

USA TODAY FRANCHISING TODAY

usatoday.com www.marketplace.usatoday.com | Hours of operation: Mon. - Fri., 8:30 am - 6:00 pm [EST] | To advertise call 1.800.872.3433 ext. 4 Toll-free in the U.S. only

Franchisors actively seek minority participation and ownership

by C. Everett Wallace and Blair Cavagrotti, National Minority Franchising Initiative

Given that minorities make up more than 30% of the U.S. population, it should come as no surprise that they are actively sought after as prospective franchisees. Currently however, minorities account for less than 15% of franchise owners. Because of this underrepresentation and the fact that the minority market is currently underserved by the franchising community as a whole, an increasing number of progressive franchisors are aggressively trying to attract and support minority franchisees. The National Minority Franchising Initiative (NMF), an organization whose sole purpose is to expand the number of minorities in franchising, has selected fifty of the leading franchisors in this area, as noted in the accompanying list. Their inclusion was based on their overall minority recruitment program, the percentage of minority franchisees currently within their system and the percentage of minorities in key positions within the franchisor's management.

Selected franchisors were enthusiastic about the achievements of their minority franchisees. Many felt that diversity has greatly contributed to the overall growth and success of their franchise systems.



Erick Martinez, Jan-Pro franchisee - Spokane, WA

According to Brad Smith, VP of Franchise Licensing at Jan-Pro Cleaning Systems, minority franchisees have been a crucial factor in Jan-Pro's accomplishments. "Being the fastest-growing franchise for two consecutive years — we attribute a lot of that success to our minority franchisees — they have enabled Jan-Pro to grow to over 10,000 units nationwide, and we aim to continue to attract minorities to fuel that growth by offering financing and a low-cost, low-investment opportunity."

John Hewitt, President and CEO of Liberty Tax Service, notes that minorities are especially important in a tax service franchise "because when you're located in a minority population, you need representatives who speak



Yeldy Cordero, Liberty Tax Service franchisee and Hispanic Marketing Advisor

the language." He adds that "the fact that minorities have done so well in our organization has been one of the keys to our success because once they do well, they have friends and relatives that pile on and add to that success. A lot of our franchisees are referral-based."

When asked about their commitment to attracting and supporting franchisees, selected franchisors were eager to describe the programs they have in place.

Martin Amschler, Chief Development Officer for NexCen Franchise Management, explains, "We offer a variety of incentives for potential franchisees, including minority groups, across our multiple franchised brands and are proud of our shared passion for developing franchised stores in diverse communities across the country and around the globe."



Ade and Joan Otufale with family at the opening of their second Little Caesars store in the Bronx, NY

"Little Caesars is a company made up of people from many different backgrounds and cultures. With our simple operating model and extensive training, Little Caesars offers an opportunity for people to experience independence and achieve the American Dream of becoming their own boss," says Robert Mazziotti, Vice President, U.S. Development, of Little Caesar Enterprises, Inc.

The following list is a starting point in your search for the best franchise that matches your interest and requirements. For more information about the individual companies included in this list and their programs, please visit their corporate websites or go to www.MinorityFranchising.com.

50 TOP FRANCHISES FOR MINORITIES Selected by National Minority Franchising Initiative - NMF

COMPANY	INTERNET
Abrakadoodle	www.abrakadoodle.com
Accor North America (Motel 6, Studio 6)	www.accor-na.com
AIM Mail Centers	www.aimmailcenters.com
Anytime Fitness	www.anytimefitness.com
Bonus Building Care	www.bonusbuildingcare.com
Captain D's	www.captainds.com
Carlson Hotels Worldwide (Country Inns & Suites, Park Inn, Radisson)	www.carlson.com
Cartridge World	www.cartridgeworld.com
Choice Hotels International	www.choicehotels.com
Church's Chicken	www.churchs.com
Coverall Health-Based Cleaning System	www.coverall.com
Cruise Planners/American Express	www.cruiseplanners.com
Denny's	www.dennys.com
Express Employment Professionals	www.expresspros.com
Fast-Fix Jewelry and Watch Repairs	www.fastfix.com
Focus Brands (Carvel, Cinnabon, Schlotzsky's, Moe's Southwest Grill)	www.focusbrands.com
FranchisESource (AdviCoach, Business Partner, Entrepreneur's Source)	www.franchisesource.com
Froots	www.froots.com
Goddard Systems	www.goddardsystems.com
Golden Krust Caribbean Bakery & Grill	www.goldenkrustbakery.com
IHG (InterContinental Hotels Group)	www.ihg.com
Jack in the Box	www.jackinthebox.com
Jani-King	www.janiking.com
Jan-Pro Cleaning Systems	www.jan-pro.com
Kahala Brands (Cold Stone Creamery, Blimpie's, TacoTime, Great Steak)	www.kahalacorp.com
Liberty Tax Service	www.libtax.com
Little Caesars	www.littlecaesars.com
Maid Brigade	www.maidbrigade.com
Maid to Perfection	www.mtpmaid.com
MaidPro	www.maidpro.com
McDonald's	www.us.mcd.com
Mint Condition	www.mintconditioninc.com
Moran Industries (Milex, Alta Mere, Mr. Transmission, SmartView)	www.moranindustries.com
Nexcen Brands (Athlete's Foot, Maggie Moo's, Marble Slab Creamery, PretzelMaker)	www.nexcenfm.com
Padgett Business Services	www.smallbizpros.com
Planet Beach	www.planetbeach.com
Pop-A-Lock	www.popalock.com
PostNet	www.postnet.com
PuroClean	www.puroclean.com
Real Property Management	www.realpropertymgt.com
Red Roof Inn	www.redroof.com
Rita's Italian Ice	www.ritasice.com
Sales Partners Worldwide	www.sp-ww.com
Salsarita's	www.salsaritas.com
SarahCare	www.sarahcare.com
Seniors Helping Seniors	www.seniorshelpingseniors.com
ServiceBrands (1-800 DryClean, Molly Maid, Mr. Handyman, Protect Painters)	www.servicebrands.com
ServiceMaster Brands (ServiceMasterClean, Furniture Medic, Merry Maids)	www.ownafranchise.com
Strategic Franchising Systems (Caring Transitions, Fresh Coat, Growth Coach, Home Helpers)	www.strategicfranchising.com
Togo's	www.togos.com
Vanguard Cleaning Systems	www.vanguardcleaning.com
Volvo Rents	www.volvo.com
Yoshinoya	www.yoshinoyausa.com

POSTNET
CREATE • DUPLICATE • DELIVER
IN THE NEWS