

# The Richfield Reaper

## Finding the Franchise that's Right for You

Wednesday, October 24, 2007 10:16 AM MDT

Print Page

(ARA) - For many people, being their own boss is an integral part of the American Dream. Is it any wonder, when poll after poll shows many workers feel underappreciated by their employers?



The Internet has opened up a multitude of possibilities for people wanting to start their own business. But going it alone has numerous pitfalls, not the least among them: the financial drain and staggering risk of starting a business from scratch. Franchising offers the opportunity to own a business while minimizing the work and hazards of a start-up operation.

"Smart first-time entrepreneurs still turn to the tried-and-true tactic of franchising," says Sam Sim of FranchiseGator.com, an online resource that helps entrepreneurs find franchise opportunities. "Purchasing a franchise allows you to work for yourself but not by yourself."

Franchising benefits include:

- \* The opportunity to work for yourself and retain the lion's share of the profits you generate.
- \* Operation of an established business, often with national brand recognition among consumers.
- \* Marketing support - in the form of sales materials, national advertising campaigns and publicity campaigns - from the franchisor.
- \* Guidance in hiring, training and retaining employees.
- \* Advice and possibly assistance in establishing your business plan.

Until the advent of the Internet, finding a franchise that fit your needs and the market demands of your area was a pains-taking task. Now, would-be entrepreneurs can simply log on and visit a site like [www.franchisegator.com](http://www.franchisegator.com), to find the franchise opportunity of their American dreams.

The site features a proprietary [franchise selector](#) that allows you to explore franchise opportunities based on industry, region and start-up budget. Industries from food service and entertainment to home-based and child care are represented for every state in the country. The selector also provides information on the costs involved with each franchise and even if the franchisor may offer you financial help to launch your business.

"In some cases, you can start a franchise with an initial investment of as little as \$10,000," Sim says.

Still unsure if a franchise is the right road to financial independence for you? Then consider this statistic: while experts estimate failure rates for independent new businesses as 35 percent to 50 percent, the success rate for new franchises is thought to be as high as 90 percent.

To find franchise opportunities in your area and within your budget, visit [www.franchisegator.com](http://www.franchisegator.com)

The Richfield Reaper

[x] Close Window