

FRANCHISE ALERT #6: SEASONAL FRANCHISES

OWNER'S ROLE: Work "on" the business vs. "in" the business

NOTE: INDUSTRY EXPERIENCE IS NOT REQUIRED!

These businesses are services where the owner hires people or uses 1099 independent contractors to deliver the service to your customers.

Ex: If you own a tax preparation business, your role as the owner is NOT to complete tax forms. You hire tax preparers and focus on marketing to gain customers.

SKILLS REQUIRED: Good people skills, ability to build, lead and motivate your team, general business understanding, and business owner mindset. The owner's role is to focus on customer acquisition by applying proven marketing strategies and managing the business.

SEASONAL FRANCHISES:

- Tax Preparation
- Lawn care services, Irrigation system installation
- Mosquito control services
- Roofing, painting
- Pool cleaning
- Holiday Lighting

UNIQUE CHARACTERISTICS:

- There is seasonality to the business so there are slow or downtimes during the year.
- These businesses are great compliments to other seasonal businesses.
 - Ex: A roofing company that also does holiday lighting. This allows full-time employment to workers, especially in cold climates with a lot of snow.
- The labor force is ideally suited to
 - College students (summers and winter holidays free),
 - Retirees looking for supplemental income but not stress,
 - Veterans also looking for supplement income but not stress, and
 - Teachers (summers and winter holidays free)
 - Shift workers (first responders, healthcare workers, factory workers)
- Ideal candidates to own a seasonal business
 - Career changers longing for a fun, interesting second career
 - High-energy retirees longing for purpose, supplemental income, and time to travel
 - Investment-minded people desiring a "side hustle" while working full-time
 - Savvy investors creating additional income streams
 - Husband/wife teams and families desiring a lifestyle business
 - Burned-out corporate professionals eager for an exit strategy





MINIMUM FINANCIAL QUALIFICATIONS:

Starting at \$60K - \$75K Liquid capital with a Net Worth of \$200K

HOT MARKETS: temperate regions - mid-Atlantic, mid-Pacific, Southeast, Southwest States: Arizona, California, Florida, Georgia, North Carolina, South Carolina, Texas

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



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Learn. Launch. Live Your Dreams.



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