a city.

# LEADING A TEAM IS A NATURAL FIT FOR VETERANS

September 15, 2015 - George Eldridge



HomeTeam Inspection Service's team home inspection service model coupled with the improved housing market is attracting more veterans to HomeTeam, now making up 15% of all HomeTeam franchises. HomeTeam has partnered with VetFran, a program through the International Franchise Association (IFA) to match qualified veterans with participating franchise systems. "Those with a military background have proven to be a great fit for the HomeTeam model. Unlike other home inspection companies, the role of the owner is that of a leader, who can develop teams of inspectors and execute a solid business plan," says Tony Hill, Franchise Development Consultant for HomeTeam Inspection Service. Army Staff Sergeant Josh Holland has purchased an existing territory in Citrus county Florida after retiring from the military and working for the previous owner for over a year. Earlier in 2015, Army Ranger buddies Chuck Chenoweth and Jerry Jackson are growing the Texas market, where Chenoweth acquired an established business in Austin and Jackson purchased a new territory in San Antonio. And, most recently, retired US Air Force Pilot and retired Homeland Security law enforcement officer Carl Craig is scheduled to open in northern Virginia in October.

When asked why he chose HomeTeam, Jackson remarked: "HomeTeam is a very professional and values based organization with proven franchise success. The quality achieved through their unique team approach is superior and as an aspiring business owner, it was the best choice for me." With over 26 years of leadership and organizational management experience, most of Jackson's career was spent in the military intelligence field and special operations support. These new owners join the ranks of several other HomeTeam locations owned by veterans including Brian O'Rear in Louisville, KY, Colin Conroy in Pompano Beach, FL and Dwayne Moore in Prince Georges County, MD.

After thoroughly researching three home inspection franchisors, O'Rear bought a HomeTeam Inspection Service franchise back in 2009. "I realized that the home inspection industry was mostly filled with single-man operations and mom-and-pop style companies and that more professional companies are the wave of the future in this business," O'Rear said.

HomeTeam is a proud participant in the IFA VetFran program and offers a full 25% off the franchise fee for qualified veterans.



Veterans Day originated as “Armistice Day” on Nov. 11, 1919, the first anniversary of the end of World War I. Congress passed a resolution in 1926 for an annual observance, and Nov. 11 became a national holiday beginning in 1938. Veterans Day is not to be confused with Memorial Day—a common misunderstanding, according to the U.S. Department of Veterans Affairs. Memorial Day (the fourth Monday in May) honors American service members who died in service to their country or as a result of injuries incurred during battle, while Veterans Day pays tribute to all American veterans—living or dead—but especially gives thanks to living veterans who served their country honorably during war or peacetime.

### VETERANS DAY FACTS

In 1954, President Eisenhower officially changed the name of the holiday from Armistice Day to Veterans Day. In 1968, the Uniform Holidays Bill was passed by Congress, which moved the celebration of Veterans Day to the fourth Monday in October. The law went into effect in 1971, but in 1975 President Ford returned Veterans Day to November 11, due to the important historical significance of the date.

Britain, France, Australia and Canada also commemorate the veterans of World Wars I and II on or near November 11th: Canada has Remembrance Day, while Britain has Remembrance Sunday (the second Sunday of November). In Europe, Britain and the Commonwealth countries it is common to observe two minutes of silence at 11 a.m. every November 11.

### VETERANS STATS

The brave men and women who serve and protect the U.S. come from all walks of life; they are parents, children and grandparents. They are friends, neighbors and coworkers, and an important part of their communities. Here are some facts about the current veteran population of the United States.

#### Did You Know?

- \*There are approximately 23.2 million military veterans in the United States.
  - \*9.2 million veterans are over the age of 65.
  - \*1.9 million veterans are under the age of 35.
  - \*1.8 million veterans are women.
  - \*7.8 million veterans served during the Vietnam War era (1964-1975), which represents 33% of all living veterans.
  - \*5.2 million veterans served during the Gulf War (representing service from Aug. 2, 1990, to present).
  - \*2.6 million veterans served during World War II (1941-1945).
  - \*2.8 million veterans served during the Korean War (1950-1953).
  - \*6 million veterans served in peacetime.
  - \*As of 2008, 2.9 million veterans received compensation for service-connected disabilities.
- 5 states have more than 1 million veterans in among their population: California (2.1 million), Florida (1.7 million), Texas (1.7 million), New York (1 million) and Pennsylvania (1 million).
- \*The VA health care system had 54 hospitals in 1930, since then it has expanded to include 171 medical centers; more than 350 outpatient, community, and outreach clinics; 126 nursing home care units; and 35 live-in care facilities for injured or disabled vets.