

# Profiture

FRANCHISE CONSULTING



*Giving Direction to Your Dream*

*Benefits of Investing in a Franchise  
Business*

Consulting  
Coaching  
Support

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[www.profiture.net](http://www.profiture.net)

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Greg White, Sr., CFC Founder/CEO



Profiture Franchise Consulting can help you realize your dream of business ownership.

I work with my clients to help them find a franchise business that will meet all of their

personal and professional goals.

I have over 20 years of small business ownership experience, and over ten years of experience developing several large national franchise systems.

Search available franchises  
<https://profiture.net/franchises/>

## Minimize Risk

During a 26-year study conducted by the United States Department of Commerce, less than 5% of franchised businesses were closed each year. The U.S. Chamber of Commerce found that 86% of franchises opened within the last five years were still under the same ownership with 97% still in business.

## Brand Recognition

Because of brand familiarity, consumers are more likely to buy your product or service. And through brand recognition, you achieve a competitive edge. That edge differentiates you from other companies. Also, when consumers recognize your brand, it makes it much easier to promote your business. Brand recognition can directly affect how quickly a business can scale. The level of brand recognition that accompanies a franchised business is one that an independent business can rarely achieve.

## A Proven Business Model

Investing in a franchised business gives you peace of mind knowing that the franchisor has already determined what does, or does not work to make the business successful. They are now the experts in marketing, staffing, training, demographics, and much more as it relates to their concept. All of this information is then shared with you when you become a part of their franchise system.

## Training and Support

The franchisor gives franchisee's a tremendous amount of training and support as they start their business, and they will continue that support for the length of their business relationship with you. Because of the training and support, a franchise candidate does not necessarily need to have had previous experience in a given industry. Are you an accountant who has always dreamed of owning an ice cream shop? Then go for it! It is all about using your transferrable skills to be a successful franchise business owner.