

Survey Reveals Franchisee Satisfaction

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The national franchise market research firm, Franchise Business Review, has announced the companies that made its Top 200 Franchises list for 2015. This is the only national ranking of franchise opportunities based solely on franchisee satisfaction and performance data.

Franchise Business Review surveyed over 28,500 franchisees, representing more than 350 franchise brands. The complete report containing the research, as well as the full list of the Top 200 franchises is available here:

<http://www.FranchiseBusinessReview.com>.



“One of the best ways to know if a franchise is really a good opportunity is to look at franchisee satisfaction data,” said Michelle Rowan, President of Franchise Business Review. “Many of the companies on our Top 200 Franchises list share their Franchisee Satisfaction Reports publicly in order to provide potential franchisees with frank feedback regarding their training and support, financial opportunity, and other key areas that influence the health of a franchise system.”

There were several interesting insights that came from the research. Those include:

The Top Five Franchise Sectors: Advertising & sales, education, senior care, real estate, and the child services industry sectors had the highest overall satisfaction among their franchisees.

Best in Category Winners by Industry:

Advertising & Sales: Proforma

Automotive: Christian Brothers Automotive

Business Services: Sandler Training

Child Services: Soccer Shots

Cleaning & Maintenance: MaidPro

Education: The Goddard School

Financial Services: American Prosperity Group

Fitness: Fit4Mom

Food & Beverage: Hwy 55 Burgers

Home Services: Budget Blinds

Health & Beauty: Palm Beach Tan

Hotels: Value Place

Pet Services: In Home Pet Services

Real Estate: Sotheby's International Realty

Retail: Wild Birds Unlimited

Senior Care: Visiting Angels
Services: Weed Man
Sports & Rec: American Poolplayers Association
Technology: TeamLogic IT
Travel: Cruise Planners

The Life of a Franchisee in 2015:

- 1) How much will they work? According to Franchise Business Review's research, franchisees work an average of 40-50 hours per week across all industries. Forty-four percent reported working more than 50 hours per week, while 30% reported working less than 40 hours per week.
- 2) How much will they earn? The median annual income reported by the 28,500 franchisees surveyed was under \$50,000 per year. The frequency of franchisees earning \$250,000 or more was 20% higher among the Top 200 Franchises.

Key Factors That Helped Franchises Make the 2015 Top 200 List:

- 1) Training & Support: The Top 200 franchises were rated 13% higher than average in Training & Support.
- 2) Innovation: The Top 200 franchises scored 12% higher than average in innovation and creativity. Among the Top 200, there were over 36% more occurrences of an "excellent" rating – the highest response option – regarding innovation and creativity of the brand.

For anyone considering buying a franchise, Franchise Business Review's Top 200 Franchises list is a great place to start.

"We share our detailed Franchise Business Review survey results with potential franchisees," says Jim Carpenter, Founder and CEO of Wild Birds Unlimited. "Reading what our current franchisees think gives them an honest look at what it is like to own one of our franchises."