INSIDE
Event Schedule &
FREE Franchise
Resources

2021 FRANCHISE SHOW & EXPO GUIDE

SMART FRANCHISE™
INVESTING

Contents

1 2021 Fall Schedule

2 The Show Groups

3 Why Attend?

3 Your Game Plan

4 The Right Questions

5 Franchise Resources

6 Smart Franchise Investing

*The **Franchise Show and Expo Guide** is a great resource for anyone seriously considering franchising and looking to make the most out of attending a franchising expo.*

The 2021 Franchise Show & Expo Guide is produced by:

SMART FRANCHISE™ INVESTING

Marty Greenbaum, CFE, Publisher
marty@smartfranchiseinvesting.com
(702) 580-0663

***Disclaimer** - The various franchise expos are produced by independent companies that have no affiliation with Smart Franchise Investing (SFI). Information about the specific expos is subject to change and SFI has no control over dates, content, or the availability of tickets.*

© 2021 Smart Franchise Investing, All rights reserved.

2021 Fall Schedule

September 18th - 19th • Washington, DC

The Great American Franchise Expo

Visit Event Website

September 18th - 19th • Tampa, FL

The Franchise Expo

Visit Event Website

September 24th - 25th • New York, NY

International Franchise Expo

Visit Event Website

October 8th - 9th • Los Angeles, CA

The Franchise Expo

Visit Event Website

October 9th - 10th • Orlando, FL

The Great American Franchise Expo

Visit Event Website

Attending a franchise expo allows you to meet with a host of franchising professionals, from brand representatives to industry experts.

© 2021 Smart Franchise Investing, All rights reserved.

October 16th - 17th • Boston, MA

The Franchise Expo

Visit Event Website

October 16th - 17th • Houston, TX

The Great American Franchise Expo

Visit Event Website

October 22th - 23th • Houston, TX

Franchise Expo Houston

Visit Event Website

November 6th - 7th • Dallas, TX

The Great American Franchise Expo

Visit Event Website

The Show Groups

MFV EXPOSITIONS - *franchiseexpo.com*

For over 30 years, MFV Expositions global brands have been providing opportunities for people to explore franchising and meet face-to-face with franchise companies. They are recognized as innovators in the franchise industry and produce some of the biggest and most well-attended shows both domestically and internationally.

THE GREAT AMERICAN FRANCHISE EXPO - *franexpousa.com*

The Great American Franchise Expo connects hundreds of franchise businesses with potential owners. They provide education through seminars from industry experts on topics including franchise law, financing, and other critical business concepts. Attending these expos will provide potential franchisees with the opportunity to network with leading industry executives and franchise developers.

THE FRANCHISE EXPO - *franchiseshowinfo.com*

The Franchise Expo produces smaller, local franchise shows across the United States and Canada. They produce their franchise show in over 25 markets, providing people an opportunity to attend a franchise show in their local area. Although smaller, these events are well structured and offer opportunities for attendees to learn from industry professionals in all aspects of franchising.

© 2021 Smart Franchise Investing, All rights reserved.

You'll find a wide range of workshops and seminars on everything from how to buy a franchise, understanding the legal requirements, what's the best way to fund your new business, and so much more.

Why Attend?

If you're like most people that are investigating franchising for the first time, it's extremely difficult to rely solely on the internet for information. A franchise expo allows you to be in front of hundreds of franchise brand in one place and enables you to fast-track your franchising learning curve. In addition to having conversations with franchise representatives, you'll have an opportunity to participate in a host of seminars covering a wide range of franchising and business ownership topics. All franchise expos hold Franchising 101 type seminars that will help you understand the basic principles of franchising. But they also have subject matter experts covering all aspects of franchising to include financial, legal, and even how to franchise your existing business.

Your Game Plan

Most people that attend a franchise show do so *without* a game plan. They just walk around and stop if they see something that peeks their interest. I believe that if you're going to invest the time to attend a franchise show, it's important that you get as much as you can from your time spent at the show. Below are some tips on what should be a part of YOUR game plan.

Self Evaluation - It always a good practice to know what you are looking for in a business so you can determine if it meets ***your*** requirements. Give some thought to what amount of income you need to make, what lifestyle you are trying to create, level of risk, overhead, employees, and the support you'll need from the franchisor to really thrive.

Start Early - In the beginning of an expo, it's typically not as crowded and you'll have more access to the exhibitors (franchisors). In addition, there may be a number of workshops or seminars that you'll want to attend that start early.

Seminars & Workshops - I highly recommending that you preview the seminar & workshop calendar for the show and identify those that are relevant to you. Make sure you schedule your time at the show so you don't miss out on key seminars.

Preview Brands - Find a list of the franchise brands that will be exhibiting at the show on their event website. Do a little research the week prior to the show to learn about the brands that interest you most and develop specific questions related to those brands.

Financial & Legal - I firmly believe in learning the most common ways you can finance your franchise early in the process. All of the expos will have financial and legal experts exhibiting at the event. Stop by their booth to get their business card and ask questions.

Don't be SOLD - Franchise expos are a great place to learn about franchises, but make sure you investigate franchise brands that didn't exhibit at the show. Basically, don't limit your search for the right franchise to those that attended the expo.

Bring Someone - It's always a good idea to have someone to bounce ideas off of and gain another perspective. I highly recommend you bring your spouse, a sibling, or a good friend, especially if they are going to be a part of your decision process. It will also make it more fun.

Having a game plan prior to attending a franchise expos will help enable you to maximize your time and get the most out of the event.

© 2021 Smart Franchise Investing, All rights reserved.

The Right Questions

Attending a franchise expo is a great place to get exposed to franchising. But it's also a great place to start your franchise education and pre-vet a number of franchise brands in one convenient location. Walking by booths and limiting conversations does not serve you. I highly recommend speaking with brands you have little to no initial interest because you may find out something about that brand that either surprises you or helps you better understand what you should be looking for in your "perfect fit" franchise. Consider your time spent at the show as a huge opportunity to gain as broad of a perspective on franchising that you can in the time you have allotted to be there. You'll be glad you invested the time.

Here are some relevant questions to ask franchisors:

How long does it take to get to break even and how long will it take for me to make a reasonable living?

Is this an owner-operator business (am I buying myself a job) or is this semi-absentee and scalable?

Aside from the royalty (ask what percentage) and brand fund (ask percentage), are there any ongoing fees that franchise owners have to pay?

Can you tell me how customers feel about your brand and the value they receive? And how our your reviews and do you have technology in place to maximize reviews for franchise owners?

How do we get business and how do you help franchise owners with that?

What has the franchise systems year-over-year growth been over the past several years?

How has the pandemic affected your business model and your franchise owners ability to run their business and maximize revenues? Has your franchise owners found it hard to people to work?

From the time I sign the franchise agreement, on average how long will it take before I am open and ready for business?

Will the business require me to have sales skills?

What marketing strategies, resources, and vendors do you have in place and how are franchisees successful in developing new business?

How are territories determined (i.e. population, geographic area, households, etc.) and do you have availability in (your desired location/market)?

How many franchisees do you have and what percentage are multi-unit owners?

How many locations have closed or transferred in the past two years?

How many units have you awarded that have not yet open?

Can I operate the business from home or will I need to lease office space?

What do your franchisees like most about your franchise and how would you explain your culture?

Have you developed custom technology for the business and how does that technology improve operating systems or the customer experience?

© 2021 Smart Franchise Investing, All rights reserved.

Why ask *general* questions?

Get down to the "nitty gritty" about the franchise investment, success, culture, infrastructure, performance, etc. A little preparation will enable you to make so much more out of your conversations with franchisors.

Resources

There are a number of online resources that can help you learn more about franchising. I recommend you take the time to visit the following websites to learn more about these organizations.

Association

International Franchise Association	franchise.org

Publications

Entrepreneur Magazine	entrepreneur.com
Franchise Update	franchising.com/magazine
Franchise Times	franchisetimes.com
Multi-Unit Magazine	franchising.com/magazine
Franchise Journal	franchisejournal.com

Funding

Benetrends Financial	benetrends.com
Guidant Financial	guidantfinancial.com
FranFund	franfund.com

Legal

Drumm Law	drummlaw.com
Nancy Lanard & Associates	lanardandassociates.com

Franchise Consulting

Smart Franchise Investing	smartfranchiseinvesting.com

GET YOUR FREE COPY OF
THE FRANCHISE MBA
by Nick Neonakis, MBA

This book is an incredible reference to those that are seeking business ownership and investigating franchising. It provides invaluable insights from leading franchising experts and takes a comprehensive approach to the steps required for buying a franchise.

SEND ME THE BOOK

$16.95 VALUE

© 2021 Smart Franchise Investing, All rights reserved.

If you're investigating franchising online, it's extremely difficult to know what's out there and what's a good fit for you. Seeking the help from an experienced franchise consultant can make all the difference.

SMART FRANCHISE™
INVESTING

100% FREE Franchise Matchmaking

Are you investigating to franchising and business ownership for the first time? With so much riding on you picking the "right" franchise, wouldn't it make sense to have the help of a 30-year franchise industry veteran, professional franchise consultant and matchmaker?

I DON'T sell franchises, I educate people on how to properly investigate and evaluate franchise options and serve my clients as a franchise matchmaker. My services are 100% FREE to you - ***no gimmicks!***

Experience Matters

- **FRANCHISE CONSULTANT & MATCHMAKER** - Greenbaum has worked with hundreds of clients, helping them learn about franchising, identifying specific franchises that are most likely to be a great match, and supporting them through the franchise investigation and evaluation processes. He has detailed knowledge of hundreds of franchise brands and stays on top of industry trends.
- **PRIOR FRANCHISE MARKETING AGENCY OWNER** - Greenbaum operated a leading franchise marketing agency, helping over 120 franchise brands implement targeted campaigns, improve their brand positioning, strengthen their web presence, and realize system growth.
- **CERTIFIED FRANCHISE EXECUTIVE (CFE)** - Greenbaum has earned the distinction of being a Certified Franchise Executive (CFE) by completing rigorous franchise educational programs in conjunction with the International Franchise Association (IFA).

Why use a franchise consultant?

They say that the best way to reduce risk is to "not make the wrong decision". Let's face it, it's extremely difficult to make the right decision when you are doing something for the first time. Starting a business and buying a franchise are one of the biggest decisions one will make in their lives. And with so much riding on your business being a success, it just makes sense to have professional help.

Schedule a FREE Consultation!

If you're serious about franchising, then it makes great sense to have a franchising expert help you. I welcome you to visit my website to learn more about me and use the link below to schedule a call.

SMARTFRANCHISEINVESTING.COM | **SCHEDULE A CALL**

© 2021 Smart Franchise Investing, All rights reserved.

Marty Greenbaum

Certified Franchise Executive

Franchise Consultant

I DON'T pressure or sell and my services are 100% FREE to you. Let me help you get educated about franchising and together we'll identify those franchises that may be best suited to you. My process is logical and effective and I have been able to help so many find the business of their dreams.