

OCTOBER 2014

Noteworthy Events

WEST COAST
FRANCHISE EXPO



October 23-25, 2014
Anaheim, CA

HALLOWEEN



October 31, 2014

FRANCHISE EXPO
SOUTH



February 5-7, 2015
Houston, TX

MR. HANDYMAN DONATES REPAIR WORK FOR NATIONAL DAY OF SERVICE ON SEPTEMBER 10, 2014



As part of the National Day of Service, Mr. Handyman technicians will perform hundreds of repair and maintenance jobs on September 10, all without a collecting a single penny in labor costs.

From Los Angeles to Virginia, Mr. Handyman franchisees have organized local repair projects that will take place Sept. 10 for children's hospitals, domestic violence shelters, homes of military veterans, and other groups in need across the country.

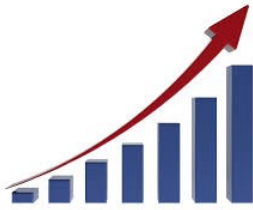
The National Day of Service and Remembrance was established in 2009 as a way to encourage Americans to participate in service and remembrance activities on the 9/11 anniversary. This year, more than 1 million Americans are expected to serve in their communities in honor of 9/11, according to the United We Serve, a national organization that rallies behind the cause.

This marks the sixth consecutive year Mr. Handyman has rallied around the cause, donating over 4,000 hours of labor to groups in need over the past five years. The franchise will use their skilled technicians' time with the local charities and hopes to build on this effort in 2014.

"Our brand is made up of local entrepreneurs who thrive in their communities and there's no better time for our franchisees to give back than on this day," said J.B. Sassano, President of Mr. Handyman. "During this time, it's important to show the country what we're capable of – a day when we give something of great value to those who need us most."

Franchises to Add 200,000 Jobs to Economy in 2014

By, Hillary Burns,



It's projected that franchises will bring in \$493 billion in revenues in 2014.

BELMONT, MA, September 12, 2014 /24-7PressRelease/ -- Franchising is part of the American way of life, and it's not limited to McDonald's and 7-Elevens. Hotels, bars, salons, gyms, restaurants, day care, car repair shops, pet care, schools, real estate brokers, home construction -- the spirit of entrepreneurship is alive and well, and anyone can get in on the ground floor.

"This year franchises will create 10 percent of all new US jobs," says David B. Slater, a founding director of the International Franchise Association and author of the new book "Mister Franchise." "That's good news for the average American who might be out of work or underemployed and looking for a new path to success. It's also projected that franchises will bring in \$493 billion in revenues in 2014. That's 4.5 percent of the national GDP."

As an icon in the franchising world for the last fifty-six years, Mr. Slater has seen the growth and boom of this most-effective model of entrepreneurship -- and has been associated with some of the world's most well-known and successful franchises, such as Mister Donut (where he was CEO and copartner; the company later merged with Dunkin' Donuts), Omnidentix, and Americounsel.

In "Mister Franchise," Slater offers his insider advice to those new entrepreneurs who are just starting out in franchising, to help them avoid the most common and costly mistakes--everything from weighing the pros and cons of franchising, the art of tracking sales and cultural trends to predict the next big franchising opportunity, and how to raise capital and use available resources.

One of the biggest issues a potential franchisee faces is what kind of business to start. Some of the most popular current franchises are in the following fields:

- QSR, or quick-service restaurants -- otherwise known as fast food like McDonald's, Burger King, and KFC (82% of all franchises)
- Sit-down restaurants, such as Bennigan's, Denny's, and Johnny Rockets (77%)
- Baked-goods establishments (think Dunkin' Donuts, Cinnabon, and Mrs. Fields Cookies) (72%)

"A franchise can be a goldmine if you know the secrets," Mr. Slater notes. "Which means it's crucial to do your research beforehand. Assess your resources and do your due diligence on a variety of franchise opportunities, then compare the information to make the most informed decision you can."

Real Estate and Home Improvement Franchise Industry Impact Trends



Use of Technology to Connect With & Serve Real Estate Customers

According to Kathleen Kuhn, president of HouseMaster Home Inspections, “The biggest changes that have occurred in our industry have been [the] result of technology.” Increased consumer use of technology is revolutionizing the real estate industry. Real estate franchises must adapt by integrating technology with their services to reach potential clients.

Nowadays, over 90% of people are consulting the internet before purchasing real estate.

- Real estate related searches on Google grew over 250% in the four-year period from 2008-2012
- 89% of new home shoppers use a mobile search engine at the onset and throughout their research
- 39% of senior home buyers begin their research online
- 52% of first-time buyers started their search online

Mobile is an area of special significance with mobile applications being used by 68% of new home shoppers at the onset and throughout their research. Also, Realtor.com divulged that the introduction of mobile apps contributed to a 240% increase in agent phone call leads in a year period between 2010 and 2011.

Heading into the future, virtual tours and high quality videos and pictures will be an important tool for real estate franchisees to remain relevant with consumers. More statistics from the joint study also reveal how consumers are using video during their real estate shopping process.

The integration of technology only begins at marketing and goes on to play a large role in daily business. “Everything is web and mobile based at HouseMaster from delivering important pre-service documentation to our customers to the delivery of our final report,” says Kuhn. “[In addition], technology continues to play a huge role in our marketing campaigns for recruiting quality new franchise owners and in generating inspection leads for franchisees.”



Remaining in Residences & “Aging-in-Place”

Though testing the waters of the housing market and moving to new areas has recently become more common, a significant number of homeowners find living in their homes longer to be a more attractive option than moving. In an interview with Forbes, Indianapolis-based architect Mark Demerly noted an increase in long-term household investment projects. Before the recession, houses were often purchased and fixed up for a two to three year period before homeowners moved on. Demerly says, “Now it’s more like six to 10 years.”

The most popular areas for home improvement projects are the kitchen and bathroom.

Staying in a home longer is often referred to as “aging-in-place” and has become a contributing factor in this shift toward longer term residencies. “Baby boomers are now becoming the seniors of tomorrow and they still want to live in their homes,” says House Doctors president and CEO Jim Hunter. “Aging in place modifications that allow them to live longer at home are the fastest growing part of the remodeling industry today.”

According to an American Association of Retired Persons (AARP) study, the most popular modifications are:

- Adding additional lighting in hallways and stairs
- Living quarters on the main floor; bedroom, bathroom, kitchen, laundry
- Replacing knobs with levers on doors and faucets
- Adding handrails/grab bars

The growth of aging-in-place modifications has become so large that the National Association of Home Builders (NAHB) has partnered with AARP to develop the Certified Aging-in-Place Specialists program to “meet the increasing demand by seniors and baby boomers for barrier-free living environments.”



IFA Receives Top ASAE Award for VetFran and Operation Enduring Opportunity

VETFRAN, August 11, 2014

The International Franchise Association (IFA) has earned the **2014 ASAE Power of A Gold Award** for its Veterans Transition Franchise Program (VetFran) and Operation Enduring Opportunity (OEO) initiative.

OEO is a franchise industry-wide effort to hire and recruit 80,000 veterans, military spouses and wounded warriors through 2014. Since Veteran's Day 2011, there have been over 151,000 veterans who have found career opportunities in the franchise industry, with nearly 5,200 becoming small business franchise owners, significantly surpassing our goals in both of these areas. The program is strongly-supported by the First Lady and the White House (where the IFA was honored in an East Room ceremony in April, 2013 for its ongoing and measurable efforts) Joining Forces Initiative, as well as the U.S. Chamber of Commerce and their Hiring our Heroes program. ASAE honored IFA for its efforts to support our nation's veterans, which was the largest private-sector veterans' hiring commitment at the time of its launch.

"Franchising provides an ideal structure to enable returning veterans to become productive participants in the U.S. economy," said IFA President & CEO Steve Caldeira, CFE. "It is expected that in the next five years, over one million military veterans will be transitioning into civilian life. The franchise industry is well-positioned to support these veterans, and while we have far surpassed our goal, we will continue our steadfast efforts to help veterans, military spouses and wounded warriors achieve their dreams of business ownership."

Today, VetFran includes over 650 IFA member companies offering financial incentives, training and mentoring to veterans interested in small business ownership and/or a career path in franchising. The program includes opportunities in employment, as well as business ownership through discounts, reduced royalties and credits for start-up materials. The Operation Enduring Opportunity campaign was launched in 2011 to support military veterans returning from Iraq and Afghanistan.

VetFran strengthened the OEO by partnering with the U.S. Chamber of Commerce's "Hiring our Heroes" program, supported by Capital One Bank.

"Congratulations to IFA for benefiting not just their own industry or profession, but society at large," said Paul Pomerantz, CAE, CEO of the American Society of Anesthesiologists and chair of the Power of A Awards Judging Committee. "This year, our committee had an exceptionally strong group of entries to consider, and it's heartening to see so many organizations excelling in their work."

ASAE's Power of A (association) Awards, recognizes the association community's valuable contributions on the local, national, and global level. The Power of A Awards rewards outstanding accomplishments of associations and industry professionals for their efforts to enrich lives, create a competitive workforces, prepare society for the future, drive innovation and make a better world.

October Facts



The 10th month of the year is an outstanding one!

In October our thoughts naturally turn to cool, colorful days and the first faint inklings that the year is ending. A vague feeling that Thanksgiving and Christmas are just around the corner invades our minds. In the Georgian calendar, the calendar that most of the world uses, October is the tenth month of the year. In early Roman calendar, it was actually the eighth month. In North Temperature zone, the first frost happens, leaves change colors and leaves fall. By that time, most of the birds would have left for the Southern hemisphere to protect themselves from cold weather. However, in the southern hemisphere, October's weather is just like the northern hemisphere's April weather. In October, farmers bring the last of the fall crops and ship them to other parts of the U.S. and also, many apples are harvested.

Below are some fun facts about October:

- The birthstones for October are the tourmaline and the opal.
- The zodiac signs for October are Libra (September 23 - October 22) and Scorpio (October 23 - November 21).
- The birth flower for October is the calendula.
- On October 1, 1896, free rural delivery of mail started in the United States.
- On October 5, 1947, the first presidential telecast address from the White House was made by Harry S. Truman.
- On October 7, 1816, the Washington (first double-decked steamboat) arrived at New Orleans.
- On October 12, 1492, Christopher Columbus landed in America.
- On October 18, 1867, The U.S. flag was formally raised over Alaska.
- On October 31, 1864, Nevada became the 36th state of the United States.
- National Cookie Month
- National Chili Month
- National Pizza Month
- National Dessert Month
- Lupus Awareness Month
- National Seafood Month
- Columbus Day - second Monday of October
- October 31 - Halloween