



Diversity of Concepts Illustrates Franchising Expansion

Modern franchising got its start in the restaurant business and today remains closely associated with that industry. But it has grown far beyond its roots and prospers in many different fields, as is shown by the wide variety of these successful concepts.

PuroClean offers franchisees a strong, professional brand in the business of restoring property after damage from water, fire, or mold. One of the concept's appeals is its recession-resistance, says Steve White, president of the Tamarac, Florida-based franchiser. "Property damage occurs every day and must be addressed immediately, so the need for our services is not dependent on the economy," he says. PuroClean franchisees also enjoy the community service aspect of the franchise, White says. "Our services are necessary and important in our local communities," he says. "When property damage occurs we are often the first on scene to begin helping people get back to normal."

With 265 locations across the United States and Canada, PuroClean has a broad presence. "While we still have many

markets to open, our current locations are pretty evenly spread," White says.

"We plan to grow to more than 325 locations in the next year," he adds. "Our current target markets include New England, Arizona, New Mexico, and Northern California."

PuroClean has a particularly energetic program, recruiting service veterans as franchise owners and employees. "Our PuroVet program strives to make a connection with military veterans who would like to become a small business owner while working to streamline their path to a secured future," White says.

uBreakiFix gives franchisees entry to the booming field of repairing cell phones, tablets, laptops, desktop computers, game consoles, and more, including all the latest models. "The tech repair industry is experiencing exponential growth as technology becomes increasingly integrated into our society, and we work hard to stay at the forefront of the

industry," says Justin Wetherill, founder of the Orlando-based company.

Franchisees leverage the device repair market's growth with the help of sophisticated systems and processes that ensure support and foster consistency between locations. "At the corporate level, we understand that our franchisees' success, will ultimately determine our success so we strive to provide as much support as possible to help facilitate successful day-to-day operations at the store level," Wetherill says.

Wetherill says the company realizes that, as it grows, maintaining high standards and streamlined processes becomes increasingly important to service franchisees and their customers. "In recent years, we've invested more into our people, processes, and partnerships to best serve the customers who have helped us reach this point," he says.

Four hundred and fourteen uBreakiFix franchises are operating in the United States, Canada, and Trinidad Tobago, and Wetherill

anticipates adding significantly to that total before long. “We expect to be at about 500 open at the end of 2018,” he says.

HomeVestors of America, Inc. has approximately 1,000 real estate investment franchise businesses in 45 states and more than 150 cities across the U.S. By this time in 2019, they should top 1,100, says David Hicks, CEO of the Dallas-based company. “Our biggest growth markets are the Midwest, New York and New Jersey, and the Northwest,” he says.

Hicks explains HomeVestors’ appeal as a result of expanding interest in real estate coupled with a strong brand. “Real estate investment is an attractive business now, and HomeVestors’ ‘We Buy Ugly Houses’ trademarked brand generates what most people have the most trouble finding —leads for people wanting to sell their house,” he says.

Creative branding helps Virginia Beach, Virginia, franchiser Mosquito Joe stand out in its field, says its president and chief operating officer, Lou Schager. “While other franchises and businesses in this industry focus on dead bugs, scare tactics, and the “yuck-factor” behind pest control, Mosquito Joe deviates from that theme with bold, bright colors, witty slogans, and the core belief of making outside fun again for the families we service,” Schager says.

With 146 franchises operating in 34 states and the District of Columbia, Schager expects to add 50 in 2019. Target markets include Minnesota, Colorado, and New Jersey. “We want to make outside fun again for these areas and know they’d benefit from the services,” he says.

My Place Hotels equips franchisees with a lodging concept designed for any length of stay and notable for its simplicity, ease of execution, and efficiency, says Ryan Rivett,

president and CEO of the franchise based in Aberdeen, South Dakota. “My Place is a refreshing concept,” he says. “That helps us stand out when the average hotel brand has become more complicated.”

Forty-four My Place properties are operating now in 20 states with more under construction and coming soon, Rivett says. “We’ve been really busy this year. In the second quarter alone we initiated more than 20 agreements, and that pace continues to increase,” he says. “In 12 months I project we’ll have 70 or more open.”

Lifestyle is a big part of the appeal of Discovery Map, a Waitsfield, Vermont based franchise that publishes travel guides and local maps. Once up and running, a Discovery Map franchise requires only the equivalent of a couple of months of attention a year, says President Peter Hans. With 134 franchises operating today, Hans expects to add a dozen or so in the next year. ■

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