



**LEARN 2**   
**FRANCHISE**

# **5** *Irresistible, Proven* **Franchise Opportunities**

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*Your Franchise Consultant*

# Introduction

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*On a risk-adjusted basis, a franchise is one of the **BEST INVESTMENTS** in realizing your long-term earning potential.*

A franchise is a fantastic way to reap the benefits of an entrepreneurial venture while minimizing risk and maximizing your chances of financial prosperity.

Choosing the right franchise is critical. You need a business that fits current market trends, your location, your lifestyle, and of course, the cash flow you expect from your business.

This guide explores 5 lucrative franchise industries that my candidates are succeeding with right now. My goal is to share the best general information which I often convey to people interested in buying a franchise.

Once you finish reading, you'll be better prepared to get the most out of your time with a franchise consultant. When you decide to work with me, we will use our meeting together to discuss specific brands, their pros and cons, demand in your location, and other information specific to you.

Grab a cup of coffee and enjoy this quick start guide to the 5 best franchise opportunities I see in the market today. I know it will be helpful in your journey.

# Part 1: Automotive Businesses

Most Americans travel daily for work and recreation. When you spend a fair amount of time driving, you're likely to prioritize keeping your car clean, comfortable, and (most importantly) reliable. For this reason, the automotive industry is a core part of American life, and likely to remain so.

You don't have to be a car enthusiast to appreciate the value in this growing industry. Let's now take a look at what makes up this industry as well as some notable industry trends.

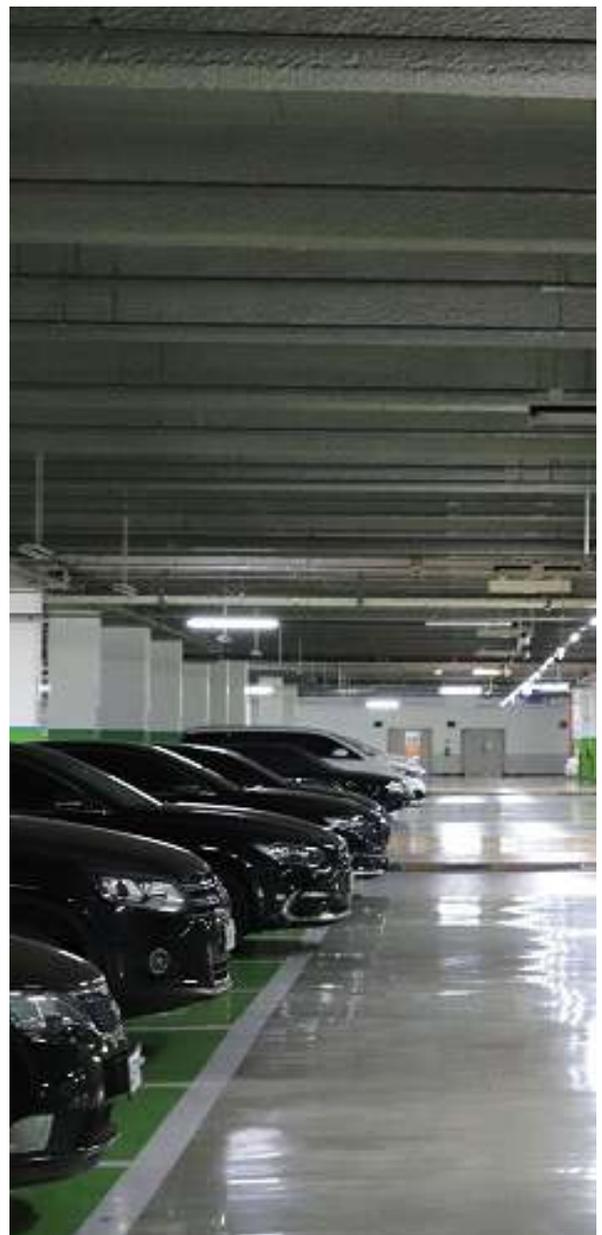
## 1. Rental and Leasing Services

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In many communities, the car rental market is already saturated. However, if you live near an airport or tourist destination without any rental or leasing companies, you might have found a good opportunity.

The quickest way to confirm this is to reach out to a franchise consultant about a brand that you're interested in and ask if your location is available.

While car rental and leasing franchises tend to require a relatively high investment, you should expect excellent support from the franchisor. A franchise will simplify your operations and deal with substantial insurance and safety concerns, making your life a lot easier as an owner.



## 2. Car Dealerships

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Today most car dealerships are oriented around the branding of the manufacturers they sell. This gives consumers confidence and increases their willingness to pay excellent premiums.

While a dealership franchise requires significant upfront investment, ongoing maintenance is fairly low. The franchise usually produces advertising and commercials, so customers come in your doors with little effort on your part.

Often dealership franchises include a repair shop, a tire center, and a products center – complementary businesses that maximize your cash flow.





### 3. Car Washes

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Car washes have benefited enormously in recent years from copying the Netflix business model. Monthly car wash subscriptions have created high customer satisfaction and delivered consistent profits for business owners.

Franchises also offer software that simplifies administrative tasks like marketing and customer support.

Car washes have historically been very expensive to start up, however there are some exciting new brands that have circumvented this.



## 4. Car Detailing Services

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If you're interested in sustainability, there are awesome [innovations in the car detailing industry](#). Many franchises now involve energy efficient equipment, water recycling, and biodegradable detergents.

A franchise will set you apart from your competition thanks to name recognition, automated advertising, and detailed operations manuals.

Many brands have combined detailing and washing services together to maximize their reach and profits.

## 5. Car Repair Shops

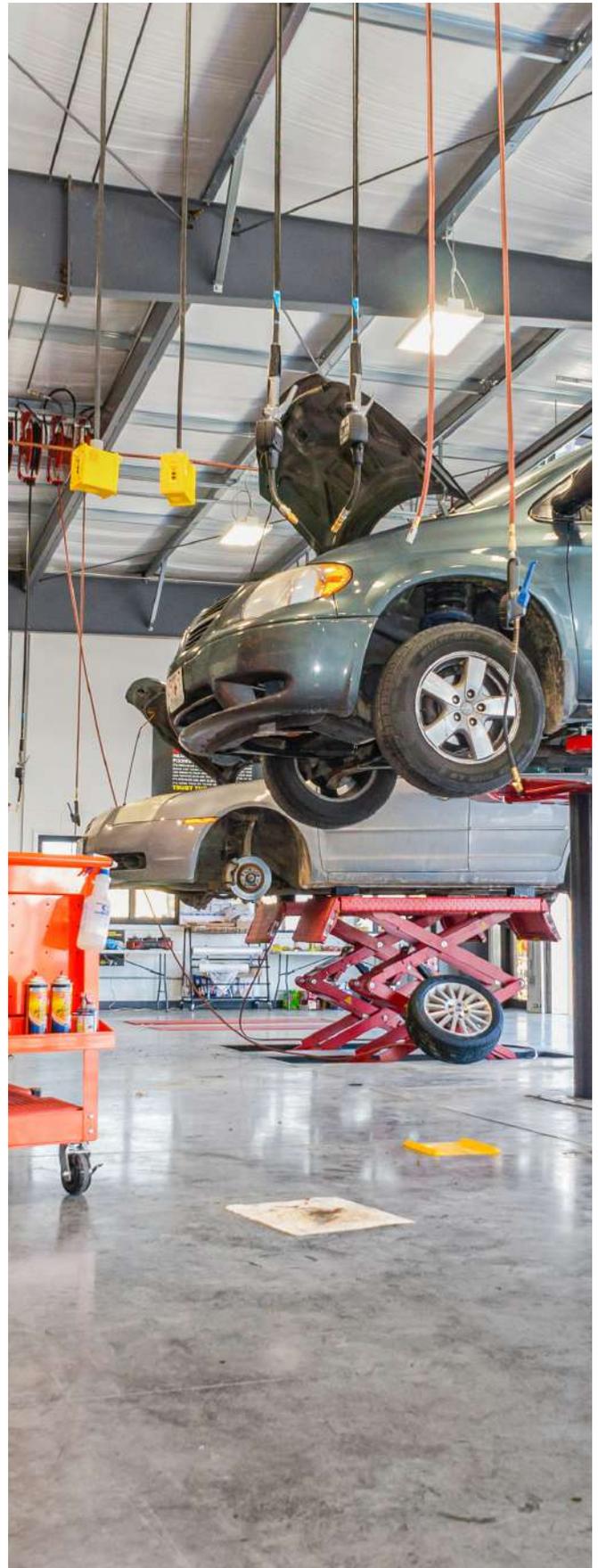
Less than half of Americans know how to make even simple car repairs, making repair shops vital to communities.

As a franchise opportunity, this one is tricky. Many locations already have repair shops with massive customer loyalty and positive word of mouth. You can't necessarily trust a franchise brand to peel customers away from a community favorite shop.

That said, there are still areas without a community favorite. In these cases, a franchise's branding can help customers trust you with their vehicle. In other cases, you can buy an existing location. Demand is also growing for shops with specialized capabilities, like the ability to service new, highly computerized car models.

Recently some franchises have made it possible to significantly reduce the historically high costs for opening a new location, making business opportunities more accessible than ever before.

Operating a repair business is generally low-stress and low-risk. Most automotive businesses require customers to pay at the time of service, and typically you'll only purchase car parts on an as-needed basis.



# Automotive Businesses: Key Trends

## Drivers are keeping their cars longer.

The average car in the US is 12.1 years old, a figure that has consistently risen over the last 50 years. In fact, the average length of vehicle ownership has increased 60% in just the last 10 years.

In addition, the price of vehicles keeps going up, incentivizing drivers to hold onto their current models. This year, the cost of a new car was up \$6,000 over the previous year!

As drivers maintain their cars longer, they require more products and services to keep their cars working and looking their best.

## Buying a car is just the beginning.

The automotive industry generates over \$100 billion annually in the US. The industry includes mechanical repairs (50% of industry revenue), collision repair (30%), car washes (10%) and oil change and lube (10%). Long story short, people spend quite a lot after driving their cars off the dealership lot.

## The pandemic has reignited people's love for road trips.

In a OnePoll survey for Cooper Tires, 58% of respondents said they plan to take more road trips, even after the pandemic "ends". Many added that the pandemic has made them want to spend more time outside with loved ones and away from crowds.

## Amazon is focusing elsewhere.

It's not a bad idea to look at any industry and ask yourself, "Will Amazon be doing this in 5 years?" In my best forecast, the answer is no.

Competing with independent auto shops does not look like a prime opportunity for the retail giant. Why? First, customers love the service provided by independent auto shops. Second, smaller shops offer better pricing, and consumers are sensitive to excessive markups on auto services. Finally, Amazon appears poised to focus on healthcare, product retail, financial service, and artificial intelligence.

# Part 2: Home Improvement Services

With over 140 million houses in the United States, there will always be demand for people who can maintain, repair, and improve the places where we spend the most time.

As homeowners increasingly focus on their professional endeavors or personal interests, it's far easier for owners to call a professional than get involved in improving their own homes. Not surprisingly, the home improvement industry is massive, generating \$300 billion annually in the US.

## 6. Painting Companies

Painting franchises range from \$10,000 to \$200,000 to get started. Costs will depend on the franchise you select, the location you choose, and the equipment you need to buy.

A franchise where you consult on color is one of the least expensive and simplest to start – and it's potentially very profitable.

A franchise can help you get going faster by supplying you with training, brand recognition, reliable processes, and effective marketing.





## 7. Concrete Decoration

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The concrete decoration industry is valued at \$1 billion. The industry is still growing in popularity as homeowners and businesses seek to make their existing concrete more attractive.

Homeowners are paying to decorate their patios, walkways, and pool decks with colorful designs. They're also paying to decorate indoor spaces like basements, where a decorator might create effects resembling ceramic tile or hardwood flooring using a combination of sculpting techniques and dyes.

## 8. Garage Organizers

As housing prices soar and people spend more time at home, homeowners are seeking ways to increase their living spaces. For many, a relatively undeveloped yet spacious garage is the perfect opportunity.

Organizational specialists can turn an ordinary garage into a beautiful space for exercise, vehicle repair, hobbies, even entertaining.

Organizing franchises are often easy to get off the ground quickly. Some can get you up and running in less than 30 days.

Organizers don't need to stop at the garage. Many franchises encompass solutions for turning bedrooms, closets, pantries, and laundry rooms into more functional and aesthetic spaces, adding enormous value for homeowners.



## 9. Remodeling

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Do you love making spaces more aesthetic? Remodeling franchises help business owners turn this passion into thriving businesses.

Comprehensive training programs, low inventory costs, and small franchise fees are some of the many benefits of remodeling franchises.

Within the remodeling space, there's a diverse array of business niches including gutter installation, window coverings, decorating, framed artwork, furniture, wood refinishing, bath and kitchen remodels, flooring installation and refinishing, and closet organization.





## 10. Handyman Services

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If you have a calling to fix things for people, a handyman franchise can help you quickly establish yourself as a reliable service provider. Tools, systems, best practices, established processes and staff training are some of the other valuable assets you'll get from a franchise.

Many franchises take a royalty fee of about 6% and cost \$60,000 to \$70,00 to get started. While the handyman space is often dominated by owner-operators, you can grow your business to encompass as many employees as you need to serve your region, or you can even start out as a passive income owner with a manager and employees running the business for you.

# Home Improvement Services: Key Trends

## Younger generations love to outsource.

US homeowners spend over \$1 trillion each year on home remodeling. Of this, a sizable portion is spent by young homeowners, who are more willing to buy remodeling services than earlier generations. This means that as Millennials and Generation Z become homeowners, the home improvement industry should continue to expand.

## Homeowners want more from the spaces they use.

As people spend more time working and playing at home, they're looking for ways to improve the aesthetics and functionality of the spaces they use.

People are turning empty bedrooms into offices, home gyms and bars. They're transforming garages into artist studios, playrooms and man caves.

Low unemployment, higher wages, and substantial investment growth have given homeowners the means to hire home improvement professionals to make their dreams a reality.

## The housing market is booming.

Current and projected demand in residential housing and apartments should translate to future demand for services like painting, decorating, organizing and remodeling.

Locate your business next to newly built neighborhoods, and you should have a stream of customers coming to you with each passing year.

# Part 3: Construction

Construction franchises are busier than ever. New construction, remodeling, maintenance, home upgrades and more are all in demand. Still, with sometimes limited barriers to entry, it's easy for a market to become saturated with builders and contractors.

The solution to stand out might just be a franchise! Between brand equity and smooth operating procedures, a franchise can help you dominate the niche you choose. With that, let's explore some niches that are doing well in today's market.

## 11. Insulation

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90% of US homes are under-insulated, costing homeowners excessive monthly energy bills and resulting in unnecessary carbon emissions.

Many franchises are designed to help homeowners as well as construction companies, giving you a fairly recession proof business with a broad customer base.

Franchises offer proprietary technology that can set you apart from your competition. With home prices and energy prices soaring, it's an excellent time to jump into this lucrative industry.



## 12. Plumbing

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Plumbing is a great example of a recession proof industry. Most people who need a plumber are just not going to invest the time to develop their own plumbing skills.

With an older generation of plumbers retiring and fewer young people choosing to go into the trade, there's a sizable gap between demand and supply. And, of course, this is a business that can't be outsourced out of town or handled by a robot (yet).

Companies that have converted their family plumbing businesses into franchises have reported higher, more consistent revenue and less stress in running their businesses. Training programs and annual events help you stay up to date on best practices and maintain a robust network with other professionals.





### 13. Restoration Services

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It's no secret that hurricanes, floods, fires, and tornadoes are occurring more frequently than in the past.

Business owners in the restoration industry have the opportunity to help customers put their homes (and, in turn, their lives) back together after a disaster. In addition, they help companies and homeowners restore run-down properties on an ongoing basis.

Currently, one third of the restoration industry is run as franchises. Franchises help restoration businesses work more effectively with insurance companies, hire qualified workers, and utilize big data to maximize operational efficiency. Franchise fees usually run \$50,000 while startup investments range from \$70,000 to \$200,000.

## 14. Roofing

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Roofing is another industry with high demand due to climate change, a growing housing industry, and the predictable need for businesses and homeowners to reroof their properties.

Roofing franchises help business owners develop professional teams, speed up their workflow using dedicated software, and gain exposure and trust within the communities they serve.

With 5% royalties, franchise fees as low as \$35,000, and typical total investments around \$200,000, roofing companies provide a steady stream of income from a home-based business where contractors travel to clients. A background in construction is a plus, but it's not required to be successful.





## 15. Landscaping

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Businesses, governments, and homeowners alike all spend regularly on landscaping.

The industry encompasses simple tasks like lawn mowing, plant care, pest control, sprinkler maintenance, and snow removal. It also includes complex jobs like setting up irrigation, installing complex water features and designing elegant landscapes that stand out in a community.

The landscaping industry has doubled in the last 10 years and currently stands at over \$100 billion in annual revenue. A few key trends are driving profitability. Older demographics are living longer, choosing to stay in their homes and happily outsourcing labor intensive tasks like lawn care. Younger demographics are increasingly interested in growing their own sustainable produce, and younger people are more willing to pay professionals so they can dedicate their time to other work or leisure activities. Finally, and most importantly, there is a real shortage of skilled labor.

Franchises help business owners recruit and train a skilled workforce, allowing businesses to flourish as they handle the abundance of work in their local area.

# Construction: Key Trends

## Franchises are solving problems for franchisees.

Prices have increased for pretty much everything. Supply chain disruptions, labor shortages and inflation have all rocked the construction industry.

Each of these challenges calls for creative solutions and trial and error. Fortunately, as a franchisee, you're not expected to come up with solutions or risk your business with untested strategies.

Franchises are guiding franchisees through the industry's current challenges. For example, to deal with supply chain issues, franchises have guided franchisees to require their clients to choose and pay for new materials far in advance to allow for slow shipping.

When an industry faces unusual circumstances, it's incredibly useful to have the expertise and support of a franchise to solve problems or help you avoid them altogether.

## Contractors are opening offices where the work is.

Millions of Americans relocated during the pandemic in search of more space or more comfortable places to raise their families. Some areas are now in desperate need of more professional construction businesses to provide services like plumbing, roofing and landscaping.

The shortage has resulted in high profit margins for the available contractors. With this environment, it only makes sense for construction businesses to follow customers to the locations where they've relocated.

## People want to be part of a climate solution.

As more people become passionate about sustainability (or simply notice their rising energy bills), demand should increase for better insulation, more energy efficient windows, and solar installations.

# Part 4: Health & Wellness

Health and wellness is a \$5 trillion industry in the US. No matter how good or bad the economy, people still want to invest in their looks, comfort, physical fitness, mental wellbeing, and spiritual strength.

If you're passionate about healthy living, a business in this area can be a rewarding venture.

## 16. Anti-Aging

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The global wellness industry generates \$4.2 trillion in revenue annually. Of this, more than \$1 trillion is dedicated to personal care, anti-aging, and beauty products and services.

The best anti-aging service providers are passionate, driven and dedicated. Franchises in this industry offer diverse revenue streams thanks to the massive number of services you can offer. Franchises usually include comprehensive training, support in real estate selection and lease negotiation, branding, professionally designed sales processes, and even decorating to create relaxing atmospheres that inspire repeat business.

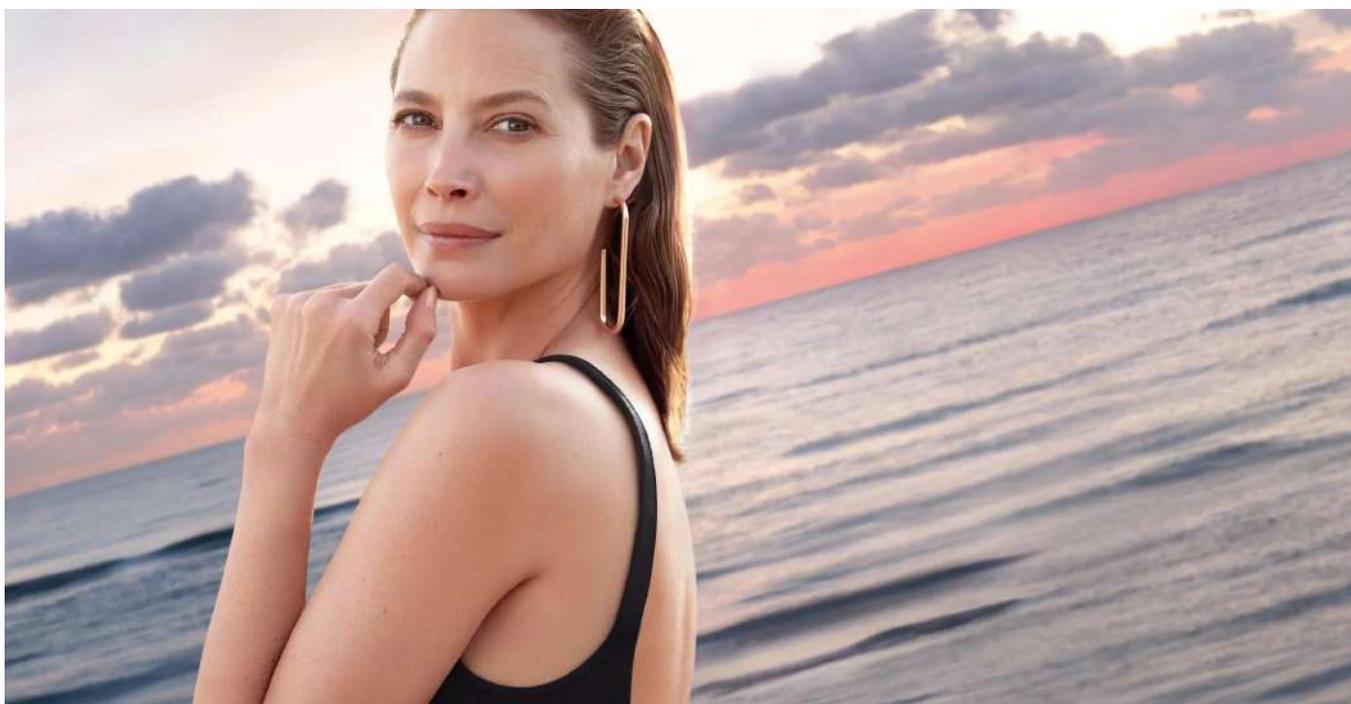




Image: Courtesy of Prime IV Hydration &amp; Wellness

## 17. IV Hydration

This industry may have started in 2012 to provide a dubious cure for a hangover, but today customers turn to hydration wellness centers to reduce dehydration fatigue, overcome headaches and allergies, boost energy and immune systems, slow cellular aging, and improve athletic performance.

A franchise gives you access to the latest and most popular drips.

While IVs are undoubtedly a popular trend worldwide, recently doctors have called for increased regulation. It's worth looking into the latest research on the benefits and risks of IV drips to determine whether this is the right business for you, and how you can best reduce customer risks. For example, doctors advise against hydrating seniors and recommend screening customers for liver and kidney function before administering vitamins.

States regulate who may own an IV business, so be sure to also check your state's requirements.



## 18. Boutique Fitness

Boutique fitness studios sell memberships at a higher price tier than regular gyms, swallowing a large portion of the \$155/month that the average American spends on their health and fitness.

Smaller than a typical gym, boutique studios usually offer a higher level of service and a specialized focus like indoor cycling, pilates, rowing, boxing, or high-intensity interval training. They feature an intimate, social, and fun atmosphere with classes led by passionate, energetic instructors.

Boutique fitness studios typically cost \$200,000 to \$400,000 to start, with some outliers well below or above this price range. With high retention rates, recurring revenue, and a low number of members required to break even, a boutique studio can be a financially sound and personally fulfilling investment.

## 19. Martial Arts Studios

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Parents turn to martial arts studios to help their kids exercise, develop character, and have fun with other kids. Estimated at \$4 billion, the martial arts industry includes karate, judo, kiu jitsu, krav maga, taekwondo, and more.

Franchises typically charge a 7% royalty and require an initial investment between \$30,000 to \$300,000.

The popularity of martial arts in Western culture, fantastic customer experiences, and well-run franchises supported by professional resources, all combine to keep this niche vibrant and profitable.





## 20. Counseling Practices

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Whether you're a therapist, aspiring clinician, or a business owner, current trends can hardly make a clearer case for this franchise opportunity.

Anxiety and depression have been on an 80-year upswing and have accelerated in the last ten years as financial instability, social media, and politics have increased stress and loneliness.

Socially responsible, high-impact, creative, and deeply fulfilling, opening a counseling practice is one of the best ways to serve your community while running a profitable business.

A franchise can help you select real estate, negotiate a lease, process a loan through the Small Business Administration, build your location, market your business, recruit qualified clinic directors and therapists, launch your business, and stay on top of the latest research and trends.

# Health & Wellness: Key Trends

## Even teenagers are concerned about aging.

Social media has heightened people's awareness of how they look and how they want to look. Beauty brands are taking notice and recruiting high-school influencers to promote anti-aging products to teenagers. This trend has broadened the demographics for anti-aging services to include much younger consumers.

The other side of the market remains strong as well: People are living much longer lives, and in many cases, enjoying significant disposable income.

With these two groups, and all the people in between, the addressable market for anti-aging companies is enormous and getting bigger every day.

## Businesses that deliver world-class experiences will thrive.

Since the new millennium, spending on goods has decreased while spending on experiences has increased. It's not uncommon for someone who once may have paid \$30/month for a gym membership to now pay \$300/month for a boutique membership and private lessons.

As people invest in quality experiences, they're more likely to splurge on gymnastics or Taekwondo lessons for their child or advanced classes in barre or Krav Maga for themselves.

## We all need therapy.

We live in a unique world where far more of our waking lives are spent online than offline. This has given rise to new stressors and greater isolation. Sometimes people need to talk about something important; other times they just want someone to talk to. In either situation, more and more people are turning to therapy.

Gen Z is more comfortable with therapy than any generation before, with Millennials a close second. Awareness of mental health issues has increased while stigmas around therapy have decreased. Meanwhile, therapists are enjoying a technology revolution in remote counseling that has created whole new ways of connecting with patients. With all these factors, it's very likely that demand for counseling – both online and offline – will continue to grow.

# Part 5: Real Estate

If your vision aligns well with a franchise, investing in a franchise can be a great way to go into business with a clear vision and solid plan. Franchises are often easier to sell than independent real estate companies because of the successful systems and processes, consistent branding, and unique opportunity to operate in a given territory.

## 21. Office Coworking

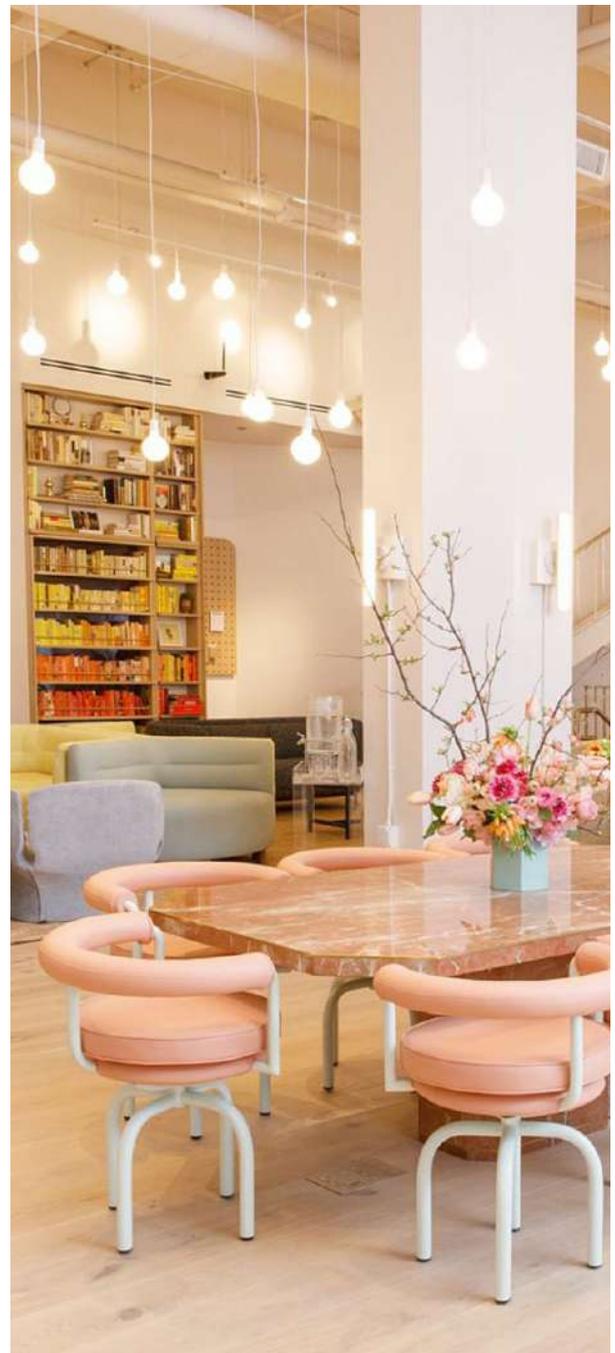
Coworking spaces combine community, hospitality, and design innovation to stimulate spontaneous meetings, collaboration and productivity.

Coworking spaces don't just provide office space, they also typically include conference rooms, shared workspaces, mailboxes, and answering services.

While Covid-19 was a massive setback for the industry, long-term trends point to a bright future. Gen Z prioritizes the flexibility to work from anywhere and enjoys the casualness of coworking spaces over the rigidity of formal office.

In 2020, coworking spaces represented 2% of all office space, double the percentage from 2017, suggesting that there is plenty of room for new entrants. As the gig economy and remote working grows, more workers will seek spaces that help them maximize their productivity.

If you want a business you can launch quickly and effectively, a coworking franchise can help you implement industry best practices using proven successful blueprints.



## 22. Beauty Coworking

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Coworking spaces in the beauty industry provide stylists with professional spaces that are elegant, modern, and relaxing. Best of all, stylists don't have to deal with the drama of subletting space or the huge investments associated with buying a private space bigger than they need.

Beauty coworking spaces are winning over hairstylists, nail professionals, estheticians, massage therapists, makeup artists, hair removal and anti-aging treatment professionals, and more.

In this industry, it's important to help renters customize their spaces to match their branding and professional needs.

In addition to serving the daily needs of renters, coworking spaces can gain an edge by helping renters use the space for special events like workshops, photoshoots, and private parties. This facilitates long-term relationships with renters who could easily stay with you for years to come.



## 23. Distressed Residential Real Estate

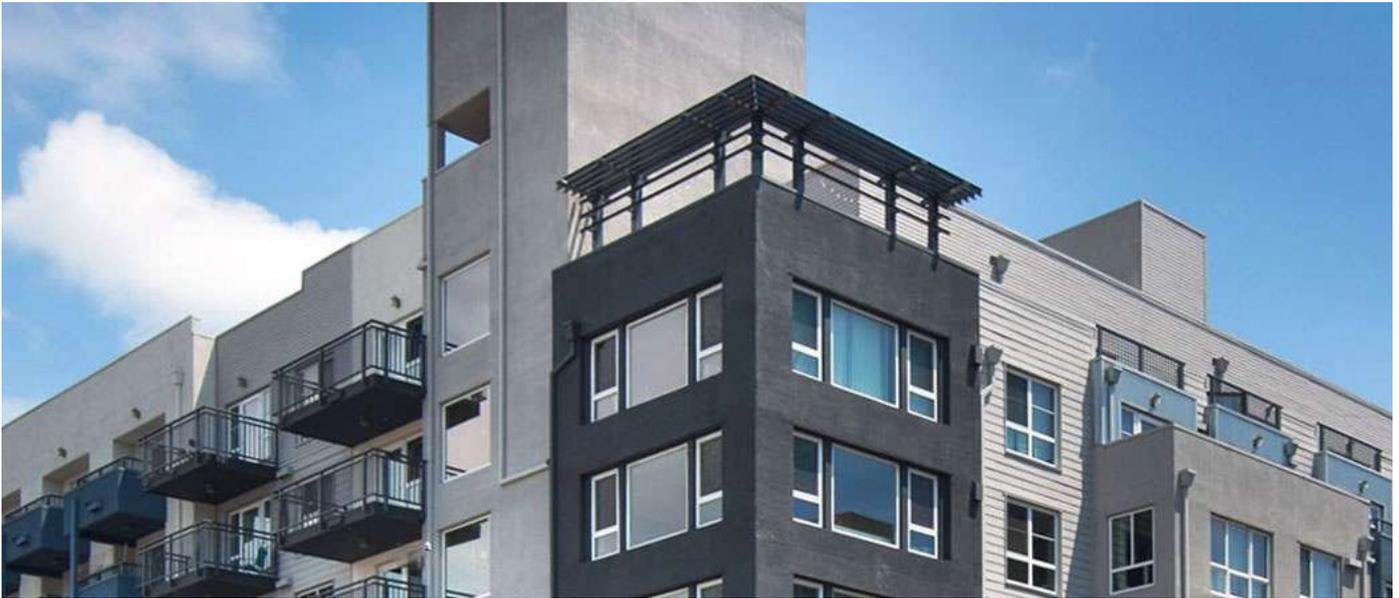
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Franchises that help people buy “ugly houses” and flip them into prime real estate are quickly gaining traction. Several factors are driving this trend including increased demand for affordable housing, low housing inventory, favorable interest rates, and low purchasing prices on distressed properties.

Franchisees execute proven marketing plans, acquire distressed properties (without their own money), approve renovation budgets, and determine the best exit strategy for each property. Experienced turnaround artists typically walk away from 9 out of 10 deals, making the insider knowledge gained from a franchise well worth the investment.

Franchising fees are often minimal and are a good option if you have less than \$50,000 to invest in a franchise business.





## 24. Property Management

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Purchasing an investment home, vacation home, or apartment is an excellent way to build wealth and accrue monthly income. However, many property owners don't want to deal with finding tenants, collecting rent, inspecting properties, and maintaining properties.

In the US, property management companies generate \$96 billion annually by helping property owners oversee all aspects of renting their properties. Franchises provide marketing, software, intensive training, on-site training, and support to enable a franchisee to take their slice of this lucrative and growing market.

Initial investments range from \$100,000 to \$200,000, making this industry accessible to a wide range of franchise candidates.

# Real Estate: Key Trends

## Homes are more valuable.

Covid-19 accelerated trends that were already occurring in real estate. Professionals have now shifted much of their work life to their homes. This has made residential spaces more important to homeowners and more valuable in the market. Businesses that create and sell attractive livable spaces in good locations should do well in this new environment.

## Coworking is the future.

The mass migration away from commercial office spaces has forced property owners to find new ways to rent their real estate. Coworking spaces have emerged as a cost-efficient way to serve the abundant market of entrepreneurs, remote workers, and other professionals who require a clean, stylish, and semi-private place to work outside their homes.

## Everyone rents.

More homes are renting than at any point in the last 50 years. Whether you're vacationing at an Airbnb, or saving up for a down payment on a \$2 million starter home, renting is a way of life for an ever larger share of Americans. Companies that serve the growing market of property owners can expect robust business as the number of renters continues to rise.

# Why Franchise?

I'd like to take a moment to address a few questions I often hear from franchise candidates.

## “Should I pick a business in a field I have experience in?”

One of the most appealing parts of buying a franchise is that you don't need specialized knowledge to be a successful owner.

Most owners hire a manager, who in turn hires employees. Hiring a manager will free up your time to open additional locations or start new businesses. You can also use freed up time to focus on your current job, travel, or other interests.

## “Labor costs are high right now. How should I consider this when choosing a franchise?”

The labor market is tight in most sectors of the US economy. Of course, this may subside as more Americans return to work. Overall, I wouldn't choose a franchise based on what may be short-term conditions.

Since it's hard to find any industry where the cost of labor has not increased, it's neither a positive nor a negative for most industries. It's just part of doing business today.

I prefer to look on the bright side. Because you don't need to compete with businesses that pay low wages, running your business now has the added benefit of creating well-paid jobs in your community.

## “What skills do I need to be successful?”

You need strong business management skills. You need to be able to delegate, network, and hold your team accountable. You should enjoy leadership and be enthusiastic about implementing a proven business model.

If you're good at building teams and motivating employees, this will be a huge asset. If you are a skilled problem solver, you can also use this skill to optimize and scale your franchise over time.

## “Should I really start a franchise?”

Take a moment to reflect on your current work. Ask yourself some clarifying questions:

- Are you tired of building someone else’s company?
- Are you tired of being owned by a company with no free time and no autonomy?
- Are you tired of making less money as an employee than you could as a business owner?
- Do you ever worry about getting laid off?

Ok, I know those are leading questions! ... Still, if you answered “yes” to any of these questions, let’s talk about that.

If you answered “yes” but you don’t want to leave your job, there’s a new book written for employees in this exact situation: “Own It. Love It. Make It Work.: How to Make Any Job Your Dream Job”. I think you owe it to yourself to find passion for your work, as well as economic success, and I hope you find both.

If you answered “yes” and you’re ready for a new challenge in life, you’re not alone. I hear these concerns from clients all the time, and I find it rewarding to help people find a more satisfying path.

In fact, I’m already excited for you! I know I can show you a business opportunity that will enhance your economic security, allow you to impact the lives of people in your community, and bring you personal fulfillment.

## “Why should I franchise if I’m already happy with my job?”

If you’re blessed enough to have financial security and a fantastic job, it’s still a prudent move to diversify your assets outside of real estate and securities.

Some people don’t realize this, but you don’t need to be your own employee in a franchise business. Actually, in most cases, it’s best if you are not an employee. You’re the owner, and you have important work you should focus on as an owner.

Staying outside of your business will allow you to be far more effective while working on your business as opposed to *in* your business. Being a semi-absentee owner lets you achieve greater results while enjoying less stress and more freedom in your life.

# What Now?



Thank you for reading my ebook. I truly hope it's been helpful.

I recommend that you choose an industry based on your capabilities, passions, and experience, then choose a franchise based on local demand and current trends.

To succeed, you just need to choose the right business at the right time and in the right location.

Schedule a quick chat with me through my company, Learn2Franchise. We'll talk about specific brands you can franchise, pricing, feasibility, and more.

I promise, it'll be fun.

A handwritten signature in white ink, consisting of the letters 'M' and 'F' in a stylized, cursive font.

**Matt Frentheway, *Your Franchise Consultant***  
Book a free 30-minute strategy session to start your journey today.

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