



MASTER FRANCHISING.com



# Get Wealthy!™

Learn the  
Master Franchising Advantage

(Excerpts from the book "Get Wealthy – The Master Franchising Advantage"  
by Drew Paras)

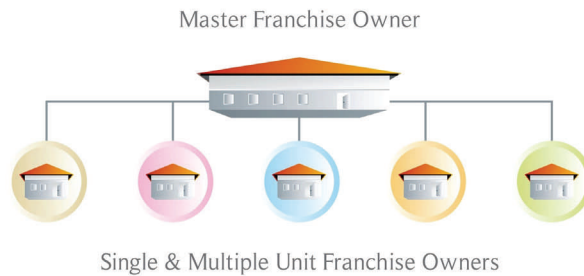


**Imagine** sharing in the royalty income generated by all of the Subway Sandwiches' or Domino's Pizza's operating within your city. A Master Franchisee shares in the *income* generated from the units operating within his/her territory.

A Master Franchisee is someone in the unique position of owning the rights to sell business franchises in a given area. This territory can be a major metropolitan area, an entire city or in some cases the whole State. The Master Franchisee rarely works in the day-to-day operations of the unit; rather your job is primarily a business consultant to the franchisees.

### How does this work?

A Master Franchisee buys the rights to market & sell franchises within a specific territory for a Franchised Company. Not every franchisor offers Master Franchising opportunities however; those that do are utilizing this strategy to encourage more rapid growth. **This could mean huge profit opportunities for you.**



### Prestigious

In addition to selling franchises, the Master assumes the exciting role of business consultant to the franchisees to help them succeed. This is usually in the form of providing training, sales support and business development strategies. Most Master Franchisees find this to be the most satisfying part of the job.

### Financial Freedoms

Unlike other business systems, Master Franchisees truly have the ability of turning their dreams of financial freedom into reality...

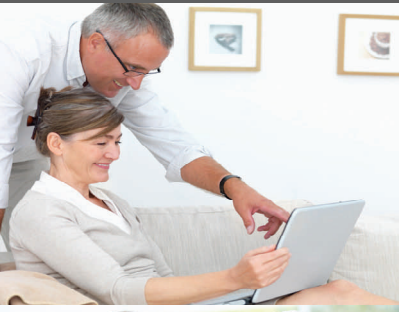
Here is a typical example:

You purchase a territory from a franchisor for a certain amount of money (your investment). A typical territory can cost between \$50,000 and \$500,000.

Your agreement with the Franchisor may state that you will receive **50% of the franchise fee and 50% of the royalty income**, for each unit sold or opened within your territory.



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Let's assume that the franchise fee is \$25,000 per unit and the royalty is 6%. That means that for each unit opened in your territory, you will receive \$12,500 (50% of the \$25,000 franchise fee).

Let's go one step further; assume that each unit opened will have a gross yearly sales volume of \$1,000,000. Each unit is then required pay a royalty of 6% of their gross sales, equally \$60,000 per year. You as the Master Franchisee would then receive 50% of this amount or \$30,000 per unit, per year!

**One Unit Opened:**

Initial Franchise Fee \$25,000  
 Annual Gross Sales \$1,000,000

**Your Income:**

**\$12,500** initial fees you collect  
**\$30,000** annual income to you  
**\$42,500**

**Ten Units Opened:**

Initial Franchise Fee \$25,000 X 10  
 Annual Gross Sales \$10,000,000

**\$125,000** in initial fees you collect  
**\$300,000** annual income to you  
**\$425,000**

**Twenty Units Opened:**

Initial Franchise Fee \$25,000 X 20  
 Annual Gross Sales \$20,000,000

**\$250,000** in initial fees you collect  
**\$600,000** annual income to you  
**\$850,000**

**If 100 units open in your territory, your royalty income would be \$3,000,000 per year.** In addition to that, you would have made an income of \$1,250,000 for opening 100 units because you received 50% of the franchise fee which is \$12,500 (100 x \$12,500 = \$1,250,000)

**The profit potential of owning a successful Master Franchise territory is huge.**

**Sounds Incredible But Is It Real?**

Some of the most recognizable names of Franchising have used this method to grow their business. Using this system Franchisors are able to have Area Representatives located throughout the Country all working together on opening units. Without this Area Representative/Master Franchising concept most companies would find it impossible to have national development team on staff.

To be able to grow more rapidly and expand their concept some Franchisors figured out that sharing a portion of the Franchise Fees & Royalties would entice high-quality Area Representatives to their brand. The big question is: in 1983 would you have invested in becoming an Area Representative within a new and unproven franchise system called; Mailbox etc. or Quiznos Subs before they became national brands?

*This overview is not offered as a guarantee of earning potential or as an enticement to become a Franchisee. The intent of this overview is for education and informational purposes only.*

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Below is a list of a few Franchise systems that have used Master Franchising to help develop their brand.

<b>Dominos Pizza</b>	<b>Subway Sandwiches</b>	<b>AAMCO Transmissions</b>
<b>Mrs. Fields Cookies</b>	<b>Mail Boxes Etc.</b>	<b>PostNet</b>
<b>Curves</b>	<b>Realty Executives</b>	<b>Fantastic Sams Hair Cuts</b>
<b>Jani-King Cleaning</b>	<b>Molly Maid</b>	<b>Quiznos Subs</b>
<b>Century 21 Realty</b>	<i>and many many more....</i>	

More than likely you recognize some of these brand names today. But would you have invested in a system called “Curves” in 1995? This was started by a Husband & Wife team with no franchising experience. Curves became one of the fastest growing franchise systems on the planet, opening 900 units a year and \$1 BILLION in annual revenue. Getting in on the ground floor is the key to becoming an Area Representative or Master Franchisee. After a system has started to mature and/or becomes a recognizable brand, the opportunities become either VERY expensive or completely non-existent.

## Additional Benefits of Becoming a Master Franchisee / Area Representative

As you have seen, the potential profits of purchasing the rights to be a Master Franchisee are enormous. Your business can grow quickly, along with your income and net worth. But there are other benefits as well.

## The Satisfaction of Entrepreneurship

As a Franchisee you own your own business! A franchise is a proven entity that eliminates many of the risks associated with a fledgling business and positions you to grow. But as a Master Franchisee, you have influence over not only your business, but of the Franchisees you sell in your area. This is an incredibly empowering, satisfying position to be in.

## Help Others Succeed

You will serve as a business consultant/coach to the Franchisees and use what you have learned to help them to succeed. Your main function will be to nurture the Franchisees and provide them with the guidance they need to succeed. You will receive extensive training and be in the enviable position of educating others. Many of your Franchisees could own several units themselves and rely on your expertise and guidance.



## Want to learn more?

To speak to an expert in this field visit [www.MasterFranchising.com](http://www.MasterFranchising.com) to see if there is a Master Franchise in your future.



## Low Overhead

Once you purchase your territory, you can work from your own unit or from your home office! There is no need to rent expensive office space or expensive equipment.

More positive benefits:

- **Very Few Customers.** Your customers are your Franchisees. You will help support a small number of Franchisees who run the daily operations of their own businesses.
- **Very Few Employees.** Typically, you will operate a Master franchise by yourself and then expand to add more staff. It is not unusual for Masters, after having worked for 3 to 7 years, to semi-retire and live off an extremely good income while spending only 1-2 days a month in the office.
- **Very Little Office Space.** Many Masters start with a home office before expanding to an outside office.
- **Build Equity Faster.** Once you sell a few franchises or open your own stores, you increase the value of your business significantly. Not only do you have an existing business with cash flow, you have additional franchise opportunities to sell.
- **More Freedom.** Unlike a normal franchise, a Master franchise allows you much more flexibility.
- **No Experience Needed.** You will receive industry specific training and ongoing support.
- **Best of All... It's A Franchise!** Franchises as a whole enjoy a greater success rate and Master franchises experience even greater success.

## Wealth Creation

According to many experts, a Master Franchise offers greater earning power than a normal franchise. While a normal franchise makes money operating units, a Master Franchisee generates income several ways. These include:

- **Operating Units.** As a Master Franchisee, you can open your own units if desired. These units can be more profitable due to the reduced franchise fees and royalties.
- **Franchise Fees.** When you sell a franchise, you receive a portion of the franchise fee. Most franchise fees run between \$20,000 to \$30,000 and in a typical Master franchise program, you keep up to half of this fee.
- **Royalties.** You receive royalty income or annuity type income for the life of the franchises that operate in your territory.
- **Turnkey Unit Development.** There may be opportunities to sell single or multiple franchise units and make a nice profit on the sale.
- **Real Estate.** There may be additional income available from real estate interests.

As you can see, the income potential from a Master Franchise can be extremely lucrative.

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## More profitable and more successful

The typical franchise is more profitable and successful than an unaffiliated business. Franchising as a whole has a 92% success rate for business owners. **For Franchisees who own multiple units, the rate goes up to 97%**. (research presented by the International Franchise Association).

As a result of their extensive surveys, the International Franchise Association tells us that:

- **93%** of the Franchisees say that a franchise gives them an advantage
- **88%** recommend a franchise over a non-franchised business
- **83%** are happy with their franchise
- **65%** would purchase the same franchise over again

## Could You Be A Master Franchisee / Area Representative?

A franchisor will usually grant a territory to someone or some group with the following qualifications:

- **Management and/or sales experience.** Management, sales, business operations or marketing experience are key talents franchisors are looking for.
- **People and Communication Skills.** A pleasant personality and enjoy working with others to help them succeed.
- **Right Attitude.** A “do-what-it-takes” or “can-do” attitude.
- **Win-Win Approach.** To be successful you have to help your franchisees become successful and this requires a win-win approach.
- **Desire to Follow a Proven system.** The franchise system offered is a system for success when followed. Although suggestions are always welcome to improve the system, it is not wise to buy a franchise unless you believe you can follow their system.
- **Financially Qualified.** The minimum investment required is \$50,000 and the typical investment ranges are between \$100,000 to \$250,000. In some instances you may also be required to invest additional funds to open and/or operate a showcase unit. (With the high income potential, the initial investment is relatively small compared to the value that can be developed).



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By virtue of their value and rarity,  
quality Master Franchises sell quickly.

Quality Master Franchise or Area Representative Opportunities are very difficult to find. Few franchise companies offer them (they don't want to share the wealth) or they are reluctant to relinquish control. When they are offered, they are rarely advertised and are usually acquired by franchise insiders or someone already within the system.

Because of our relationships with nationally & globally expanding franchisors; we get this inside information and can share it with you.

If you believe you have what it takes and are serious about obtaining a Master Franchise / Area Representative Opportunity, contact us at: **1 (800) 601-0719** or visit us on the web at: [www.MasterFranchising.com](http://www.MasterFranchising.com).