

FRANCHISE ALERT #12: Personal Services Franchises

OWNER'S ROLES:

Depending on the business model specific to any personal services franchise, the role of the owner may be one of the following:

Owner/operator: This is a full-time commitment. The owner is actively involved with employees (if there are any) and customers on a daily basis.

Executive management - This is a full-time commitment. The owner manages both sales/marketing and operations functions. One or both of these positions may be filled at startup. As the business grows, the owner adds additional team members as needed, and maintains an oversight role.

Manage-the-manager - This has a limited or part-time commitment for the owner. This type of owner's role is also referred to as [semi-absentee](#). The owner manages managers of multiple territories. The owner has the same responsibilities as the full-time executive management role; however, managers of each territory (or location if one is involved) oversee the daily operations. This is how a personal services franchise can be a semi-absentee business for the owner.

SKILLS REQUIRED:

Owner/operator: great people and communication skills; ability to learn and apply the franchise training; ability to build, motivate and lead a team.

Executive management - strong people and business skills; ability to build, motivate and lead a team; execute the business plan; grow the business; and manage the business by the numbers.

Manage-the-manager (semi-absentee) - similar skills as executive management; ability to hold people accountable; hire, motivate, lead and manage managers; execute the business plan; and scale the business to multiple territories.

NOTE: The majority of all franchises have a business model with the owner's role being a full-time commitment. Manage-the-manager business models with the owner's role being part-time or on a semi-absentee basis are much fewer. The good news is that **my expertise is with these HIGHLY desirable but relatively few manage-the-manager franchises.**

TYPE OF PERSONAL SERVICES FRANCHISES:

As the name suggests, these businesses provide services to individuals. This broad category of franchises includes these growing segments - [beauty](#), [fitness](#), health, wellness, [children-related](#), education, sports, recreation, moving, storage, [pets](#), and [seniors](#).

On a more detailed level, examples include massages, nail salons, tutoring services, boutique fitness studios, sports teams, child enrichment programs, weight loss programs, estate sales, moving services, pet care, childcare, and in-home senior care.





UNIQUE CHARACTERISTICS:

What makes personal services franchises unique is that they are part of people's everyday lives. They also tend to be affordable purchases to the growing customer bases that demand them. These are services that people don't want to do without - regardless of what's happening in the economy, who is in the White House, and the latest hiccup in the world's geopolitical situation.

In addition, the risk associated with personal services is further lowered since they can't be ordered over the Internet, produced offshore, or obsoleted by technology!

MINIMUM FINANCIAL QUALIFICATIONS:

\$75K - \$100K liquid, non-financed cash, and a \$150K - \$300K Net Worth

Great funding information is available on our website under the [Resources tab](#).

HOT MARKETS:

Available territory all across the United States.

NEXT STEP: 3 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing anna@selectfranchises.com, or [clicking here](#).
3. Stay in touch and be informed by engaging on social media to get the latest news on what's hot in franchising and learn what you need to know about franchises.
 - Invite me to connect on [LinkedIn](#)
 - Follow **Select Franchises** on [LinkedIn](#) and on [Facebook](#)
 - Send me a friend request on [Facebook](#)
 - Subscribe to our [Youtube](#) channel
 - Be informed on [Instagram](#) and [Tweet](#) me your questions

It's my pleasure to provide insightful economic data and information to you about [personal services franchises!](#)



Anna Wilds, CFE
Certified Franchise Executive
Franchise Economist and Elite Franchise Advisor

Learn. Launch. Live Your Dreams.



anna@selectfranchises.com



706-736-0579



www.howtoselectfranchises.com



@annawilds