

Buying a franchise for lifestyle reasons?

Franchise owners can and do buy franchises for lifestyle reasons.

This is confirmed by the preliminary results from Greg Nathans Franchise Relationships Institute's 2011 Franchisee Success Study. One of the four key factors that motivate franchise owners is a desire for independence and flexibility.

E.g. the ability to go in the middle of the week and see your son play football for the school team for the first time.

Yes you'll make up time later, but you do have that option in your own business. Future Franchise Owners need to understand they will have choices, but they will need to work very hard.

The other motivating factors for franchise owners are:

- To seek a personal challenge.
- To make a difference to their staff and their community.
- To earn the respect of friends, family and peers.

If you require assistance with your purchase of a franchise, please feel free to contact The Franchise Shop on 1300 139 557.