



FRANCHISE
WITH
Bob

SEMI-PASSIVE FRANCHISING

**A Guide to Building
Wealth On Your Terms
(and Your Timetable)**

BOB BERNOTAS

Content Index

Introduction	1
From No Business Experience to a Top Franchise Business Owner, Executive, and Consultant in a Few Short Years	2
Understanding Semi-Passive Franchise Businesses	3
Entrepreneurship (With Guardrails)	3
How Semi-Passive Franchises Can Build Wealth For Their Owners	4
Diversifying Income Streams	4
Read-Made for Scaling	5
Choosing the Right Semi-Passive Franchise	6
Factors to consider	6
This Is A Lot Of Work... Let Me Do The Heavy Lifting	7
Who Is This For?	8
What People are Saying	9
About the Author	10



Sometimes success is its own trap. Prestige, great comp plans, outstanding benefits — your work enabled you to create a good life for you and your family. But is that it? Is your ability to climb the corporate ladder all you can look forward to in terms of income, wealth-building, and personal freedom? What about your time off — will your time away from work be driven by 6.67 hours accrued per pay period (plus rollover!) until you retire?

When you succeed in your career, you reap the reward of long days and hard work. But for many, it's a labyrinth they never find their way out of. This makes sense because, in addition to the benefits of a successful career, there are risks with seeking a new path — especially if that path includes starting a new business.

For most people I talk to who feel an entrepreneurial stirring inside of them, there are two fears that tug on their minds whenever they think about becoming business owners:

1. **Entrepreneurship requires money and time** — You may want to buy or start a business to create additional income, but don't have the time to do it full-time, and don't want to sacrifice your healthy salary to do it.
2. **The failure rate for non-franchise startups is high** — Starting an independent business can be risky, with 50% of non-franchise startups failing within their first 5 years, according to the Small Business Administration. (The opposite is true for starting a franchise business; more on that later.)¹

This fear often prevents these individuals from realizing the rewards and additional income streams their businesses would provide, which is a key to most millionaires' wealth building. According to a study by Fidelity Investments, 55% of millionaires have at least three sources of income, while about 30% have four or more sources of income. Depending on salary alone to build wealth is like trying to row against the current in a rowboat with just one oar. You might make it, but there's an easier way.

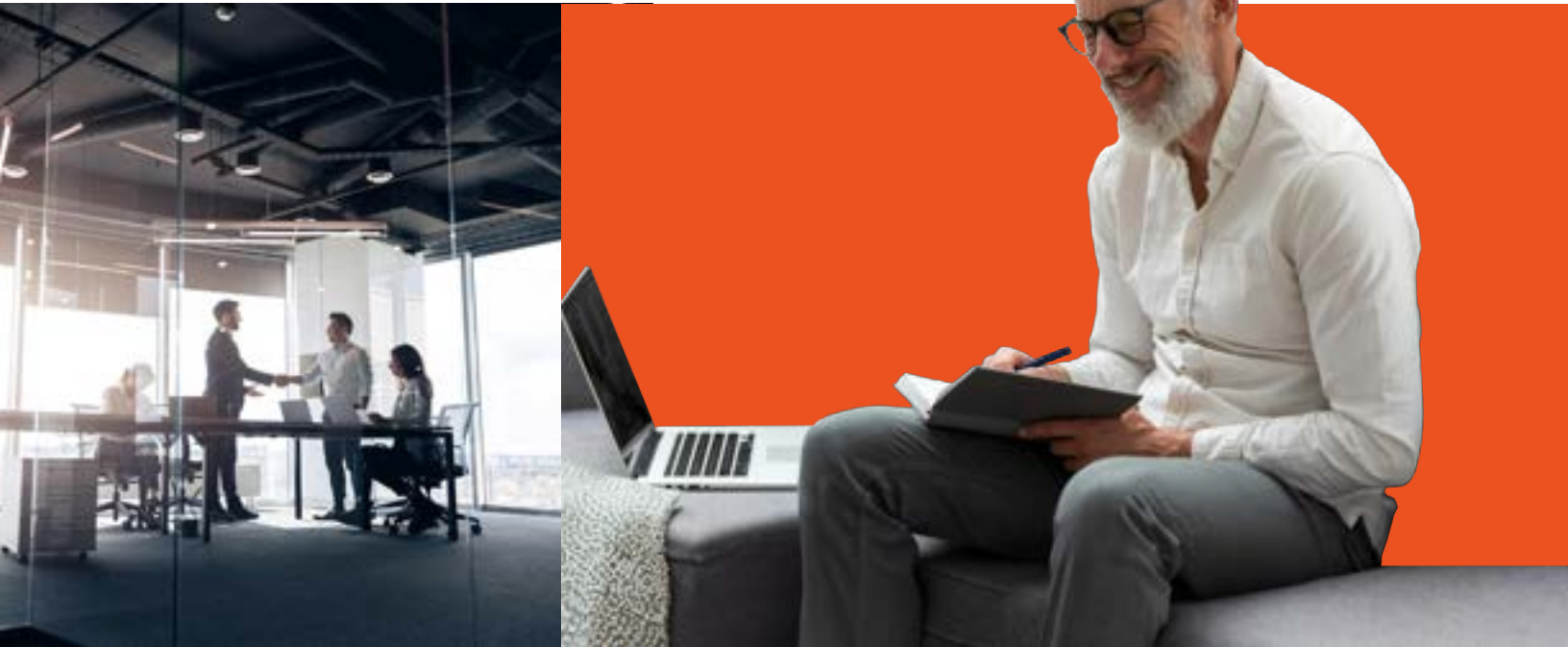
What these would-be entrepreneurs don't know is that they don't need to work full-time as a business owner — they can enjoy the additional income of owning a company without giving up the safety and predictability of their current job. They can significantly reduce the likelihood of failure. And when they're ready to retire from their career, the business is there providing income, security, and opportunity, even as they enjoy the next phase of their lives.

In this eBook, you'll discover how some of the busiest professionals and executives augment their income and build their empires part-time with franchise businesses, without giving up their lucrative and prestigious day jobs.

Let's get started.



From No Business Experience to a Top Franchise Business Owner, Executive, and Consultant in a Few Short Years



When I bought my first franchise in 1986, I had no idea what I was doing — and the kind of guidance you can get now would have been a godsend. Fortunately, I fell on a franchise that was in a hot category.

Being pretty young, I had to beg, borrow, and steal to get my first business open. (Well, not really steal. That's just the way the saying goes, although beg and borrow are quite accurate.)

It was called West Coast Video. I opened it in a rough area in Philadelphia, and within a month I had made it the top unit in the chain. This success allowed me to open five more West Coast video franchises.

I know what you're thinking — Bob, video stores? Really? Well, my friend, in the late '80s, that was a hot commodity. And I sold before the industry crashed.

But this was the experience that led me to becoming CEO for a franchise called Tan World, where I built the brand and expanded the number of franchise locations. Eventually, the company was bought by Suntan City.

After leaving that organization, I consulted at a national level with other franchise concepts, and currently own a franchise that is about to launch.

As a serial franchise business owner and former chief executive at a successful, national chain, I've been on both sides of the table. Most importantly, I know what makes a successful franchisor and business owner.

Entrepreneurship (With Guardrails)

After four years of my life working in corporate America, I knew I was not cut out for that life. Having the autonomy to do things the way I want, yet doing it within the confines of the franchise system, was comforting. I knew I'd do the work — and with a proven system, that led to success.

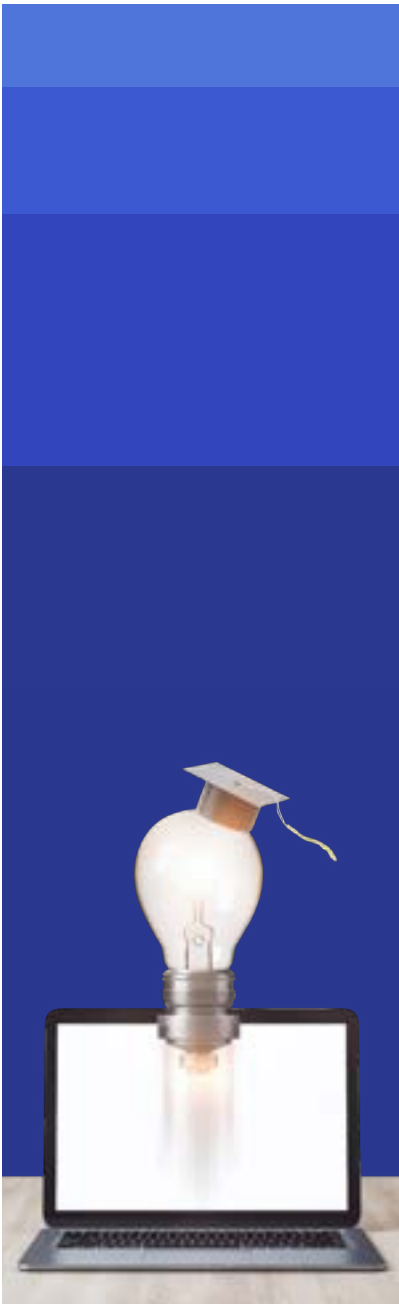
With franchising, that's what you're buying — you're paying to shortcut the learning curve of being a business owner, and you're gaining years of experience spread across dozens, hundreds, and sometimes thousands of locations. And all that data is flowing up to the franchisor, where they can adjust their model for what's working and what isn't.

If you were to start your own business from scratch, even after 10 years you wouldn't have that level of data and expertise to leverage for your own success.

Beyond shortcutting the learning curve, you're also buying a support system, not only from the franchisor and all the infrastructure that they have in place, but you're also buying a brotherhood, a sistership with a lot of other franchisees that are in the same system. You're sharing best practices. And the better companies encourage their franchisees to work together and create groups and networks.

That's why franchises reverse the trend of independent startups and their risk of failure. They set you up for success. A 1999 study by the United States Chamber of Commerce found that 86% of franchises opened in the previous five years were still under the same ownership and 97% of them were still open for business.

Now that we know why a franchise is so attractive, let's talk about how franchise ownership can work for someone who doesn't want to devote full-time attention to the business (while still collecting owner draws).



Understanding Semi-Passive Franchise Businesses

Not everybody wants to devote 40+ hours a week as a business owner — especially people who are retired, semi-retired, or are professionals/executives who want to keep their day job while growing their wealth part-time as a business owner.

Enter semi-passive franchise businesses.

Semi-passive franchises used to be less common. But in recent years this has changed as more people are looking for ways to generate additional income and wealth without sacrificing their careers or lifestyles.

So, what is a semi-passive franchise business?

Simply, it's a business that's designed to be managed with minimal day-to-day involvement from the owner. Of course, the level of involvement varies depending on the business, but in general, a semi-passive business owner hires a manager or team to do most of the work, while the owner focuses on high-leverage work and decision-making.

Now, it's important to know that there is a trade-off for your involvement (or lack thereof) in the daily operations. The more you want to delegate, the more expensive your labor costs. This obviously increases the business's operating expenses and reduces profits.

However, most of the people I work with find this trade-off to be worth it — they're building additional income, a cash flowing asset, without investing huge amounts of their time to do it.

HOW SEMI-PASSIVE FRANCHISES CAN BUILD WEALTH FOR THEIR OWNERS



If you're curious if there are any unique ways semi-passive franchises can build wealth for their owners, there are three that I've seen during my 37+ years in the industry.

Diversifying Income Streams

For employees at every level — even executives — even if you've had a successful career, if you depend on your salary to live, you're one layoff away from losing your only income stream. Semipassive franchises give you a unique chance to build long-term wealth and diversify your income.

Imagine buying a franchise, and within a year it's generating enough income for you to cover your living expenses. What peace of mind would that provide? Even if at your day job your company started laying people off, you might still be concerned — but it wouldn't be an existential crisis.

A franchise can fuel your wealth-building efforts while acting as a bulwark against economic uncertainty.

In addition, if you are working a corporate job, you're not building equity. If you own a franchise, you are building equity — similar to owning real estate, but at a much faster rate. You're not just earning income, but you own an asset that you can sell later for a profit. Plus there are tax advantages of business ownership that you don't get working a corporate job.

Ready-Made for Scaling



Franchises are built to scale — which is huge for anybody who wants to grow their wealth while only investing 5-20 hours per week in the business. When you buy a franchise, you're buying a proven operating system, marketing strategy, and support system in place so you can focus on executing the system rather than building everything from the ground up.

There are two scaling methods I've used (and coach my clients to use when they purchase their franchises):



1. **Expand Within a Single Franchise** - After you get your first franchise location to a point where it's running smoothly, you buy additional territories for the same franchise, with each new territory giving you more financial upside.



2. **Expand Within Your Customer's Personal Budget** - Once you establish a great relationship with your customers and they know, like, and trust you, you introduce a second brand later on that ties in nicely to your first brand. Now you're enjoying economies of scale, and can start stacking brand on top of brand, reducing your customer acquisition costs and profits — all within the same geographic footprint.

Whichever scaling method you choose, franchises come pre-built to scale, providing you with unlimited opportunity to grow your wealth. Which leads me to the third wealth-building characteristic of franchises.

Opportunity to Fully Replace Yourself Wealth isn't all about net worth and income — there's also the value of your time. Time spent with loved ones, traveling, working on hobbies, and simply enjoying life.

But as your business grows and your wealth expands, at some point your franchise income may surpass your current salary. At this point you have a choice: continue working your job and collecting this additional franchise income, or use this as your opportunity to exit corporate America.

There's no right answer, but when you grow your franchise business and build a quality, trustworthy team that can operate it while you execute the system — you have the benefit of choices.



FRANCHISING

CHOOSING THE RIGHT SEMI-PASSIVE FRANCHISE

Factors to consider

With thousands of franchises to choose from (and many duds among them), how do you know which franchise is going to get you where you want to go?

Most people start their research by looking at the brands they know. That's never a good idea. If you know, like, and trust a brand, your opportunity as a franchise owner has already passed.

Here's why...

The problem with the bigger brands is that there's very little good territory left. Often, some franchises will sell all of the best territory. But they want to keep growing. So what do they do?

They put new franchisees into markets they previously rejected.

I don't like to put people in that position.

That's where my deep research and knowledge of the industry comes into play. Since I know which industries do well, which concepts are successful (and the companies behind the successes), I can steer prospective business owners toward franchises that:

- 1 Align with their personal interests, goals, and values
- 2 Will set them up for success
- 3 Have prime territories available
- 4 Have a track record of successfully helping their franchisees be successful in their markets

This Is A Lot Of Work...

Let Me Do The Heavy Lifting

As you can see, looking for the right franchise can be overwhelming. There are over 4,000 franchises in every industry you can imagine, but they're **NOT** all created equal.

As a franchise consultant — and a successful serial franchise business owner and industry insider — I help investment-minded individuals decide if franchises are their best option given their goals and temperament. If a person I'm working with decides that franchises are the way they want to go, I help them find the right opportunity.

Best of all, my guidance and expertise is free to you.
When you explore franchise ownership with me, you're getting:

1. Free business coaching from a serial franchise owner and industry insider.

I've been a successful multi-franchise business owner since 1986, and have worked with some of the top franchise brands to launch and scale their operations. I've been where you are, and I understand what to look for in a successful franchise. You can benefit from my guidance, experience, and expertise for free.

(I get paid by franchisors who know that I'm going to bring them quality candidates who are a good fit.)

2. Unbiased help to determine if franchising is the right choice for your goals.

I know what it takes to succeed as a franchisee. In our initial calls, we'll dive deep into the goals and desires that drive your interest in franchising. I'll pull back the curtain on what you can expect, and what will be expected of you to succeed. If franchising is the next best step, we'll continue. If not, I'll let you know so you don't continue down a path that isn't a fit.

3. Curated franchises representing the best the industry has to offer.

I will introduce you to pre-screened, quality franchises that fit your goals and interests. I know which players are the cream of the crop, and which to avoid. I will only introduce you to the best.

4. Guidance through the entire process.

I will coach you through selecting, financing, and acquiring a franchise. You'll have an experienced advocate and coach walking alongside you through every step of the process.





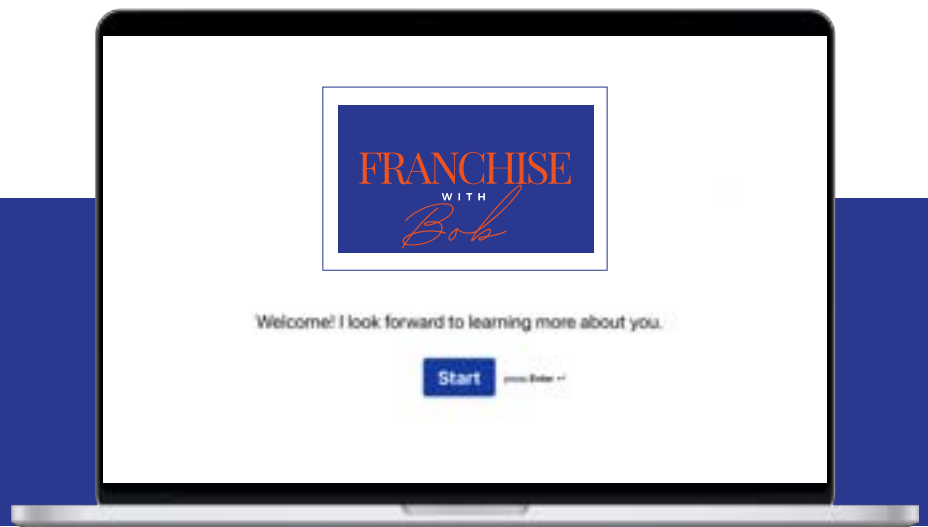
WHO IS THIS FOR?

Every business requires an investment, and franchises are no different. But you're not getting a startup — the best franchise opportunities offer proven business models and systems that set you up for success and are paint-by-numbers simple to implement.

Instead of starting at the beginning, you're starting at third base. But this doesn't come free. The best potential franchise owners — and the people who get the most impact by working with me — have a net worth of approximately \$500,000 or more and liquid assets of about \$100,000. This isn't written in stone, but that's the ballpark.

If you're interested in franchise businesses and you have funds available to get started — even if those funds are “locked” in your retirement account — I encourage you to schedule a free, no obligation call. I'll get to know you, your goals, and we'll determine together whether franchising is the best choice for what you want.

Click below to get started.



WHAT PEOPLE ARE SAYING

"I have always wanted a semi-absentee opportunity. Bob and I connected on LinkedIn and had our first discussion shortly after. I truly feel like I had a partner in Bob and looked forward to our weekly consultations because I knew I had someone to come through for me.

"Bob is CONNECTED in the franchise industry, has his finger on the pulse of what's hot and was persistent in offering me multiple options. He was patient, organized and meticulous in his follow-up.

"I highly recommend Bob to guide anyone through the franchise opportunity space and I will use his services again for my next endeavors."

Craig L., Owner
Ellie Mental Health Franchise

"To be honest, Bob changed our lives. We are now the proud owners of five territories for The Brothers That Just Do Gutters in Portland, Oregon, and we believe this is the vehicle that will take us into our retirement years. We feel incredibly fortunate to have had our paths cross with Bob's. If you are in the beginning stages of working with Bob or almost to the finish line, place all your confidence in him. It will be the best business decision you will ever make."

Joe & Lacy G.
Owners of five territories
The Brothers That Just Do Gutters Franchise

Become a Business Owner and Build Your Financial and Personal Freedom










If you're interested in becoming a passive or semi-passive business owner and creating additional income streams to build your wealth, schedule a free, no-obligation call to see if franchising is your next best step. Click below to get a call on the schedule.

ABOUT THE AUTHOR

WHAT I DO: I help investment-minded individuals find & finance high-ROI franchises to exit corporate life or build wealth as a semi-passive business owner.

WHAT MAKES ME UNIQUE: Whether you're looking for an exit strategy from corporate life or a semi-passive investment so you can keep your job or work part-time, I connect you with the top-performing franchise brands & guide you through the franchise vetting and purchasing process. I've been a serial franchisee since 1986 with highly profitable multi-unit franchises, and I'm passionate about helping others experience the life-changing benefits of business ownership.

WHO I WORK WITH: I help people who are sick of corporate America, want more freedom, or desire to build a legacy. These include:

-  Executives
-  Medical, Pharmaceutical & Other Sales Professionals
-  Medical & Healthcare Professionals
-  Programmers & Tech Workers
-  IT Professionals
-  Managers, Directors & Senior Leaders
-  Engineers
-  Entrepreneurs
-  Investors

SERVICES I PROVIDE: Many people I help keep their day jobs, and invest in semi-passive franchises with the tools to run the business on a part-time basis.

At no cost to you, I guide you through the process of vetting, financing, and acquiring a franchise.



www.franchisewithbob.com