

SUCCESS & MOTIVATION

FRANCHISING

**— INSTANT —**  
**entrepreneur**

**FRANCHISES LET YOU BUY INTO A BUSINESS THAT IS  
 ALREADY A SUCCESS—BUT LOOK OUT FOR THE PITFALLS**

By STEVEN SAINT  
 Illustration by UMBERTO PEÑA  
 List by ROBERT BOND

**W**hen Joseph Sagastume wasn't dodging bullets with his Marine Corps unit in Iraq, he was dreaming up a business plan. After 10 years of active duty, he was ready to retire and invest his nest egg in the next chapter of life back in West Texas. Born in Chicago of Guatemalan immigrants, Sagastume had spent his adult life in engineering and military service. Rather than start his own business from scratch, he decided to buy into a franchise, and take advantage of a proven operating system and corporate support. Last year, Sagastume opened a Pizza Patrón franchise in Lubbock. From their bright décor complemented by contemporary Latin music to its reasonably priced menu, these carryout only pizza stores are designed to appeal to the Hispanic community. "Pizza Patrón has the feeling of family," Sagastume says. "A lot of franchises are just about money and investment. I can pick up the phone and talk to the owner of this franchise any time I want."

**HISPANIC TARGETS**

Pizza Patrón ([www.pizzapatron.com](http://www.pizzapatron.com)) is a small, relatively new entry in the burgeoning field of franchising. It is one of many companies hoping to capitalize on disposable Hispanic income. In fact, of the 2,700 franchisors out there peddling every concept from picture framing to dentistry, some 600 have publicly declared their intent to recruit minority franchisees. Most of these companies are not offering a Hispanic-culture concept. Pizza Patrón, for example, was founded by a non-Hispanic who saw a niche for pizza in the Hispanic market. "We're seeing more Hispanics in the middle class with money to start businesses," says Robert Bond, co-founder of the National Minority Franchising Initiative. "A lot of them are going into franchises and expanding those companies into the Hispanic community." Launched in 2000 to help bridge the gap between the minority community and the franchising industry, the National Minority Franchising Initiative keeps track of franchisors who offer incentives to prospective minority owners. For example, Yum! Brands ([www.yumfranchises.com](http://www.yumfranchises.com)), the corporate home of KFC, Long John Silver and Taco Bell, has



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There's definitely more interest in franchising by minorities and more interest on the part of the franchisors. Everybody's seen the demographics."

—Sonya Brathwaite, director of diversity, International Franchise Association

### READY TO BUY?

Doing your homework is an essential part of the franchising process. Before you buy, consider these important aspects:

#### ■ WHAT KIND OF BUSINESS?

Find a business you will be happy in, not the one that you feel will make you the most money. Evaluate your strengths and weaknesses. To succeed, you must do what you love, and what you are good in.

#### ■ NARROW YOUR SEARCH.

Request and review information directly from the companies you find most compatible or attractive. Consider each company's reputation, franchise fees, training program and ongoing support. Talk to other franchisees.

#### ■ BE REALISTIC.

Most new franchisees invest most of their savings, take out loans and mortgage their homes to finance their businesses, but obtaining a positive cash flow may easily take 12 to 24 months. Confer with an experienced accountant and be sure you have sufficient resources to tide you over the start-up period; your spouse should also be fully supportive.

#### ■ GET EXPERIENCED LEGAL SUPPORT.

Find an experienced attorney who will go over each company's Uniform Franchise Offering Circular (UFOC) with you. Buying a business is not the time to penny-pinch on legal advice.

#### ■ EXPLORE FINANCING OPTIONS.

The Small Business Administration offers multiple loan programs, but the process will be expedited if the franchisor is already registered in the SBA's Registry, which can be found at [www.franchiseregistry.com](http://www.franchiseregistry.com). The franchisor may also already have in place agreements with one or several lenders who are familiar with its UFOC and business concept. If you meet credit requirements, you'll be on your way that much faster to becoming a business owner. Should you be planning to establish your business in an underserved or inner city area, ask for loan programs specifically designed for such circumstances. You may be able to negotiate otherwise non-negotiable factors, including franchise fees. **HT**

hired a vice president of international diversity to increase the number of minority franchisees, Bond says.

Several lodging franchisors have also hired recruiters to build minority ownership. Choice Hotels ([www.choicehotelsfranchise.com](http://www.choicehotelsfranchise.com)), purveyors of Comfort Inn, Quality Inn and Clarion, are offering financial breaks to minorities, says Sonya Brathwaite, director of diversity at the International Franchise Association.

"There's definitely more interest in franchising by minorities and more interest on the part of the franchisors," Brathwaite says. "Everybody's seen the demographics."

Those demographics include not only the growing purchasing



power of Hispanics in the U.S., but, according to Bond, the fact that minorities represent only 6 to 9 percent of current franchisees.

That's a gap all these diversity initiatives are trying to close. Part of the challenge is convincing prospective entrepreneurs that franchising is the path to their dreams.

### BUYING IN

Franchising as we know it has been around since the 1960s. It has evolved into the intersection of corporate chain-store domination and small business. There are lots of good reasons to buy into a franchise, and more than a few horror stories as well.

Doing solid research will most likely make the difference between a franchise success and a nightmare.

The advantage of a franchise is buying a turnkey operation with a recognizable brand. You get the floor plan, menu, uniforms and usually the supplies. You reap the benefits of national or regional advertising campaigns.

Joseph Sagastume got the Pizza Patrón logo, menu and designs for a lively Latin interior down to the clay floors.

Another Texas entrepreneur, Cleo Bustamante, Jr., wanted a high-profile brand for his existing convenience store. That's why he approached the San Antonio-based Church's Chicken ([www.churchs.com](http://www.churchs.com)) in 1996. Bustamante already owned several convenience stores offering chicken and Mexican food. But his business really picked up after he signed a co-branding deal that allowed him to put the Church's sign on his buildings.

"I knew how to fry chicken, but I wanted a brand to validate my location on the interstate," he says. "There's a lot of competition and that sign really helped."

Bustamante, whose great-grandparents moved to Texas from Mexico, now owns seven restaurants: two stand-alone Church's outlets and a third under construction, plus four Subway sandwich shops ([www.subway.com](http://www.subway.com)).

Of course, there are prices to pay. Franchisors typically require certain thresholds of net worth and liquid assets, charge upfront franchise fees and then ongoing royalties from gross sales. Most franchisees will also pay extra percentage points into national and regional advertising funds.

A Pizza Patrón franchise costs \$20,000 for the first store and a weekly royalty of 5 percent of sales. Franchisees also contribute 2 percent of sales to an ad fund.

Bustamante paid an average of \$15,000 for each of his Church's franchises plus 5-percent royalties and a 4-percent ad fund contribution. Subway franchise fees are lower (Bustamante paid \$12,500), but royalties are 8 percent and the ad fund 4.5 percent.

## TRENDWatch

**SBA-guaranteed 504 type loans for franchises nearly doubled, from 370 loans worth \$252 million awarded in 2002 to 576 loans for \$394 million in 2004. Likewise, 7(a) SBA loans for franchising increased from 4,159 loans for \$1.3 billion in 2002 to 5,281 loans worth \$1.4 billion in 2004.**

# 2005 TOP 25 FRANCHISES FOR HISPANICS

The following companies are aggressively reaching out to Latino franchisees. Additional information on the full list of companies profiled in the 2005 Minority Franchise Guide is available at [www.minorityfranchising.com](http://www.minorityfranchising.com). Companies are listed alphabetically.

### 7-Eleven

A pioneer of the convenience store concept, 7-Eleven stores continue to give customers 'what they want, when and where they want it,' while keeping up with the latest in distribution, production and information technology.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$110K (inc. fran. fee) Total Investment: Varies**

**Fees: Franchise: \$91K Royalty: N/A Advertising: N/A**

**Contact: Joanne Webb-Joyce, Director National Franchise Sales 7-Eleven, Inc.**

**2711 N. Haskell Ave., 34th Fl.**

**Dallas, TX 75204-2911**

**(800) 255-0711 Tel: (214) 828-7764 Fax: (214) 841-6776**

**E-mail: [jwebbj01@7-11.com](mailto:jwebbj01@7-11.com)**

**Website: [www.7-eleven.com](http://www.7-eleven.com)**

### Accor North America

The nation's largest owner/operator of economy lodging, Accor North America, which owns Motel 6, Studio 6 and Red Roof Inns, in May announced plans to double the number of its franchise properties within the next five years via outreach to women and minorities, and financial incentives.

#### FINANCIAL REQUIREMENTS

**Studio 6 Cash Investment: \$100K-\$500K**

**Total Investment: \$2.7M-\$3.2M**

**Motel 6 Cash Investment: \$100K-\$500K**

**Total Investment: \$1.9M-\$2.3M**

**Red Roof Cash Investment: \$100K-\$500K**

**Total Investment: \$2.6M-\$3M**

#### Fees Studio 6:

**Franchise: \$25K Royalty: 5% Advertising: 2%**

#### Fees Motel 6:

**Franchise: \$25K Royalty: 4% Advertising: 3.5%**

#### Fees Red Roof:

**Franchise: \$30K Royalty: 4.5% Advertising: 4%**

**Contact: Cynthia Gartman,**

**Sr. Director, Franchise Support Services**

**Accor North America**

**4001 International Pkwy., Carrollton, TX 75007**

**(888) 842-2942 Tel: (972) 360-5409 Fax: (972) 360-5567**

**E-mail: [franchisesales@accor-na.com](mailto:franchisesales@accor-na.com)**

**Website: [www.accor-na.com](http://www.accor-na.com)**

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**2005  
TOP 25 FRANCHISES  
FOR HISPANICS**

## The Athlete's Foot

The leading international franchisor of name-brand athletic footwear.

**FINANCIAL REQUIREMENTS**

**Cash Investment:** \$75K-\$125K **Total Investment:** \$200-\$525K

**Fees:** Franchise: \$35K **Royalty:** 3.5%-5% **Advertising:** 0.6%

**Contact:** Peter Franetovich, Director Franchise Sales

The Athlete's Foot

1950 Vaughn Rd., Kennesaw, GA 30144

(800) 524-6444 Tel: (770) 514-4523 Fax: (770) 514-4843

E-mail: [franchiseinfo@theathletesfoot.com](mailto:franchiseinfo@theathletesfoot.com)

Website: [www.theathletesfoot.com](http://www.theathletesfoot.com)

## Blimpie

International submarine sandwich chain, also offering an assortment of fresh-made salads and other quality products.

**FINANCIAL REQUIREMENTS**

**Cash Investment:** \$25K-\$100K **Total Investment:** \$75K-\$250K

**Fees:** Franchise: \$10-\$18K **Royalty:** 6% **Advertising:** 4%

**Contact:** J. Archer, VP Franchise Development

Blimpie Subs and Salads

180 Interstate North Pkwy., SE, #500, Atlanta, GA 30339

(800) 447-6256 + 3 Tel: (770) 984-2707 Fax: (770) 933-6109

E-mail: [jarcher@blimpie.com](mailto:jarcher@blimpie.com)

Website: [www.blimpie.com](http://www.blimpie.com)

## Burger King

Serving the best burgers in the business.

**FINANCIAL REQUIREMENTS**

**Cash Investment:** Varies **Total Investment:** Varies

**Fees:** Franchise: \$50K **Royalty:** 4.5% **Advertising:** 4%

**Contact:** David A. Leonardo, Manager, U.S. Franchising

Burger King Corporation

5505 Blue Lagoon Dr., Miami, FL 33126

Tel: (305) 378-7579 Fax: (305) 378-7721

E-mail: [dleonardo@whopper.com](mailto:dleonardo@whopper.com)

Website: [www.burgerking.com](http://www.burgerking.com)

## Carvel

Manufacture and retail sale of ice cream and no-fat desserts.

**FINANCIAL REQUIREMENTS**

**Cash Investment:** \$70K-\$125K **Total Investment:** \$200-\$270K

**Fees:** Franchise: \$30K **Royalty:** \$1.77/Gal.

**Advertising:** \$1.57/Gal.

**Contact:** Geoff Hill, SVP Franchise Sales

Carvel Corporation

200 Glenridge Point Pkwy., Ste. 200, Atlanta, GA 30342

(800) 227-8353 Tel: (404) 705-2070

Fax: (440) 255-4978

E-mail: [ghill@carvel.com](mailto:ghill@carvel.com)

Website: [www.carvel.com](http://www.carvel.com)



According to Bond of the National Minority Franchising Initiative, the average franchise fee runs \$20,000-\$30,000 and the average royalty is 4 to 6 percent.

Publication franchises (*Coffee News*, *The Perfect Wedding Guide*) carry the lowest average total investment, followed by real estate inspection services and home-cleaning franchises, Bond says.

### WARNING SHOTS

Franchises boast a lot of advantages, but there are downsides, too. For one, franchisees sign long formal contracts that are difficult to break. If you sign a 10-year agreement, be prepared to fight a legal battle if you decide to close your doors a day earlier.

Franchisors also expect franchisees to follow their turnkey operating systems to the letter. If you are a highly creative entrepreneur, you might be frustrated with all the formulas. If you want to offer burritos in your fried chicken franchise, for instance, you'll have to petition corporate headquarters for permission.

Some franchisees must purchase all their supplies from corporate. While this often results in savings from the high volumes, some franchisees have found the "captive buy" actually costs them more than if they could bid on the open market.

Franchisor watchdog Bob Purvin says it's important to choose a franchise that recognizes an association run by the franchisees.

"Look for a process to seek recourse, so it's not just little you against a monolithic company," says Purvin, author of *The Franchise Fraud* and chairman of the San Diego-based American Association of Franchisees and Dealers.

For example, Hispanic franchisees of Burger King formed their own association to support each other and maximize business opportunities for Hispanic owners.

Purvin further warns prospective franchisees that they'll spend, on average, three times as much as they would launching their own independent business.

The American Association of Franchisees and Dealers, on the Web at [www.aafd.org](http://www.aafd.org), gives its seal of approval for franchises engaging in what Purvin calls "franchise fairness."

The association's 131 standards of fairness include recognition by the franchisor of an independent franchisee owners association, collaborative efforts to resolve issues and negotiated contracts.

To win certification, 75 percent of the franchisees must vote favorably on the franchisor's collaborative practices. The most recent Fair Franchising Seal went to child care/learning center franchise Tutor Time.

## DO THE LEGWORK

Sagastume says prospective franchisees need to do their homework, which includes contacting the SBA and talking to people who are now in business.

He believes Pizza Patrón—with 47 stores open in three states—is small enough to be fair and family-like. He hopes to open two more stores and use his business to benefit the community.

"I feel good selling my product because I know I can feed a family with five bucks," he says. **HT**



The Federal Trade Commission offers a *Consumer Guide to Buying a Franchise* here:

[www.ftc.gov/bcp/online/pubs/invest/buyfran.htm](http://www.ftc.gov/bcp/online/pubs/invest/buyfran.htm).

For more information on buying a franchise, or on which franchises are offering incentives for minorities, visit:

American Association of Franchisees and Dealers

[www.aafd.org](http://www.aafd.org)

International Franchise Association

[www.franchise.org](http://www.franchise.org)

National Minority Franchising Initiative

[www.minorityfranchising.com](http://www.minorityfranchising.com)

U.S. Small Business Administration

[www.sba.gov](http://www.sba.gov); and [www.franchiseregistry.com](http://www.franchiseregistry.com)

## 2005 TOP 25 FRANCHISES FOR HISPANICS

### Cendant

Cendant Corporation offers such premium real estate service brands as Century 21, Coldwell Banker, Coldwell Banker Commercial, ERA and Sotheby's International Realty. Cendant also offers franchise opportunities with leading hotel brands such as AmeriHost Inn, Days Inn, Howard Johnson, Knights Inn, Ramada, Super 8 Travelodge and Wingate Inn.

#### FINANCIAL REQUIREMENTS

Cash Investment: Varies Total Investment:

Real Estate: \$10.4K-\$522.4K Hotel: \$202.2K-\$10.1M

Fees: Franchise: Varies Royalty: Varies

Advertising: Real Estate: 2% Hotel: 2%-4%

Contact: Brien McMahon, EVP Real Estate Franchise Sales  
Gus Stamoutsos, SVP, Hotel Franchise Sales

Cendant Corporation

1 Campus Dr., Parsippany, NJ 07054

(800) 869-1260 Tel: (973) 428-9700 Fax: (973) 496-9700

E-mail: [brien.mcmahon@celandant.com](mailto:brien.mcmahon@celandant.com);

[gus.stamoutsos@celandant.com](mailto:gus.stamoutsos@celandant.com)

Website: [www.cendant.com/franchising](http://www.cendant.com/franchising)

### Choice Hotels International

Leading hotel franchisor of Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Mainstay Suites, and Econo Lodge.

#### FINANCIAL REQUIREMENTS

Cash Investment: 20%-30% Total Investment: \$2M-\$10M

Fees: Franchise: \$25K-\$50K Royalty: 3.5%-5.25%

Marketing: 1.25%-2.10% Reservation: 1.25%-1.75%

Contact: Raul Fuentes, Manager,

Emerging Markets & Customer Segmentation

Choice Hotels International

10750 Columbia Pike, Silver Spring, MD 20901

(866) 560-9871 Fax: (301) 592-6135

E-mail: [raul\\_fuentes@choicehotels.com](mailto:raul_fuentes@choicehotels.com)

Website: [www.choicehotelsfranchise.com](http://www.choicehotelsfranchise.com)

### Domino's Pizza

The recognized world leader in pizza delivery.

#### FINANCIAL REQUIREMENTS

Cash Investment: \$30K Total Investment: Varies

Fees: Franchise: \$3K Royalty: 5.5%

Advertising: 3%

Contact: Jim Betts, Senior Director Franchising Services

Domino's Pizza

30 Frank Lloyd Wright Dr., P.O. Box 997,

Ann Arbor, MI 48106

(800) 564-4918 Tel: (734) 930-3030

Fax: (734) 930-3664

E-mail: [deverej@dominos.com](mailto:deverej@dominos.com)

Website: [www.dominos.com](http://www.dominos.com)

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## 2005 TOP 25 FRANCHISES FOR HISPANICS

### Dunkin' Brands, Inc.

Dunkin' Brands quick-service restaurants include Baskin-Robbins, Dunkin' Donuts and Togo's. Dunkin' Brands offers multiple brand combinations in some markets.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$150K-\$500K **Total Investment:** Varies

**Fees:** Franchise: \$50K **Royalty:** 5%-6% **Advertising:** 5%

**Contact:** Don Larose, Director Franchise Services

Dunkin' Brands, Inc.

130 Royall St., Canton, MA 02021

(800) 777-9983 Tel: (781) 737-3000

E-mail: [don.larose@dunkinbrands.com](mailto:don.larose@dunkinbrands.com)

Website: [www.dunkinbrandsfranchising.com](http://www.dunkinbrandsfranchising.com)

### Express Personnel Services

Leading staffing franchise, including temporary direct hire and professional/contract staffing.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$120K-\$170K **Total Investment:** \$120K-\$170K

**Fees:** Franchise: \$25K **Royalty:** 8%-9% **Advertising:** 0.6%

**Contact:** Diane Carter, Manager of Franchise Administration

Express Personnel Services

8516 Northwest Expy., Oklahoma City, OK 73162

(877) 652-6400 Tel: (405) 840-5000 Fax: (405) 717-5665

E-mail: [franchising@expresspersonnel.com](mailto:franchising@expresspersonnel.com)

Website: [www.expressfranchising.com](http://www.expressfranchising.com)

### FASTSIGNS

The sign and graphic solutions provider for businesses worldwide.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$75K **Total Investment:** \$155.5K-\$233K

**Fees:** Franchise: \$20K **Royalty:** 6% **Advertising:** 2%

**Contact:** Bill N. McPherson, VP Franchise Sales

FASTSIGNS

2550 Midway Rd., # 150, Carrollton, TX 75006-2357

(800) 827-7446 + 283 Tel: (214) 346-5616 Fax: (972) 248-8201

E-mail: [bill.mcperson@fastsigns.com](mailto:bill.mcperson@fastsigns.com)

Website: [www.fastsigns.com](http://www.fastsigns.com)

### GNC

General Nutrition Centers is the leading specialty retailer of vitamins, minerals, herbs and sports nutrition supplements.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$65K **Total Investment:** \$132.7K-\$182K

**Fees:** Franchise: \$40K **Royalty:** 6% **Advertising:** 3%

**Contact:** Bruce Pollock, Sr. Director, Franchise Development

General Nutrition Centers

300 Sixth Ave., Fl. 4; Pittsburgh, PA 15222-2514

(800) 766-7099 Tel: (412) 402-7121

Fax: (412) 402-7105

E-mail: [livewell@gncfranchising.com](mailto:livewell@gncfranchising.com)

Website: [www.gncfranchising.com](http://www.gncfranchising.com)

### IHOP

IHOP is looking for franchisees to develop an additional 300 to 700 restaurant locations in all areas of the United States.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** No minimum required **Total Investment:** \$2M

**Fees:** Franchise: \$40K-\$50K **Royalty:** 4.5%

**Advertising:** 2% local, 1% national

**Contact:** Jess Sotomayor, Director, Franchise & Development

IHOP Corporation

450 N. Brand Blvd., Glendale, CA 91203-1903

888-774-IHOP Tel: 818-240-6055 Fax: 818-637-4730

E-mail: [jess.sotomayor@ihop.com](mailto:jess.sotomayor@ihop.com)

Website: [www.ihop.com](http://www.ihop.com)

### InterContinental Hotels Group

Global hotel franchisor of InterContinental Hotels, Crowne Plaza Hotels, Holiday Inn, Holiday Inn Express, Candlewood Suites, Hotel Indigo and Staybridge Suites Hotels.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$1M-\$20M **Total Investment:** Varies

**Fees:** Franchise: \$40K min **Royalty:** 5% **Advertising:** 2.5%-3%

**Contact:** Brown Kessler, VP Franchise Sales/Development

InterContinental Hotels Group

3 Ravinia Dr., Ste. 100, Atlanta, GA 30346-2118

Tel: (770) 604-2000 Fax: (770) 604-2107

E-mail: [brown.kessler@ichotelsgroup.com](mailto:brown.kessler@ichotelsgroup.com)

Website: [www.ichotelsgroup.com](http://www.ichotelsgroup.com)

### Jani-King

The world's largest commercial cleaning franchisor.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** \$2.9K-\$33K **Total Investment:** \$2.9K-\$40K

**Fees:** Franchise: \$8K-\$33K **Royalty:** 10% **Advertising:** 0%

**Contact:** Gary Dick, VP Franchising

Jani-King International

16885 Dallas Pkwy., Addison, TX 75001

(800) 526-4546 Tel: (972) 991-0900 Fax: (972) 764-3651

E-mail: [gdick@janiking.com](mailto:gdick@janiking.com)

Website: [www.janiking.com](http://www.janiking.com)

### Jiffy Lube

A wholly owned subsidiary of Shell Oil Company, Jiffy Lube International has over 2,200 car service centers in North America.

#### FINANCIAL REQUIREMENTS

**Cash Investment:** Varies **Total Investment:** \$214K-\$273K

**Fees:** Franchise: \$35K **Royalty:** 5% **Advertising:** 5%

**Contact:** Cynthia Byrne, Supervisor, Franchise Development

Jiffy Lube International, Inc.

Franchise Development, P.O. Box 4427, Houston, TX 77210-4427

(800) 327-9532

E-mail: [cynthia.byrne@shell.com](mailto:cynthia.byrne@shell.com)

Website: [http://jiffylube.com/Company/cpy\\_Franchising.aspx](http://jiffylube.com/Company/cpy_Franchising.aspx)

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### Meineke

Superior automotive repair services at discount prices.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$50K Total Investment: \$180K-\$365K**

**Fees: Franchise: \$30K Royalty: 3%-7% Advertising: 8%**

**Contact:** Samantha DiBenedetto, Franchise Sales Coordinator  
Meineke Car Care Centers

128 S. Tryon St., # 900, Charlotte, NC 28202-5001

(800) 275-5200 Tel: (704) 377-8855 Fax: (704) 372-4826

**E-mail:** [franchise.info@meineke.com](mailto:franchise.info@meineke.com)

**Website:** [www.ownameineke.com](http://www.ownameineke.com)

### Money Mailer

One of America's leading direct mail advertising companies, with more than 300 franchises in the U.S. and Canada.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$37K-\$71.5K Total Investment: \$37K-\$71.5K**

**Fees: Franchise: \$25K-\$35K Royalty: Varies Advertising: N/A**

**Contact:** Dennis H. Jenkins, VP Franchise Licensing

Money Mailer

14271 Corporate Dr., Garden Grove, CA 92843-4937

(800) 819-9422 Tel: (714) 265-8494 Fax: (714) 265-8494

**E-mail:** [djenkins@moneymailer.com](mailto:djenkins@moneymailer.com)

**Website:** [www.moneymailer.com](http://www.moneymailer.com)

### PostNet

Personal and business services including UPS and FedEx shipping, copy services, private mail boxes, fax, printing.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$35K-\$50K Total Investment: \$160K-\$180K**

**Fees: Franchise: \$29.9K Royalty: 4% Advertising: 2%**

**Contact:** Brian Spindel, Executive Vice President

PostNet Postal & Business Centers

181 N. Arroyo Grande Blvd., Ste. 100A, Henderson, NV 89014

(800) 841-7171 Tel: (702) 792-7100 Fax: (702) 792-7115

**E-mail:** [spin@postnet.com](mailto:spin@postnet.com)

**Website:** [www.postnet.net](http://www.postnet.net)

### ServiceMaster

ServiceMaster is the parent company of ServiceMaster Clean, Furniture Medic and Merry Maids cleaning services.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$12K Total Investment: \$18.8K-\$100K**

**Fees: Franchise: \$16.9K-\$43K Royalty: 4%-10%**

**Advertising: 0.5%-1%**

**Contact:** David Messenger, Vice President

ServiceMaster

3839 Forest Hill-Irene Rd., Memphis, TN 38125

(800) 786-9687 Tel: (901) 597-7500 Fax: (901) 597-7580

**E-mail:** [dmessage@smclean.com](mailto:dmessage@smclean.com)

**Website:** [www.ownafranchise.com](http://www.ownafranchise.com)

### Subway

The world's largest submarine sandwich franchise.

#### FINANCIAL REQUIREMENTS

**Cash Investment: None Total Investment: \$86.3K-\$213.5K**

**Fees: Franchise: \$125K Royalty: 8% Advertising: 4.5%**

**Contact:** Donald Fertman, Franchise Director

Subway Restaurants

325 Bic Dr., Milford, CT 06460-3072

(800) 888-4848 Tel: (203) 877-4281 Fax: (203) 783-7325

**E-mail:** [franchise@subway.com](mailto:franchise@subway.com)

**Website:** [www.subway.com](http://www.subway.com)

### UPS Store/ Mail Boxes, Etc.

Retail shipping, postal and business services.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$7.5K Total Investment: \$143K-\$247K**

**Fees: Franchise: \$29.9K Royalty: 5% Advertising: 3.5%**

**Contact:** Rachelle Piriano, Franchise Sales

The UPS Store

6060 Cornerstone Ct. W., San Diego, CA 92121-3762

(877) 623-7253 Fax: (858) 546-7493

**E-mail:** [usafranchise@mbe.com](mailto:usafranchise@mbe.com)

**Website:** [www.theupsstore.com/franchise/fraopp.html](http://www.theupsstore.com/franchise/fraopp.html)

### Wing Zone

Takeout/delivery of cooked-to-order Buffalo wings, sandwiches, burgers, salads.

#### FINANCIAL REQUIREMENTS

**Cash Investment: \$60K-\$75K Total Investment: \$179K-\$229K**

**Fees: Franchise: \$25K Royalty: 5% Advertising: 0.5%**

**Contact:** Stan Friedman, Executive Vice President

Wing Zone

900 Circle 75 Parkway, Suite 930, Atlanta, GA 30339

(877) 333-9464 Tel: (404) 875-5045 Fax: (404) 875-6631

**E-mail:** [stan@wingzone.com](mailto:stan@wingzone.com)

**Website:** [www.wingzone.com](http://www.wingzone.com)

### Yum! Brands

Yum! Brands' quick-service franchises include KFC, Long John Silver, A & W, and Taco Bell.

#### FINANCIAL REQUIREMENTS

**Cash Investment: Varies Total Investment: \$1.1M-\$1.7M**

**Fees: Franchise: \$25K Royalty: 4%-10% Advertising: 5%**

**Contact:** Nikki Weis, Franchise Coordinator

Yum! Brands P.O. Box 34550, 1900 Colonel Sanders Ln.,  
Louisville, KY 40213

(866) 2YUM-YUM Tel: (502) 874-8300

Fax: (502) 874-8848

**E-mail:** [2yumyum@yum.com](mailto:2yumyum@yum.com)

**Website:** [www.yumfranchises.com](http://www.yumfranchises.com)

List by Rob Bond, founder of the National Minority Franchising Initiative and author of nine books on franchising, including his latest, the 2005 Minority Franchise Guide. Additional research by Liset Puentes.