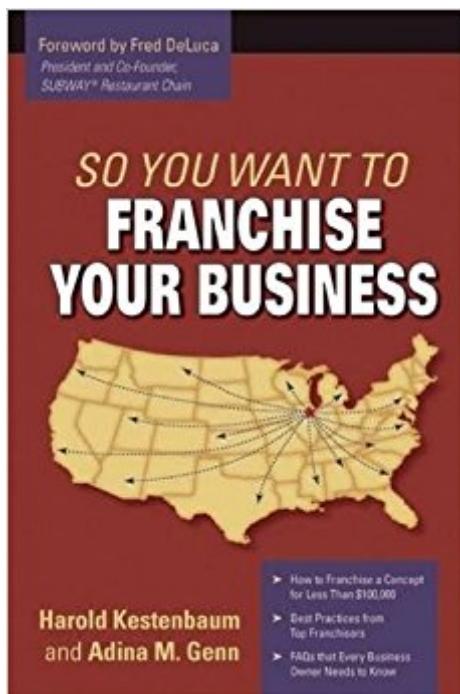


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# So You Want To Franchise Your Business



## Synopsis

Harold Kestenbaum has worked with more than 100 businesses in their franchising efforts including such household names as Sbarro and Nathan's. A 30-year veteran of franchise law and a board member of four major franchise companies, he and Adina Genn, an award-winning journalist, have joined forces to teach you the secrets to turning your business into a successful franchise. If you're interested in using this profitable strategy to expand your business, you'll get an in-depth look at how to evaluate your business concept, determine if your business is a candidate for franchising, implement the franchise process, and build a thriving franchise. Well-known entrepreneurs who successfully franchised their business, including Subway co-founder Fred DeLuca and CEO of the Dwyer Group Dina Dwyer-Owens, offer detailed, in-the-trenches guidance and information. These experts speak frankly about the tactics you can use to market, sell, and build your franchise while offering insider advice to help you avoid the pitfalls of business growth. "Step-By-Step Guide To The Franchising Process"; "Low-Cost Ways To Grow A Franchise In The Startup Phase"; "Franchise A Concept For Less Than \$100,000"; "Best Practices From Top Franchisors And Franchisees"

## Book Information

Paperback: 260 pages

Publisher: Entrepreneur Press; 1 edition (August 1, 2008)

Language: English

ISBN-10: 1599181894

ISBN-13: 978-1599181899

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 15 customer reviews

Best Sellers Rank: #297,870 in Books (See Top 100 in Books) #25 in Books > Business & Money > Small Business & Entrepreneurship > Franchises #228 in Books > Business & Money > Industries > Retailing #233 in Books > Business & Money > Small Business & Entrepreneurship > Marketing

## Customer Reviews

Harold Kestenbaum has specialized in franchise law for over 30 years, working on more than 100 franchise concepts. The former franchise and general counsel to Sbarro Inc. and national franchisor of more than 900 restaurants, he currently serves as counsel to New York City law firm Ruskin

Moscou Faltischek and sits on the board of directors of four major franchise companies. Adina M. Genn is an award-winning journalist who has written for The New York Times and the Long Island Business News. In 2007, the SBA named her New York's Small Business Journalist of the Year.

There are not many books on this topic. Reading it is a good start but it doesn't get you very far. The general premise of it is that you need to hire professionals -- attorneys, technical writers (for the operations manual), publicists, trainers, etc. Franchising is certainly legal intensive -- each state has different rules you must follow. But I got a little tired of the generalized info. There's not much about the financial aspects -- the authors mention royalties once or twice and then just move on. Books on McDonalds have entire chapters devoted to the numbers, and how they used real estate. The info in this book on real estate is limited to, basically, hire an expert. The Forward is by Fred DeLuca, who cofounded Subway, and the backcover promotes "detailed, in the trenches guidance and information" from him and others. But there's not much actually. DeLuca is barely mentioned. The authors focus on 3 or 4 other franchisors, who provide very generalized, brief, rather dry info.

I enjoyed the book, good content and to the point on virtually every relevant franchise topic.

This isn't a bad book, but it's very basic. If you've done even the slightest bit of research on what it takes to franchise a business, you know as much as is in this book. It's also written like a college term paper with lots of phrases like "according to Mr. Smith..." and "Jane Doe says to do this first...", with no real direct insight from anyone who is in franchising.

Anyone who is interested in franchising a business or buying a franchise should read this book. It's a great book on laying out the basic idea and needs of a franchise. It's puts all aspects of franchising into perspective in a simple way.

Clear concise

Informative, but a boring read.

Just what i wanted

In more than thirty years of franchising I have read a lot of books. Harold is not writing in theory. His

street-smart views and valuable insights are clearly the real deal, from genuine experience. Written in crisp, practical and more importantly, believable, style. I highly recommend it. Joe Sanfellipo,[...]

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