

5 Advantages

OF OWNING A FRANCHISE

PLUS 3 Tips for Getting Started as a Franchise Owner

Franchise ownership offers many benefits when compared to going at it alone as an entrepreneur. You'll have a franchisor supporting you through the entire process; a coach cheering you on. You'll have established systems and a network of expertise.

These overarching advantages of owning a franchise serve business owners well. But let's dig a little deeper. Why choose to own a franchise? Here are 5 essential advantages of owning a franchise.

Unique Product or Service

When it comes to owning a business – whether a franchise or not – uniqueness of product can be essential. If your offering doesn't stand out in the market, you may have a hard time making it work. One benefit of franchise ownership is that the product or service niche has already been established for you.

Another component of uniqueness that is often overlooked is the ongoing innovation and creativity produced by the franchisor. The franchisor is often out there researching the technology for their locations, creating systems that implement regulatory changes, and crafting or seeking out new products that keep network offices top of mind with their customers.



Group Purchasing Power

This valuable component of franchise ownership applies to everything from technology to t-shirts and the advantage comes down to economy of scale. Franchise networks consisting of multiple locations often demand larger quantities of a product and reap the reward of lower cost per product because of it.

Take McDonald's® as an example. Their industry-leading purchasing power allows them to obtain ingredients (such as potatoes and beef) at a cost the mom and pop burger shop down the street can't. That's simply because they buy so much of it.

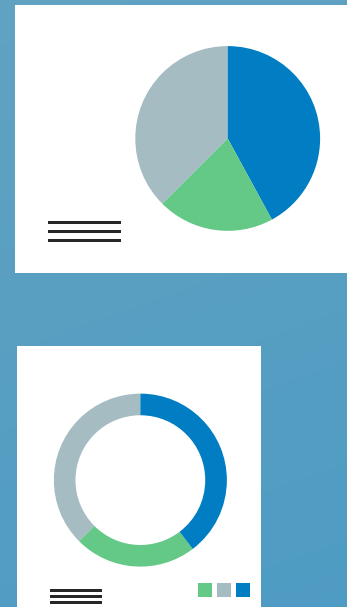


Industry and Business Training

At Motto Franchising, LLC we call our Motto® Mortgage franchise model a Mortgage Brokerage-in-a-Box™.

This approach to business creation allows entrepreneurs who may know little about mortgage or even business ownership to open a compliant mortgage brokerage office more quickly than doing it on their own.

Industry and business training at this level require a sizeable investment by the franchisor. However, this is an essential benefit of purchasing a franchise as an entrepreneur.



Established Brand

Brand recognition requires tireless effort on the part of marketing staff, as well as capital contributions toward advertising campaigns and other brand awareness initiatives.

Most franchise systems require the payment of fees for a national advertising fund. This focuses resources and amplifies marketing impact, increasing brand strength.

As a potential franchise owner, would you want to be part of a nationally recognized brand or a mom and pop brand that may not even be known outside its own walls?



Industry Leading Technology

In this day and age, business is driven by tech. Whether your business is sandwiches or mortgages, advanced technology is a key component of the business.

Imagine a nationally recognized sandwich franchise network competing without a user-friendly online ordering system or functioning without high-tech cash registers.

The same is true for the Motto Mortgage network of offices. We provide each network office with highly integrated, leading edge technology for use by franchisee personnel as well as their customers.

A franchise location should have access to systems more advanced than the typical independent business.



3 TIPS FOR FUTURE Franchise Owners

1

Go to every training the franchisor offers you. Jump on every training call. Watch every video. Learn your business inside and out.



2

Reach out to the network of franchise locations when you have questions. You have a potential built-in support community when you join a franchise network.



3

Identify who the established owners are and get in touch with them. As long as they're not doing business in your town, they're likely to be willing to share their tips and tricks.



Interested in learning more about owning a Motto Mortgage franchise?
Contact us at 866.668.8649 or franchise@mottomortgage.com



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