

AUTOMOTIVE

Appearance Services

Maaco Franchising
2013 Franchise 500 ranking: #152
maacofranchise.com, (800) 275-5200
Total cost: \$91.7K-493.6K
Total franchises/co.-owned: 457/2

Oil-Change Services

Jiffy Lube International
2013 Franchise 500 ranking: #3
jiffylube.com, (800) 327-9532
Total cost: \$196.5K-304K
Total franchises/co.-owned: 2,086/0

Transmission Repair

AAMCO Transmissions and Total Car Care
2013 Franchise 500 ranking: #88
aamco.com, (800) 292-8500
Total cost: \$235.4K-305.6K
Total franchises/co.-owned: 794/31

Wheels & Tires

RimTyme
2013 Franchise 500 ranking: #316
rimtyme.com, (372) 403-4905
Total cost: \$320.5K-665.8K
Total franchises/co.-owned: 24/0

Windshield Repair

Novus Glass
2013 Franchise 500 ranking: #61
novusfranchising.com, (952) 946-0463
Total cost: \$40.8K-222K
Total franchises/co.-owned: 1,711/10

Miscellaneous Auto Products & Services

Line-X Franchising
2013 Franchise 500 ranking: #215
line.com, (877) 330-1331
Total cost: \$142.8K-265.5K
Total franchises/co.-owned: 469/1

Miscellaneous Auto Repair

Midas International
2013 Franchise 500 ranking: #31
midasfranchise.com, (561) 383-3100
Total cost: \$84.9K-390.97K
Total franchises/co.-owned: 2,185/72

BUSINESS SERVICES

Advertising Services - Direct Mail
Town Money Saver
2013 Franchise 500 ranking: #334
townmoneysaver.com, (800) 481-8696
Total cost: \$35.6K-44.4K
Total franchises/co.-owned: 38/0

Advertising Services - Publishing

Coffee News
2013 Franchise 500 ranking: #128
coffeenewsusa.com, (207) 941-0860
Total cost: \$9.4K-10.4K
Total franchises/co.-owned: 945/0

Advertising Services - Miscellaneous

Izon Global Media & Billboard Connection
2013 Franchise 500 ranking: #301
discoverbillboardconnection.com, (561) 640-5570
Total cost: \$42K-64.3K
Total franchises/co.-owned: 121/0

Business Brokerages

Transworld Business Advisors
2013 Franchise 500 ranking: #241
transworld-info.com, (888) 816-6749
Total cost: \$572K-74.7K
Total franchises/co.-owned: 78/5

Business Coaching & Consulting

The Growth Coach
2013 Franchise 500 ranking: #233
thegrowthcoach.com, (866) 708-9188
Total cost: \$52K-81.9K
Total franchises/co.-owned: 166/0

Signs

FastSigns International
2013 Franchise 500 ranking: #79
fastsigns.com, (800) 827-7446
Total cost: \$176.1K-292.5K
Total franchises/co.-owned: 538/0

Staffing

Express Employment Professionals
2013 Franchise 500 ranking: #66
expressfranchising.com, (877) 652-6400
Total cost: \$100.5K-193K
Total franchises/co.-owned: 583/0

Training Programs

Sandler Training
2013 Franchise 500 ranking: #360
sandler.com, (800) 669-3537
Total cost: \$83.2K-99.8K
Total franchises/co.-owned: 237/0

Miscellaneous Business Services

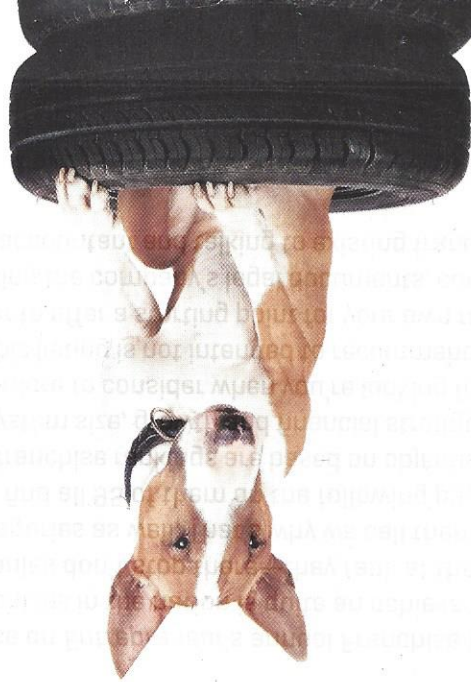
Proforma
2013 Franchise 500 ranking: #77
onlyproforma.com, (800) 825-1525
Total cost: \$4.7K-44.7K
Total franchises/co.-owned: 709/0

CHILDREN'S BUSINESSES

Child Care
Goddard Systems
2013 Franchise 500 ranking: #93
goddardschoolfranchise.com, (800) 272-4901
Total cost: \$701.4K-721.4K
Total franchises/co.-owned: 399/0

Children's Enrichment Programs

High Touch-High Tech
2013 Franchise 500 ranking: #196
scienceemadefranchise.net, (800) 444-4968
Total cost: \$59.9K-63.6K
Total franchises/co.-owned: 163/14



While some companies have reigned over their categories for as long as we can remember (we're looking at you, Subway), each year we see a few **shake-ups**. In 2013, eight companies made our **Best of the Best** list for the **first time**. Some of them—The Growth Coach, Handyman Matters, Camp Bow Wow and Jan-Pro—have spent years battling their way up to that **No. 1 spot**. The others—Town Money Saver, Brightway Insurance, Transworld Business Advisors and Multivista—are relatively new to the scene.



LEVERAGE YOUR BEST SALES TOOL: YOU

3 Sales Superstars Share Their Secrets By Robert L. Shook and Barry Farber

The days are gone when a slap on the back, a good joke and a big smile was all that it took to make the sale. In today's highly competitive world, you sell yourself by convincing people on your commitment, your integrity and your belief that what you sell will benefit them. Here are three lessons in leveraging your best tool—yourself.

BE REAL—NOT A HOT SHOT

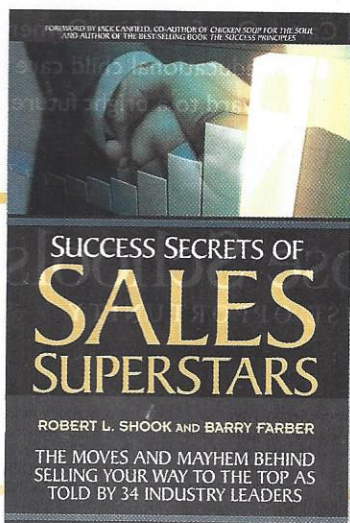
Mark Roesler, CEO and founder of CMG Worldwide, represents estates of dead celebrities that include Elvis Presley, Marilyn Monroe, and hundreds more celebs. Roesler recalls the time when he made a cold call at the farmhouse of James Dean's brother and step-mom. "I knocked on the door, introduced myself and once in the house, I explained how I could secure endorsements for Dean. At the time, they were unaware that they were entitled to fees generated by third parties that used the James Dean name and likeness to promote a product. I grew up in a small town in Indiana about 10 miles down the road, and they felt comfortable talking to me. That's because I didn't come across as a city slicker from New York or L.A. I convinced them that I would protect Jimmy's legacy, and they believed that I would always look out for their best interests. That cold call has generated tens of millions of dollars in endorsement fees—not bad for a celeb that died in 1955."

BRING A WIN-WIN ATTITUDE

Bob LaMonte was a high-school history teacher who represented athletes as a part time job when he negotiated a multi-million contract for Dave Stieb, a star pitcher for the Toronto Blue Jays. "Three Blue Jays executives came to Santa Clara where Dave and I lived and requested to meet with me at 1:00 on a weekday. I told them that I couldn't see them until after school was out because I had classes to teach that afternoon. I explained that we'd have to wait until 4:00 p.m. to meet. I didn't try to pretend to be some hot-shot agent. I was a high-school history teacher who happened to be Dave's agent. When we met I explained that we were all on the same team and our mutual goal was to work out a contract that would serve the mutual interests the Blue Jays and my client shared. 'We are not adversaries,' I stressed. 'Let's do what we have to do to make this deal happen.' We put together a \$6.6 million contract agreement in four hours. That was a big-time contract in the 1980s." Today, LaMonte represents more NFL head coaches than any other agent in the history of professional football.

BE THERE TO SERVE

In 2009, Thomas Millner was named president and CEO of Cabela's. He was the first outsider to head the giant outdoors retailer and catalog company. "Right from the start I realized that not only did I have to sell myself to the board to get the CEO position, I had to convince the 14,000 people who worked at Cabela's that I was the right person for the job. Without their support, I could not be an effective leader." Millner realized that the company had a strong culture based on serving the customer. "I had to calm fears that I might change the culture because I didn't care about customers," he claims. To do this, Millner had one-on-one meetings in his office with the top 50 people in the company. He asked questions and sought their opinions, and he listened carefully. He also visited warehouses, call centers and retail outlets where he conducted town hall meetings, telling everyone what he stood for, how he felt about certain things and then he encouraged them to ask questions, to inquire about his background plus anything else they wanted to know about him and about what he stood for. Millner knew that if they weren't sold on him, he would not be an effective CEO.



**Always Close
the Sale—No Matter
What's Being Sold!**

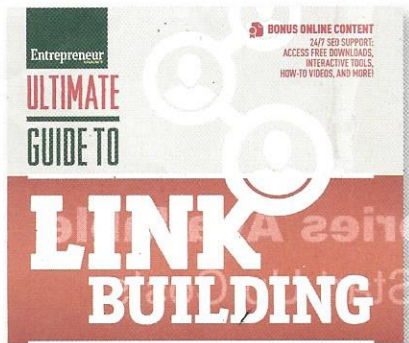
Available at Entrepreneurbookstore.com and all other fine online booksellers and bookstores.

Seasoned salesmen Robert L. Shook and Barry Farber conducted interviews with 32 of America's top business leaders and salespeople. Each of these dynamic individuals tells a sales story that reveals how he or she made an important sale that impacted his or her career. Shook and Farber concluded that the common denominator is: they sell themselves. Their stories run the gamut, and each provides valuable insights and selling techniques that can be implemented by anyone to advance his or her career.

get serious about

SOCIAL & SEARCH ADVERTISING

There are 1 billion potential customers on Facebook. Google gets searched more than 1 billion times every day. That's, at least, a billion reasons to get serious about social and search advertising. Here's one more—we make it easy. Buy the *Ultimate* solutions to social and search advertising today and start seeing less potential and more actual.



- Build backlinks
- Earn a **higher search engine rank**
- Increase the authority and popularity of your site

ERIC WARD & GAR

Entrepreneur
ULTIMATE
GUIDE TO



- Generate quality leads using only 140 characters
- Instantly connect with **300 million customers in 10 minutes**
- Discover 10 Twitter tools that can be applied now

TED PRODROMOU

85%
of customers expect
businesses to be active
in social media

75%
of people using
search engines
don't click past the
first page results

**2.4
billion**

93%
of people using search
engines as their first
point of research

AVAILABLE AT ENTREPRENEURBOOKSTORE.COM AND ALL OTHER FINE ONLINE BOOKSELLERS AND BOOKSTORES

ENTREPRENEURBOOKSTORE.COM SPECIAL

Enter promo code **ULTIMATE SOLUTION** and receive 25% off the titles mentioned in this ad. Promo code is exclusive to Entrepreneurbookstore.com. Not valid for ebook format. expires 5/1/13.

MORE TITLES IN THIS SERIES:

Ultimate Guide to Google AdWords
Ultimate Guide to LinkedIn for Business

Ultimate Guide to Facebook for Business
Ultimate Guide to Pay-Per-Click Advertising
Ultimate Guide to Search Engine Optimization



400+ FRANCHISE OPPORTUNITIES. ONE GREAT CITY.

**INTERNATIONAL
Franchise
Expo**

JUNE 20-22, 2013
THE JAVITS CENTER, NEW YORK CITY

They're coming from all over the world—over 400 of the top franchise companies will land in New York City ready to grow their brands and meet you your goals and your dreams. IFE 2013 is your opportunity to speak directly with executives from the most well known brands, all in one place, at one time. Your personal and career freedom awaits.

For more information visit IFEinfo.com
Register FREE use Promo Code: **MONEY**

Sponsored by:



Franchising
Building local businesses,
one opportunity at a time.

Follow us on:



www.facebook.com/InternationalFranchiseExpo
www.twitter.com/MFVExpositions



TO ADVERTISE IN OUR FRANCHISING SECTION, CONTACT PETER FRANCO AT 512.552.5533

The Personal Touch

That singular focus on local customers is a hallmark of franchises, which by their nature become a part of every community in which they operate. Kiran Yocom, co-founder of Seniors Helping Seniors, says the company is "changing this world one person at a time." Batteries Plus Bulbs CEO Russ Reynolds puts it this way: "Our fully engaged franchisees provide the products and services that each local retail and business customer needs."

It's proven to be a great business model. A 25-year-old company headquartered in Hartland, Wis. that offers access to more than 40,000 types of batteries, light bulbs, and related products, Batteries Plus Bulbs has grown its store count by 42% in three years to more than 550, with 80 more in development,

and an aggressive expansion plan for the East Coast, says Reynolds.

Decorating Den Interiors (DDI), which provides interior design services for homes and businesses, is seeing similar success. Says company president and CEO Jim Bugg Jr.: "With more families staying in their homes longer, the redecorating business is booming." Plus, he adds, DDI's \$65,000 startup investment makes it "very attractive in today's marketplace." The company, which recently launched a new online virtual tour, has 300 franchises in North America, and is aiming to add 60 additional units this year.

JumpBunch is banking on growth by capitalizing on the trend to keep kids active and occupied. Its 52 franchises in the U.S. and India sign on clients

(from preschools and summer camps to parents planning birthday parties) and bring full-service sports and fitness programs—everything from the music to the activities and equipment—to wherever the children are located. Last year JumpBunch ranked No. 1 in *Franchise Business Review's* Child Services category. "I'm feeling very optimistic about the children's sector and franchising in general as a concept," says CEO Thomas Bunchman.

Franchise companies across the board are experiencing a period of vigorous growth, which is sure to continue if access to capital continues to improve. Mastandrea of MFV Expositions sums it up succinctly: "The worldwide franchise industry is healthy, and that's good news for everyone." ●

\$5.16 MILLION IN AVERAGE ANNUAL SALES*

— JUST A \$140,000 INVESTMENT —

Staffing is big business — \$121 billion in sales a year big. And it's projected to be \$164 billion by 2018.

Express Employment Professionals is fully franchised, keeping the focus on you when you join our more than 630 franchise locations. And it works. Our average start-up sales are over \$1 million a year, with mature franchises averaging \$5.16 million annually.* Plus, our franchises are open Monday - Friday, leaving weekends for you. With 30 years of experience and a system of success, now's the time to join Express.

YOU ARE READY.

Check out our virtual tour at
ExpressFranchising.com or give
us a call at (877) 652-6400.

Express
EMPLOYMENT PROFESSIONALS



@expressfran

*For franchises open more than two years, average sales per territory in 2012 were \$5,116,287.14 and \$1,065,166.10 for first year offices according to Item 19 in the Express Franchise Disclosure Document.

