

Are you ready to own your own business? Working for your self embodies a part of the American dream for many. If you're considering building a future for yourself and your family, consider the following:

Most commonly quoted advantages of a franchise over a start-up business.

Tried and proven business plan. The main point of a franchise is a proven system. The franchisor has generally started as a traditional operation and has proven the profitability of the operation. A franchise is typically a replication of this successful model.

Improved chance of success. It is estimated that only 1 in 5 start-up businesses will still be operating after 5 years. Whereas, less than 5% of franchised businesses fail each year. This improved chance of success makes a franchise a more secure investment.

Branding and customer perception. Obviously, the familiar food franchises and businesses by weight of their name offer significant advantages over setting up your own operation. Even lesser identified brands give the consumer the perception that this is part of a larger group, lending confidence and safety that this is not a here today, gone tomorrow outfit.

You don't start from scratch. The best equipment and systems for delivering product or services have been determined and specified. Thus, avoiding costly mistakes in buying the wrong equipment.

Training and on going support. Most franchises will offer training that will make you confident that you can be successful and feel that you are not alone. You become a part of a community with a shared vision of mutual success and a wealth of experience. The experience of other franchisees can be at times as important as the guidance from the franchisor.

There is power (and savings) in numbers. Franchisors often work with vendors to not only provide consistency in product but also the best values. Also, as the brand grows so does the potential for significant savings in promotion and marketing.

Obtaining financing for your venture. Banks and other finance entities recognize the lower risk involved in financing a franchised operation and is often reflected in the rate you pay or the fact that a loan is even offered.



Let's Talk Trash!

After considering the advantages of a franchise over a traditional start-up, consider the advantages of a Griffin Waste Service operation over some other opportunities.

- *We are the only franchise that I've seen or learned of offering containerized waste handling and custom hauling. Wide open opportunity!
- *We are a new opportunity so almost every market area is still available.
- *We are part of the 55 billion dollar per year waste and recycling industry.
- *Our industry is more recession resistant than most.
- *Every state, business, community and home utilizes waste services creating an almost unlimited market opportunity.
- *You have more control of your work hours. You can offer evening or weekend service, if you choose. However, most of our service demands can be met between 8 to 5.
- *Casual work environment and attire-No tie required!
- *Mostly low stress customer demands.
- *Because our services are not something most people utilize often, they have few pre-conceived expectations. This gives us the opportunity to do what we say we will do, creating very positive feedback from our customers.
- *Minimum office and space requirements help keep overhead low. This also means most of your investment is in equipment that has resale value.
- *In this age of technology we can operate this business from anywhere.
- *We help people participate in improving the environment. As a member of the waste industry we are "environmentalist everyday"

877-95WASTE

www.griffinwaste.com

