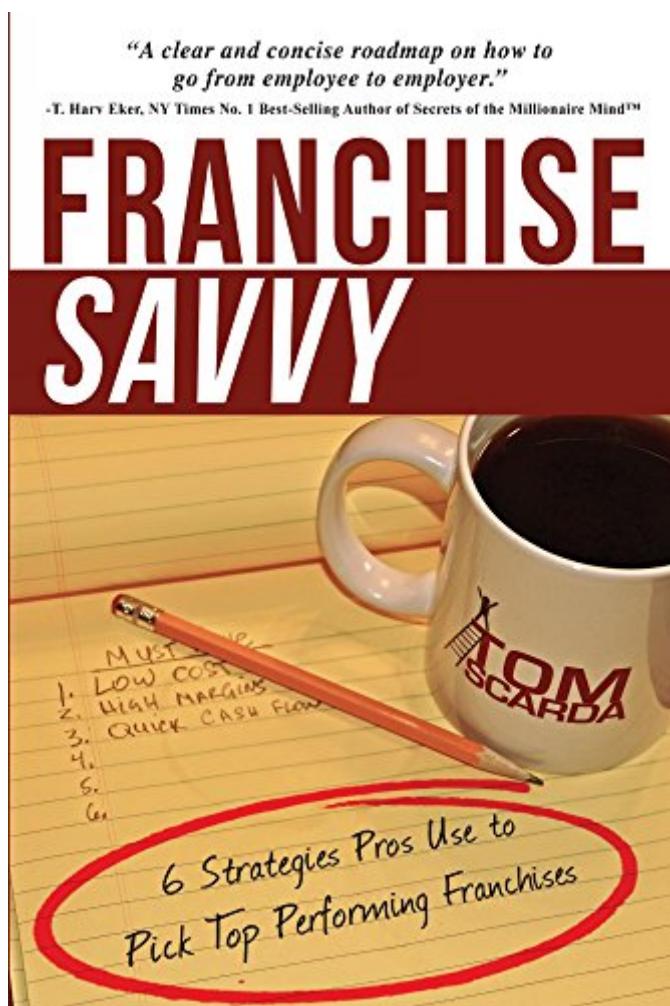


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# Franchise Savvy: 6 Strategies Pros Use To Pick Top Performing Franchises



## Synopsis

Tom wrote this book for people who are: Â¢â ¬Â¢Tired of not being able to obtain the financial and lifestyle goals they desireÂ¢â ¬Â¢Frustrated and cringe at the thought of going to work in the morningÂ¢â ¬Â¢Looking for a solid franchise opportunity to build while keeping their jobÂ¢â ¬Â¢Recently laid off and know job security is an illusionÂ¢â ¬Â¢Looking to diversify their investments or income streamTom Scarda describes a franchise as a business with training wheels. Perfect for someone who has never owned a business but wants to put their destiny in their own hands by simply following a blueprint that has the kinks worked out. There are more than 3,500 hundred-franchise companies in 90 different industries that are franchising their concept in the United States and Canada. Which ones are good? Which ones make money? Which ones give sufficient support to ensure success? Should I look at franchises that coincide with my hobbies? How much does it cost to open a franchise? Why do franchises fail? There are a plethora of questions someone has when considering investing in a franchise. This book answers the top questions someone has and also the answers questions that someone should be asking franchisors before taking out their checkbook to buy a franchise. Tom Scarda, a Certified Franchise Expert, accredited by the International Franchise Association, is someone who successfully did it himself. Tom quit a job, that his family thought was great because it had a pension plan and benefits, to buy a smoothie franchise. He built it into three locations and within five years sold them and semi-retired at the age of 41. If Tom can do it with only government work experience behind him, so can youÂ¢â ¬Â¡with the right franchise. So, which is the right franchise? This book will help anyone understand the pros and cons of franchising and reveal the secrets that pros use to pick a top-performing concept in addition to teaching the reader to spot red flags and avoid the mistakes first time buyers usually make.

## Book Information

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## **Customer Reviews**

There is some useful information here, but not a tremendous amount. The author often takes you right to the edge of conveying fairly specific information, then inserts a link out to somewhere else, including the business he works for. This is ok if done a little, but it becomes a theme in nearly every chapter after a while. It leaves one feeling that the book itself is a vehicle to drive traffic to the site. I bought this book after reviewing 5-6 samples from similar books. I did find the author's style superior to the other books I sampled. But I don't think I've found the perfect book on this topic yet.

I highly recommend this book to someone considering leaving the corporate world and becoming your own boss. Mr. Scarda does an excellent job of guiding you through the realities of this journey. The book is very readable and when you're done - you have enough information to make a decision whether to take that next step and start an investigation, or keep reporting to someone other than yourself. Give it a try!

Tom packs his experience and knowledge into a practical guide that ends up being an enjoyable and informative read. If you are not sure if you have what it takes or are exploring buying a franchise, this is a must read for you. Tom discusses the motivation and practical advice and issues that you need to consider before you take the leap.

Very easy to read! Great start-off book to have for people who are just starting their franchise inquiries!

Great book. It arrived quickly and I was able to take it on my business trip.

Simple, straight forward information and advice...good read!

Today I had the opportunity to read Tom's Book FRANCHISE SAVVY it's an EXCELLENT MINIMAL INVESTMENT in determining your future as a business owner. The book was easy to read and very simple to follow along and it explains the concepts in plain English. I'm currently researching the prospect of becoming a Franchise owner. The book provides a non bias perspective on pros and cons of owning a franchise. Helps you determine if owning a franchise is the right decision for you. If you conclude that owning a franchise is the right decision. The book explains research strategies that will assist you in selecting the right franchise that fits your needs as well as the normal emotional process of fear and change that you will likely endure in becoming a franchise owner.

After being stuck in a life and job rut, I was looking for a change but afraid to make one. This book provided the guidance I needed to start making the necessary moves towards a more fulfilling career path in opening my own business. I now have the confidence and knowledge to make the decisions that are right for me and my family! Thanks for the strategies Tom Scarda!

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