

# How to win at service-based franchise ownership

With lower startup costs, ongoing demand and an easier barrier to entry, service-based franchising appeals to aspiring entrepreneurs from all walks of life and backgrounds.



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## INTRODUCTION

# Welcome to the exciting journey toward successful franchise ownership!

## A MESSAGE FROM OUR PRESIDENT

I'm Chris Seman, President of Strategic Franchising Systems (SFS). Since my early days in the franchising world back in the 2000s, I've had the privilege of witnessing countless individuals turn their entrepreneurial dreams into reality. The landscape of service-based franchising has evolved in significant ways, and in 2024, it's more accessible, resilient, and tech-powered than ever.

The past few years have taught us that adaptability is key. At SFS, we've continued to innovate, building tools and support systems that meet the needs of today's entrepreneurs. From AI-powered customer service tools to enhanced digital marketing platforms, we ensure that each franchisee has what they need to thrive in a rapidly changing world.

With lower startup costs, consistent demand, and a high barrier to economic volatility, service-based franchises provide a solid foundation for aspiring business owners. Whether you're someone looking to make a career change, an experienced professional seeking greater freedom, or an individual ready to make a meaningful impact in your community, SFS is here to support you. We know that success in franchising comes from combining your personal drive with proven systems, and that's exactly what we offer: a partnership that helps you navigate challenges and celebrate achievements every step of the way.

In this guide, you'll find insights into our training and support programs, discover what makes services-based franchises recession-resistant, and learn how you can take control of your future. Our Winner's Circle program, for example, continues to offer real opportunities for committed franchise owners to earn back their initial investment — a reflection of our belief in mutual success.

Whether you're looking for more freedom, greater financial security, or a chance to pursue something fulfilling, this guide will help you start your journey. We're excited to be part of your next step.

## - CHRIS SEMAN





## Here's How to Win at Services-Based Franchising

With lower startup costs, ongoing demand, and an easier barrier to entry, services-based franchising continues to appeal to aspiring entrepreneurs from all walks of life and backgrounds.

With lower startup costs, ongoing demand, and a natural adaptability to market changes, service-based franchising continues to appeal to aspiring entrepreneurs from all walks of life and backgrounds. Whether you are interested in personal services, professional consulting, health and wellness, or technology support, the service sector offers an accessible pathway to entrepreneurship.

The broader service sector is emerging as a dominant force in franchising opportunities, attracting increased interest across various fields. The shifts in consumer priorities, accelerated by recent global events, have motivated many to take control of their careers and pursue a greater sense of purpose. Service-based franchising provides an accessible route for those eager to take the leap and align their business with their passions.

By joining a service-based franchise, such as those offered by Strategic Franchising Systems, entrepreneurs can better shape their futures while relying on the extensive support and systems of an established brand. These opportunities span a wide range of services, from painting to senior relocation to business coaching. For entrepreneurs ready to take the next step, what makes a services-based franchise the ideal path in 2024? Let's explore the key advantages that set you up for success.

**The total  
addressable  
market for the  
SFS brand  
industries  
exceeds \$2T and  
continues to  
grow year over  
year.**

# Services-based Franchises: Strong in Any Economy

LEVERAGING ESSENTIAL DEMAND  
AND GROWING TRENDS FOR  
LASTING SUCCESS

No matter the economic climate, people and businesses require essential services. From business consulting and personal care to home maintenance and senior care, these services are integral to daily life and operations. This continuous demand allows prospective franchise owners to achieve their entrepreneurial dreams while navigating market fluctuations.

Service-based franchise brands are well-positioned for all economic cycles—whether in prosperous times or challenging ones. The total addressable market (TAM) for service-based industries exceeds \$2 trillion globally, with strong growth driven by diverse factors. For example, as homeowners invest in their properties, businesses seek external consultants, and the population ages, the demand for services across multiple sectors remains robust.

Demographic shifts are also creating new opportunities within the service industry. For example, seniors are increasingly opting to age in place, making senior-focused care and home maintenance franchises attractive opportunities in the growing senior care sector, which is valued at over \$1 trillion globally.

Meanwhile, services like Caring Transitions, which assist with senior relocation and estate sales, are becoming increasingly sought after as the senior population grows. Similarly, businesses like Pet Wants, which provide premium pet food and products, are benefiting from the rise in pet ownership and the demand for high-quality, health-conscious pet care solutions.

The financial dynamics in sectors such as home equity and personal wealth are driving demand across a wide range of services. This economic flexibility allows homeowners to invest in services from TruBlue Total House Care, providing ongoing maintenance and support, to businesses seeking The Growth Coach's expertise in improving their operations. These services, essential to both individuals and businesses, are resilient in times of economic fluctuation as people continue to prioritize both personal and professional well-being.

Franchisees who deliver exceptional service across industries such as senior care, pet care, home maintenance, and business coaching are well-positioned to capture lucrative opportunities in their local markets.





# Affordable Pathways to Business Ownership

FRANCHISE SERVICE BRANDS OFFER LOW STARTUP COSTS AND FAST PROFITABILITY, MAKING THEM ACCESSIBLE TO ASPIRING ENTREPRENEURS

Many service-based franchises under Strategic Franchising Systems (SFS) are designed to be home-based or mobile, which significantly reduces startup and operational costs compared to traditional brick-and-mortar businesses. By avoiding the high expenses associated with renting or maintaining physical storefronts, these franchises offer an accessible and affordable pathway to entrepreneurship for individuals from all walks of life.

With low overhead costs and a focus on lean operations, SFS franchisees can often achieve a faster path to profitability. Whether it's running a mobile pet food delivery service with Pet Wants, providing personalized senior care services through Caring Transitions or TruBlue, or offering leadership development through The Growth Coach,

these franchises allow owners to grow their businesses efficiently without the need for large teams or expensive inventories.

The service-based franchise brands offered by SFS cater to a wide range of consumer needs, from senior care and home maintenance to pet products and business coaching. Each brand offers a competitively low initial investment, ranging from around \$54,000 to \$219,000. This makes franchise ownership achievable for aspiring entrepreneurs at different financial levels, providing them with the tools and support they need to create a sustainable and profitable business.



# Join a Supportive and Winning Team with an SFS Brand!

GET THE INDEPENDENCE OF SMALL BUSINESS OWNERSHIP WITH THE BACKING OF A POWERFUL SUPPORT NETWORK

Franchising with an SFS brand offers the perfect balance of independence and support. As a franchisee, you retain full control of your business and its direction, but with the added benefit of a proven system, extensive training, and ongoing guidance. This unique combination of autonomy and support helps franchise owners mitigate risks and achieve success faster.

With Strategic Franchising Systems, you gain access to comprehensive training programs, marketing tools, and operational guidance that empower you to build and sustain a thriving business. To the right are some of the invaluable resources that franchise owners can expect:



## Some of the resources franchise owners can expect include:

- Ongoing national branding efforts
- Turnkey local marketing campaigns
- Enhanced social media
- Search engine exposure
- Engaging print and collateral materials
- Immediate ROI analysis of lead generation strategies
- Exclusive proprietary technology
- Personalized business coaching with regular assessments
- 24/7 access to industry experts
- Ongoing training classes and industry-centric seminars
- Networking with owners in the system
- ... and more!



# Recurring Revenues and Referrals

FRANCHISE SERVICE BRANDS EXCEL AT  
BUILDING STRONG RELATIONSHIPS THAT  
GENERATE ONGOING REVENUE STREAMS

Service-based businesses thrive on long-term relationships, leading to both recurring revenues and consistent referrals. Unlike one-time, transactional businesses, these franchises focus on building a loyal customer base that leads to repeat services and steady cash flow over time. Real success comes from fostering relationships—creating loyalty that results in recurring income and ongoing referrals.

Many SFS franchise models are specifically designed to take advantage of these dynamics. For example, TruBlue Total House Care offers subscription-based home services for seniors and busy families, generating reliable recurring revenue from ongoing home maintenance services. Similarly, Pet Wants benefits from repeat customers who subscribe to monthly pet food deliveries, tapping into the growing trend of health-conscious pet care.

Referrals are also a key growth driver across many of these service-based franchises. Caring Transitions, for instance, helps families during major life transitions such as estate sales or downsizing. These services are often needed multiple times, and referral networks from realtors, senior living communities, and elder care attorneys play a pivotal role in expanding the customer base. Similarly, The Growth Coach relies on referrals from business clients, who often recommend coaching services to peers in their networks.





The service-based franchise sector offers a natural path for entrepreneurs who want to make a positive impact in their communities. Owning a service-based franchise is not just about financial success—it's about contributing to the well-being of individuals, families, businesses, and even pets. Many franchisees find deep fulfillment knowing that their work enhances lives and strengthens their local neighborhoods.

Franchise brands under the SFS umbrella empower franchisees to make a difference while maintaining control over their business's culture and environment. With the flexibility to infuse their own personality and values into their operations, franchise owners can build businesses that resonate with the unique needs of their community. SFS provides the support, systems, and guidelines, but encourages franchisees to create a business that aligns with their passions.

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## Make a Difference with Your Business

TRANSFORM YOUR PASSION INTO A FULFILLING CAREER THAT BENEFITS BOTH YOU AND YOUR COMMUNITY

For example, Fresh Coat participates in the 'Fresh Coat Cares' program, offering painting services to community members in need, fostering a strong connection with the local community. Similarly, Caring Transitions supports families through its 'Caring For A Cause' initiative, helping local non-profit organizations and families in times of transition, like downsizing or estate sales. Meanwhile, Pet Wants franchisees often contribute to local animal shelters and pet care causes, strengthening their community ties while promoting health-conscious pet products



# Follow a Blueprint for Success with Franchise Models

USE THE POWER OF TESTED STRATEGIES TO OVERCOME CHALLENGES AND THRIVE

Building a successful business, particularly in service-based franchising, involves overcoming challenges and seizing opportunities. When you join an SFS franchise, you don't have to start from scratch. Instead, you are provided with a proven system, step-by-step guidance, and a support network designed to help you navigate the hurdles of business ownership.

For over 30 years, Strategic Franchising Systems has been refining business models across various service sectors, including pet care, senior services, home maintenance, and business coaching. Each franchisee benefits from a tried-and-true blueprint that sets them up for long-term success. All it takes is passion, discipline, and a commitment to following the process.

While creativity and personal flair are important, the key to success in franchising is mastering the system first. New franchisees are encouraged to focus on the fundamentals in their first year—learning the business model, understanding the market, and serving their local community.

**The most successful franchisees commonly have these two qualities:**

- **Mastering the provided system**
- **Persistence in the face of challenges**

**You need confidence in the business model and an internal drive to succeed and come up with solutions.**

With time, you'll see how these practices help avoid common pitfalls and establish a solid foundation. Once your business is running smoothly, then you can start incorporating your unique flair to further adapt the brand to fit your community.

Service-based franchising offers an accessible opportunity for individuals from all walks of life—whether you're an experienced executive, a former business owner, a veteran, or someone ready to make a career change. You don't need to be an expert in pet care, senior services, business coaching, or home maintenance to succeed with an SFS franchise. What you need are strong leadership skills, the passion to achieve your goals, and the willingness to follow the proven guidance of your franchisor.

SFS welcomes a uniquely diverse group of franchisees, including veterans, women, and individuals from underrepresented communities. Franchise owners come from a vast range of industries, from tech and consulting to construction and teaching. No matter your background, franchise service brands make it possible to take charge of your future, providing you with the tools to build and grow a successful business.



## No Experience? No Problem!

TAKE CONTROL OF YOUR CAREER  
WITHOUT NEEDING PRIOR  
INDUSTRY EXPERIENCE—JUST A  
PASSION FOR SUCCESS

Most entrepreneurs enter franchising because they want the freedom that comes with business ownership—freedom to control their time, set their schedule, and pursue a passion that resonates with their purpose. A franchise allows you to determine your own success, make key decisions, and create a company culture that aligns with your values. With a well-designed support structure and proven systems behind you, you get to call the shots.

The beauty of franchise ownership lies in the balance between independence and support. You are in control, but you are not alone. You have the flexibility to execute your vision, hire who you want, and serve the community you care about—all while benefiting from an established brand's support every step of the way.

## Your Future, Your Rules

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**Take control of your  
time, your income, and  
your impact—build  
something that  
matters, your way.**

# Start Strong with a Trusted Brand

TAP INTO THE BENEFITS OF NATIONAL CREDIBILITY, COLLABORATIVE NETWORKS, AND PROVEN MARKETING POWER



## Strategic Franchising

# 1000+

Total Number of Units

## Caring Transitions

# 350+

Total Number of Units

## The Growth Coach

# 50+

Total Number of Units

## Fresh Coat

# 200+

Total Number of Units

## Pet Wants

# 200+

Total Number of Units

## TruBlue

# 100+

Total Number of Units

Owning a franchise with Strategic Franchising Systems (SFS) means that you're not starting from scratch. You're entering a market with a well-known brand that already carries credibility and consumer trust—something that can take independent businesses years to build. With SFS, you have national brand recognition, turnkey marketing campaigns, and established vendor relationships, all of which reduce the time and energy spent on building your own brand awareness. These assets ensure a much faster ramp-up time and provide a safer pathway compared to starting a new business on your own.

Franchising is not just about ongoing operational and marketing support; it's about community. Being part of a recognized franchise brand means you have the opportunity to collaborate with and learn from other franchise owners. Franchising is essentially the original outsourcing model—franchise owners connect with experts, best practices, and problem-solving communities right from the start. Success in this system is not about going it alone, but about leveraging a collective body of knowledge, experience, and support that will help you thrive.

The SFS system has been carefully developed over the years to build not just businesses, but also a robust network of entrepreneurs who help lift each other up. This strength is evident through cross-brand support, where franchise owners from different SFS brands collaborate for cross-promotional activities. For example, if a Caring Transitions franchisee encounters a client needing help with a home renovation, they can seamlessly refer that client to a Fresh Coat franchise owner. By doing so, both franchise owners benefit—one generates a new business opportunity, and the other builds deeper trust with their client.



# Build Equity Today for a More Secure Tomorrow

FROM INCOME REPLACEMENT TO A LASTING LEGACY, FRANCHISING HELPS YOU BUILD THE WEALTH YOU DESERVE

Franchise ownership is more than just a way to replace a paycheck—it's an opportunity to build real equity and create a legacy. Unlike a job that pays you only in the present, owning a franchise allows you to build an appreciating asset that can generate wealth for you and your family well into the future. It's the difference between earning an income and creating lasting financial security.

**Franchises have a 5-year survival rate of ~85% vs. 50% for independent businesses.**

Building equity means having control over your future. Whether you decide to grow your business, sell it, or pass it down, the value you create is entirely up to you. Franchise ownership gives you a proven model and the support you need, but your commitment, drive, and ambition determine how far you take it. You can start small and grow as much as you want, building a valuable asset that fits your goals.

Ultimately, the equity you build through a franchise provides not just wealth, but freedom—the freedom to decide your future, secure your family's comfort, and create something that lasts.





Starting the franchise journey involves a few key steps. Begin by researching franchises that fit your interests using trusted resources like franchise websites, business publications, and industry platforms. Once you find a promising option, engage with the franchisor to understand the brand's values and support systems. If there's mutual interest, you'll fill out a formal franchise application, followed by a review of the Franchise Disclosure Document (FDD), which details financials, fees, and obligations. It's wise to consult with a franchise lawyer and accountant at this stage.



## Getting the process started

NAVIGATE YOUR FRANCHISE JOURNEY WITH CONFIDENCE

Once comfortable with the information, you will proceed to Discovery Day, where you meet the franchisor team to assess compatibility. After deciding to move forward, you'll sign the Franchise Agreement and begin training, which prepares you to run the business successfully. After your grand opening, ongoing support from the franchisor ensures you stay on track and continue to grow. Throughout the process, remember that becoming a franchise owner means you're not alone—you're joining a proven system with built-in support. By staying engaged and committed, you can confidently navigate the path to owning a successful business that aligns with your goals.

**Ready to visualize your journey? On the next page, you'll find a clear, step-by-step graphic that outlines the entire process of becoming a successful franchise owner.**

# The Franchising Process

1



**Schedule a call**

2



**Learn about the brand**

3



**Select your territory**

4



**Review the FDD**

5



**Meet the brand team**

6



**Franchise awarded!**

7



**Training**

8



**Grand opening!**

# Opportunities to Earn Back Start-Up Costs With Our Winner's Circle

FRANCHISE SERVICE BRANDS ARE WELL-  
POSITIONED FOR BOTH GOOD TIMES AND BAD.

The Winner's Circle is an innovative program designed to reward franchise owners who are fully committed to growth, excellence, and following a proven system. Through the Winner's Circle, franchise owners have the opportunity to earn back their entire initial franchise fee over time by meeting specific performance milestones. These milestones are thoughtfully structured to encourage consistent growth and sustained success, helping franchisees reach their full potential while being rewarded for their hard work.

No other franchise system offers a program quite like the Winner's Circle. It reflects the deep commitment of SFS to the success of each franchisee. SFS firmly believes in empowering its franchisees by not just providing operational support, but also by directly investing back in those who follow the system and prove their dedication. This program represents a true long-term partnership, where franchisee success and franchisor confidence are tightly intertwined.

The Winner's Circle provides franchisees with a realistic pathway to make their entrepreneurial journey even more rewarding. By following the systems in place and committing to the processes proven to drive success, franchise owners can enjoy not only financial gains in the short term but also achieve substantial long-term equity in their business. The Winner's Circle is about recognizing effort, celebrating success, and creating a true win-win scenario for both the franchise owner and the brand.



# Feed your dreams. Starve your fears.

As Daniel Murphy, CEO of Strategic Franchising Systems, emphasizes, franchise ownership is about more than business—it's about creating a fulfilling and rewarding life. At Strategic Franchising Systems, the mission is clear: empower everyday people to take reasonable risks, step out of their comfort zones, and build something extraordinary for themselves and their families. "Everything we truly want in life is usually outside our comfort zone and on the other side of fear," says Murphy. His goal—and the goal of SFS—is to help franchisees realize their potential, to feed their dreams and starve their fears.

This guide has shown you how owning a franchise provides the independence of being a business owner, the power of brand recognition, a supportive network, and the opportunity to build long-term equity. But beyond that, it's about living with purpose—lifting up your community while achieving greater freedom, fulfillment, and financial success for yourself. At Strategic Franchising, Murphy and his team are dedicated to your journey, supporting you to not only achieve your business goals but also to help you create a life that is richer, freer, and more rewarding. The future is yours to shape—believe in your dreams, and take the leap. The SFS family is ready to help you every step of the way.

**- DAN MURPHY**  
CEO OF STRATEGIC  
FRANCHISING SYSTEMS

