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**Relive Your Dreams Of Franchise Ownership-
Franchise Interviews- Issue 1 Vol. 1**

**October 15,
2004**

Greetings Prospective Entrepreneurs,

The Franchise Interviews Network is excited to release the very first edition of "The Franchise Interviews Newsletter". There has never been a better time to buy a franchise.

The benefit of reading our newsletter is you get an up close and behind the scenes perspective on franchising. We meet with franchise experts, introduce you to some of the biggest names in franchising, as well as speak with some of the founders and presidents of some fascinating franchises. Most of all, you will get to meet with the most important person in franchising- the franchisee. The franchisee is the person or the entity, which has acquired the rights of conducting the business from the franchisor or licensor.

The staff at FranchiseInterviews.com strongly believes one of the best ways to achieve franchise success is to look at the entrepreneurs that have achieved success.

After reading our newsletter, you will feel inspired, educated and empowered!

This edition of Franchise Interviews features an interview with Don Johnson (not the actor but even better) of Diamond Financial Services (www.FranchiseFunding.net). Don is one of the most important gentlemen in franchising. He is the one that guides you on obtaining funding for your franchise. Don has assisted hundreds of aspiring entrepreneurs in securing funding to buy a franchise. He was a pleasure to speak to!

You also get to meet one of the biggest celebrities in franchising today. Jared Fogel, the famous spokesman for Subway talks about fame, franchising and of course, Subway!

Finally, we have an interview with a franchise many of us at FranchiseInterviews.com have come to admire. Right at Home franchise was voted as one of the top 500 franchise opportunities in America. Find out why!

For those of you who have put your franchise dream on hold, we would like you to consider some advice from our friend Anthony Robbins:

We all have dreams...We all want to believe deep down in our souls that we have a special gift, that we can make a difference, that we can touch others in a special way, and that we can make the world a better place. What's one of your aspirations? Maybe it's a dream you've forgotten or have begun to relinquish.

If that vision were alive today, what would your life be like? Perhaps it's owning your own franchise!

Take a moment now just to dream and to think about what you really want for your life.

Enjoy!

**Relive Your Dreams Of Franchise Ownership...Secure A Franchise Loan
Through Diamond Financial Services**

FranchiseInterviews.com Meets With Don Johnson- President of Diamond Financial Services of NJ(FranchiseFunding.net).

I am always surprised at how many people put their aspirations of franchise ownership on hold. Many put their dream on hold because they believe they cannot obtain franchise funding.

A great number of prospective franchisees seek funding from a bank. Don Johnson, (President of Franchise Funding) states, "The problem with getting a loan from a bank is that most local banks are very conservative. They require lots of collateral and experience, and usually only fund larger size loans."

Truth of the matter is that securing funding may not be as difficult as one may think!

My Meeting With Don Johnson

It was great to know that Don was a fellow Jersey guy. I found Don and his staff to be extremely knowledgeable about the franchise industry. I met Don several years ago when I was working for a major franchise portal. I learned a primary concern many aspiring entrepreneurs had in their search for a franchise was how to attain funding. I spoke to hundreds of potential entrepreneurs who quit too soon because they simply didn't think they could raise the dollars to finance their business. So like many wishful entrepreneurs, they put their dreams of franchise ownership on the backburner.

The Interview

Franchise Interviews- Hi Don. Thanks for meeting with us? As an expert in franchise financing, why would you say most business loans get declined?

Don Johnson- That's a good question. Loans are initially declined for many reasons. They usually stem from the borrowers inexperience and lack of knowledge of the loan process and criteria. If you have limited experience in applying for a business loan, you may experience the following situations for having a loan application declined.

* For example, many aspiring entrepreneurs are uncertain of the loan requirements - Do you really understand the bank or financial institution requirements to successfully get your loan approved?

* Some loans are poorly packaged.- Do you have the knowledge and ability to professionally present a loan package worthy of full consideration?

* Some entrepreneurs go to the wrong source - Banks are always willing to look at your application, but will they approve it? Can you possibly know or understand their written and unwritten priorities and ever changing policies or guidelines?

* Some people have the inability to talk to loan officers - Do you understand the guidelines and concerns that underwriters have in evaluating the merits of your loan application? Do you know the people you are talking to?

Franchise Interviews- Can you explain to our readers about an SBA loan and why prospective franchisees should consider one?

Don Johnson- Sure. The Small Business Administration (SBA) makes loans available through participating lenders to eligible small businesses on competitive and favorable terms. The SBA offers these loans because it recognizes the importance of our nation's small businesses in society. SBA loans offer competitive rates and longer terms, no points, no balloon payments, and no pre-payment penalties. Many business owners find cash flow to be a major concern. For them an SBA guaranteed loan may be the answer and possibly the best way of obtaining long term financing, and is the most popular, common loan program for start-up franchises. SBA guaranteed loan terms typically range from 7 to 25 years, fully amortized, depending on the purpose of the loan. Some of the most common uses of SBA loans are:

- * Purchasing or expanding real estate,
- * Buying a business or franchise,

- * Purchasing machinery and equipment,
- * Leasehold improvements,
- * Refinancing certain existing business debt.

Franchise Interviews- Who is eligible for an SBA loan and how much can one typically borrow?

Don Johnson- Most for-profit small businesses are eligible for an SBA loan. These include manufacturing, wholesale, retail and service businesses, as well as independent or franchise businesses. SBA 7(a) loans are generally limited to \$1 million per person, and have more than one loan at a time.

FranchiseFunding.net Facts:

The consultation services are FREE to potential franchise buyers. You'll be provided with your own personal consultant to guide you through the entire process. You can count on unparalleled experience in matching both the criteria of the buyer and those of the franchise.

Unlike a single franchise broker, Diamond Financial Services works with clients and franchises all across the country. We have access to a wider range of franchise opportunities and financial institutions that can make your investment happen.

Some of the franchisees Diamond Financial Services has helped to attain financing are:

UPS Stores- over 100, Aamco, Subway
Quiznos, Party Land, The Coffee Beanery, Auntie Anne's, Cold Stone Creamery and much more!

To obtain franchise funding.
Contact info for FranchiseFunding.net
262 Highway 36
West Keansburg, NJ 07734
732-787-9191
877-508-2274
732-495-7058 fax
email donj@easysba.com

[For more information on how to obtain franchise funding, click here](#)

Franchise Interviews Celebrity Discussion With Jared Fogel- Subway Spokesman

FranchiseInterviews.com- Celebrity Interview With Jared Fogel On Subway.

One of my most enjoyable interviews was when I got to speak with Jared Fogel about his famous "Subway Diet" and his thoughts on Subway as a franchise. I hope you enjoy it as much as I did!

My Interview With Jared Fogel

It was several years ago I became a loyal customer to Subway. It happened innocently enough. My wife Conni had attempted on several occasions to get me to try a sub from Subway without any luck. You see, I have never really enjoyed subs and never really made much of an effort to buy and eat them. Well, everyone knows how persuasive the powers of an intelligent woman can be, so one day at her insistence, I decided to try a sub from Subway. You see, a new Subway had just opened by my house, as proximity was definitely a plus! I selected the 12-inch tuna sub without much enthusiasm. It seemed it was almost an attempt to appease her. Boy was I wrong! I was instantly amazed at just how fresh it was and how delicious it tasted. Since that day, Subway has become a staple of my diet as I eat there several times a week and I always look forward to going. The fact is that I feel like I am treating myself to something special.

Service is usually quick at Subway, especially when you consider that virtually everything is custom made right on the spot for your order. Subway trains their

franchisees to ensure that service is fast. The staff is polite and attentive. Subway offers a great nutritional guide filled with information such as how many calories, fat, cholesterol, protein and fiber each variety of sub contains. The nutritional guide also has charts on how Subway measures up against Burger King, McDonald's, Taco Bell, and KFC. The nutritional guide had a story and photo about Jared Fogel, a gentleman who had lost considerable weight consuming a diet consisting of primarily low fat types subs from Subway. The fact is that I began to notice Mr. Fogel on the Subway commercials being played in the Northeastern part of the United States where I live. His story intrigued me and I was later able to interview this affable Subway spokesman.

My Meeting With Jared

It wasn't an easy process to set up an interview with Jared. I had to go through several people at Subway and then Jared's agent.

Who is Jared Fogel? Jared was a student attending Indiana University. Jared took an unusual approach to losing over 245 pounds. He went out for some fast food! Jared visited a Subway restaurant twice a day for an entire year. He is now an inspiration to dieters worldwide. What Jared calls his "Subway Diet" helped him trim his waist nearly in half.

"Most people think of fast food as a way to gain weight, not lose it!" says Jared. He got the idea when he saw a sign in his local Subway shop, promoting the "Seven Under Six Grams of Fat" sub range. It was a far cry from the diet of fat-laden, fast food burgers and pizza Jared was used to. Jared ate a 6-inch turkey sub for lunch and a foot long veggie sub for dinner. He enjoyed a small bag of baked potato chips with lunch and permitted himself diet soft drinks throughout the day. He skipped breakfast and held the cheese and mayonnaise for a diet that totaled less than 10 grams of fat and about 1,000 calories per day. He loaded his sandwiches with tons of lettuce, green peppers, jalapeno peppers and pickles topped with a bit of spicy mustard.

I have to admit that I was somewhat nervous before Jared called my office. One minute into the conversation, I knew I was speaking with a true gentleman. I found Jared to have a very likeable personality and very enjoyable to speak with. Jared was a student attending Indiana University. His hopes were to seek an entry-level management position after graduation. Indiana University's school newspaper printed an article about Jared's inspiring weight loss story. That article was picked up by several other print sources. The story eventually reached Subway headquarters that then contacted Jared. Subway came up with a brilliant marketing campaign to use Jared's story in print and television commercials. Since Subway began telling the saga of Jared Fogel through nationwide television commercials, its restaurants have enjoyed and exceptional sales growth.

I wanted to see how Jared felt about Subway as a franchise understanding that he gets to meet many Subway franchisees. Not just in the United States. Jared mentioned to me how he got to visit a new Subway franchisee in St. Martin. Jared told me that Subway provides the opportunity of achieving the American dream. In fact, Subway is now considered by many franchise experts and publications as the number one franchise opportunity. You can open up a Subway franchise for as little as \$86,000 as opposed to a McDonald's franchise, which may be up to several million dollars.

In conclusion, Jared is in the process of writing a book where he talks about important issues like what led him to reach 445 pounds. Jared has even done commercials in Spanish, which ran on cable stations like Univision. He also participates in charities such as the American Heart Walk. He married his college who he spoke with warm regards.

Jared Fogel is truly an inspirational person and we look forward to many wonderful things from him in the future. Thanks again Jared!

Facts about Subway:

The Number 1 Franchise in the United States 12 out 16 years. +
 The Number 1 Food Franchisor in Europe ++
 More than 21,823 restaurants
 Operating in 74 countries

Required Capital US\$86,000 - US\$250,000

Net worth requirement: \$30K-90K
Cash liquidity requirement: \$30K-90K
65% of all franchisees own more than one unit
Number of employees needed to run franchised unit: 6 - 8

[For more franchise information on Subway, click here](#)

Right At Home- Interview With The President Of Right At Home- Allen Hagar

One franchise that caught our attention several years ago is Right at Home. Right at Home is one of those franchise opportunities that provide exceptional income potential as well as feel good about yourself at the end of the day.

Founder of Right At Home- Allen Hagar

Prior to founding Right at Home, Allen was Vice-President of Corporate Development for Clarkson Regional Health Services, a regional hospital system situated in Omaha, NE and serving a five-state area. Allen's major areas of responsibility for Clarkson included new business and service development, marketing and physician staff development. Major projects developed at Clarkson during Allen's work there included a major stand-alone ambulatory care center now serving over 100,000 patients annually.

Allen also worked in geriatric care, and developed a senior wellness venture for the health system that attracted a membership of 14,000 individuals over the age of 65. Other projects included the successful development of physician offices, home health care and occupational wellness programs.

Allen's wealth of experience in health care and senior programs has served him well in developing Right at Home into a successful senior care and health staffing business. He has spoken on health care at many regional and national forums, and continues to enjoy working with franchisees on the development of senior care and health staffing businesses in their communities.

Allen has a BA in International Affairs from Marshall University and an MBA from the A.B. Freeman School of Business at Tulane University. Allen and his wife Terry currently reside in Omaha, NE with their two daughters.

The Interview

Why should a potential franchise buyer consider Right at Home as the franchise to buy?

Allen Hager-We all like to talk about the opportunity of being in the right place at the right time.

If you had the foresight to see the development of a major industry like the early days of fast food franchise development, would you have wanted to be a part of that? Of course you would. Because those that get in early on the ground floor of these industries following fast developing trends tend to do very well. They take some risk, but are certainly rewarded if the risk bears out.

Many of us think that the enormous boom in the numbers of seniors in the population will create just those kinds of opportunities in senior care and staffing over the next 20-30 years. Think of it. We are about to see a demographic change the likes of which have never been experienced before. Between now and the year 2030 we will see the population category "over age 65" increase from 13% to nearly 20%. When you consider that the current age 65 plus population in the state of Florida is 18% the conclusion is clear. Our entire country's population will soon be older on average than Florida's is right now.

Well, that is a huge change. But how does that translate to opportunity for Right at Home franchisees?

Allen Hager-The key is to create a business that delivers services that respond to this growing "age wave" as it has been coined by Ken Dyctwald, a leading psychologist and best selling author on aging issues. And that is what Right at Home is all about. We feel we have created a system, which effectively delivers services in two areas, which are now developing: non-medical senior home care and supplemental staffing for the healthcare industry.

Start with non-medical senior home care, what is that and why is that need developing with the senior boom?

Allen Hager- Several years ago, as a health administrator, I began to see the enormous boom in Medicare Home Health care as it was developing. I was ultimately involved in creating a very busy Medicare Home Health business. During that time period I noticed a disturbing trend. We had many patients who still needed support, but did not know where to look for help.

Medicare Home health took care of the post-acute care hospital stay: it was there long enough to pay for some basic rehab, bandage changes, checking vitals or other medical needs.

But what were the consequences after Medicare Home health left?

Allen Hager- You had all these folks who could not deal with their needs of everyday living: getting up and getting dressed, fixing a nutritious meal, remembering to take their medications. Others had forms of memory loss or other dementia and were unsafe to be alone. They didn't need a nursing home, but they could not fully meet their own care needs either. I could see a care gap that needed to be filled, and long-term at-home supportive care appeared to be the solution.

I did a lot of research, including some Bureau of the Census research. It definitely confirmed what I had suspected. Their data showed that after age 65, about 17% of the population needed help with these everyday activities of living. By age 85, 45% of us need this help. These facts, together with the sheer increase in numbers of seniors, indicate a huge growing need for help.

What about the medical staffing side of the business?

Allen Hager-There is another area with great growth potential. I first noticed this as a health care administrator involved in hospital operations. We had increasing difficulty getting enough qualified workers. The senior boom and technology was driving unprecedented growth in the health care delivery system and the need for available staff. But staff had become more and more difficult for us (editors note: hospitals, nursing homes, clinics, doctors' offices, etc.) to find and keep.

Several factors were causing this. One, nursing has been a traditionally female dominated profession. And cultural changes have opened up many other rewarding career fields for women.

Two, the work environment of hospitals and other care settings have become more and more demanding. One factor is the increasing acuity level of patients. When you combine this with the cost cutting pressures that drive administrators to have fewer nurses seeing more patients, you see the problem: fewer staff caring for more, and sicker, patients.

Many health professionals prefer working for a staffing firm like RAH which can meet their needs for flexibility, variety and the avoidance of the politics of a big organization. This is projected to grow even more as the demand for health workers is out-paced by the availability of qualified candidates.

I understand. You have growth and opportunity in the two areas. But why combine the both the senior home care and the health staffing in one franchise system?

Allen Hager- These businesses fit together so well, and you significantly increase your available market with very little increase in the overhead.

Think of it, the basic structures of the businesses are the same. You establish a marketing and sales system that brings to your attention the need for good, reliable care workers. You recruit workers, carefully checking their background, training, and licensures etc. Then you operate an efficient scheduling and staffing system, which places those workers in assignments, which matches their backgrounds, qualifications and talents.

Some differences are there, but these are easily dealt with using our proprietary operating system, which we have developed over the past several years.

What advantages do you have over your competition?

Allen Hager-There are several I would point out. One is what we discussed already: two great markets for business under one franchise system. Other important features include our training, support and use of technology in our system. In training, most only offer one week in our industry. We feel that two-weeks are needed to get the

information and feel for how the business is run. Another strength is that support is provided by solid staff members who have direct experience in the industry and can understand what the business owner is facing. Finally, we are proud of our use of technology for our industry. From our use of the award winning Maximizer database software to our Right at Home e-net online communications service network, we work hard to keeping technology that gives us a differential advantage.

What is the profile you are looking for in a franchise owner?

Allen Hager- We are looking for men and women with integrity and ambition. People who have thought that running their own business would be right for them, but who want to avoid the risks associated with a completely new start-up.

This could be folks from many different backgrounds. The nurse, or other healthcare worker who loves her or his profession but wants more control and potential. The manager or executive, who has proven ability and desire, but wants to have his or her own business. No medical experience is necessary for our business, but the will and desire to succeed is.

What advice do you have for someone considering going into business for him or herself?

Allen Hager- Follow your brain, and your heart.

First, do your homework on the industry and the franchisor. Is there a strong market? Is it a good long-term business or a passing fad? Who are the people I will work with? Do they have direct experience in the business and know what I will be facing? Can I afford the start-up costs with this business? Have I visited the franchisor to see the business personally?

Next, decide if this is a business that fits you. Life is too short to be working in something you don't like. Homecare and staffing, for example, is a people driven business. If you don't enjoy a lot of contact with people, it wouldn't be the business for you.

Can a Right at Home franchisee operate more than one location?

Allen Hager- Absolutely. In fact, we encourage it. We have a program called area development, which allows for the development of several locations at a reduced cost.

Rankings in Entrepreneur magazine 2000-2004

Franchise 500® rank:

#410 (2004)

Top New Franchises:

#36 (2004)

Top Low-Cost Franchises:

#122 (2004)

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[For more information on Right At Home, click here](#)

Dave Thomas

The biography channel recently covered the story of Dave Thomas, founder of Wendy's. I invite anyone who is looking for inspiration to buy the video.

It was Dave Thomas who said, "Don't just study people who succeed, study people who handle success well"

Dave Thomas was adopted by a loving family, but his mother died when he was only five years old. His father remarried three times and the family moved more than a dozen times before Dave reached his mid-teens. The only constant in his life was his grandmother, who gave him security and taught him the pleasure of hard work. Dave remembers first learning about restaurants because his father took him out to eat quite often. Since he liked to eat, Dave thought that owning a restaurant would be a great career. He took a job at a Hobby House restaurant, and when his father moved again, Dave stayed behind. At age fifteen, he was on his own.

During the Korean War, Dave joined the army and attended its Cook and Baker's

School. After the war, he was given the opportunity to manage four Kentucky Fried Chicken restaurants. Dave learned the business well and in 1968 sold his KFC stock to begin his own chain of restaurants and named them after his daughter Wendy. His concept was to create a better hamburger-made from fresh meat, made to order, and served in a relaxed, family atmosphere. Wendy's grew rapidly until Thomas stepped out of the leadership in 1982. After several years of falling sales and declining quality, Thomas returned to the company as its spokesman, in house cheerleader and roaming quality-control man." Once back under the founder's watchful eye, Wendy's rebounded and once again began to prosper.

Consider this: Success is a long-term proposition. It requires constant attention to the guiding principles that made you successful to begin with. (Alan C. Elliott- The Little Book of Big Dreams).

We will see you in a couple of weeks with a new set of interviews. The next edition features the legendary Michael Gerber- author of The E-Myth Revisited, Kwik Kerb, and more!

We invite you to contact us by email or phone with any questions. Have a great week entrepreneurs!

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