

Why a Home-based, Low Cost Franchise is Ideal



Americans are re-evaluating their careers as they navigate social distancing guidelines, telework and remote learning, prompting many to turn to franchising as a solution that provides flexibility and high earnings potential.

Whether you were already considering franchising or just trying to find a career that will allow you to fulfill your responsibilities as a parent or spouse, home-based franchises can be an affordable option to consider. Like many Americans, you may be already working from home and learning to find your footing in a telework environment. According to research from the **Brookings Institution**, about half of Americans are working from home. Higher-income workers are much more likely to be working from home during the pandemic, and many experts predict the telecommuting trend is unlikely to end anytime soon. If you are considering opting out of the corporate rat race, now is an ideal time to consider entrepreneurship with a home-based franchise, like **Our Town America**, the nation's leader in new mover marketing.

Despite a difficult time immediately following the outbreak of COVID-19, the future

of franchising is bright. Experts predict franchise sales to rebound. Industry leaders are forecasting that 2021 will be one of the strongest years ever for franchising, according to **Franchising.com**. Job insecurity and access to debt capital at low interest rates are prompting many Americans to consider franchising. High unemployment numbers are making it easier for franchisees to hire qualified employees, alleviating one of the primary concerns of new business owners.

“We are truly committed to our culture and the people who make up our franchise system,” said Michael Plummer Jr., CEO of Our Town America. “During this unprecedented time, Americans are struggling to balance work, family and safety. Putting an end to job insecurity by taking control of their career is a great first step to keeping worries at bay. Our home-based franchise offers business owners a proven model designed to fuel local businesses and help build and sustain economies.”

Our Town America specializes in helping new movers adjust to their new communities and assisting local businesses to gain loyal customers. The company connects its partnered businesses with a new audience of movers every month, resulting in loyal, long-term customers and a welcoming sense of community. Some of the company’s valued well-known sponsors include Back Yard Burgers, Texas Roadhouse, and Mellow Mushroom, as well as numerous hair salons, dentistry offices and grocery stores.

Our Town America provides franchisees with a proven business model they can tackle from the comfort of their home. At a time when safety and security are top-of-mind, teleworking provides a secure solution for a new entrepreneur. To determine if a home-based franchise is the right choice for you, here are some of the benefits of this business model.

No Real Estate or Construction. Home-based franchises allow you to skip the difficult process of finding the ideal business location. Construction required to adapt your new location for your franchise model can be a costly and lengthy process. Working from home requires little more than investing in a good modem and laptop. During the pandemic, many businesses had to unexpectedly shut down during stay-at-home orders. Without a revenue stream, brick and mortar franchisees were unable to make rent payments, and many had to rely on government funds or dip into savings to stay afloat. A low-risk, home-based franchise is designed to weather the unexpected.

Low Initial Investment. Home-based franchises offer a low initial investment as well as saving on construction costs. Our Town America's up-front franchise fee is under \$50k and is significantly reduced even more so for veterans. They are consistently ranked a Top 50 Low-Cost Franchise by the **Franchise Business Review**.

Flexibility. Home-based franchises give owners the opportunity to work at their own pace. They offer unlimited earnings potential, coupled with the time you need to take your children to their extracurricular activities.

Technology That Gets The Job Done. Some home-based franchises offer their business owners the latest technology to help their businesses thrive. Our Town America provides an unmatched filtration process that produces a high-quality list of new movers. They mail to all new movers, not just homeowners. They offer a Welcome Package designed to appeal to new residents, and they send follow-up mailings to encourage repeat business. Our Town America uses proprietary management software so franchisees can easily manage their business on-the-go, along with full security and tracking features, mobile applications, social media, loyalty programs and more.

If you're considering opening a low cost franchise, please contact us to learn more about investing in a successful home-based franchise.