

Franchise Businesses Creating Local Opportunity In **INSERT CITY OR STATE**

While much attention in recent years has focused on rebuilding the economy and resurrecting the American Dream, one area that is often overlooked is the success of franchising and the millions of opportunities found within the business model.

From quick service restaurants to yoga studios, hotels and home health care services, this broad sector of the economy has become a seamless part of our everyday lives with little barrier to entry. Yet, many Americans are unaware of the integral role franchising plays in our economy and also in our communities.

Consider for a moment your schedule this week – between all the back-and-forth of work, school, soccer practice, and home again, chances are you'll make a stop at a locally-owned franchise in your neighborhood. Whether it's taking your kids to after-school tutoring (Sylvan Learning Center), shipping a package (The UPS Store) or picking up dinner for the family (Firehouse Subs), your day is made easier by franchises, owned locally by your neighbors -- like me -- who live in your community.

INSERT PERSONAL STORY ABOUT YOUR BUSINESS HERE.

Hundreds of thousands of Americans, like me, choose franchising over other avenues into entrepreneurship because of its proven blueprint for success, tried and tested marketing methods, and support system for franchisees. These entrepreneurs have chosen to go into business for themselves, but not by themselves.

Franchising in America is a model that creates jobs and fosters entrepreneurship. The franchise economy is comprised of 732,842 establishments that support more than 7.6 million jobs. It produces \$674 billion of the country's economic output and makes up 2.5 percent of the Gross Domestic Product (GDP). As a result of the franchise business model, **INSERT STATE FACTS FROM WWW.FRANCHISEECONOMY.COM HERE.**

The great success of franchising is largely due to the local owners and operators of well-known, brands. Today's franchisees pave the way for the next generation of entrepreneurs by offering an opportunity to American's of all skill levels and circumstance. The franchise business model is the largest vocational training industry in the country, hiring many entry level workers and teaching them the skills they need to advance into a variety of careers including franchise ownership.

To help share the stories of franchise owners across the country, the International Franchise Association has launched a new campaign called [@OurFranchise](#). Through this effort, franchisees across the country, including me are telling the story of local franchise owners, their brands, employees and the positive impact the franchise business model has on our economy and communities.

Franchising has always been a uniquely accessible pathway for people to become their own boss. It's also the best way for entrepreneurs to grow their businesses and expand the reach of their

brands. Franchising is a model that works. Moreover, its one that works for the future of America, our workforce, and **INSERT CITY OR STATE**.