



Welcome to Pro Franchise Advisor

With over 30 years of franchising experience, Scott Diener at Pro Franchise Advisor is here to support and guide you to new business ownership and independence. We have helped hundreds of people, just like you find the right business that met their requirements and take control over their lives.

A word from Scott Diener



We are so excited to be a part of this new season of life as you embark on the journey of finding a great opportunity for you and your family. Everything we do is focused on the needs and desires of you, our client, and we are able to do this at no cost to you. We have worked hard to identify and build relationships with the best franchise companies in the industry. These companies have agreed to support us financially, so I can offer our service to you with no cost and offer to them a qualified, interested candidate for their franchise. I recognize people buy a franchise for 3 main reasons:

First, they are looking for a **proven business model** that will turn an investment into a profitable and sustainable income producer. Investment into a business not only provides one with a financial return called "present value", but it also provides a potential financial "wind fall" for what I call "future value" if one decides to sell the business.

Second, people are looking for a **Partner**. In Franchising, the franchisor you choose to do business with will be your partner. This partnership has tremendous value in the day to day work and responsibilities of running the business. The franchise companies make money when you do, so they have a vested interest in the success of your business.

Third, people buy a franchise to match their ideal **Lifestyle**. When choosing a business you're interested in, our team at Pro Franchise Advisor will focus heavily on finding an opportunity that will not only match your lifestyle but enhance it. Do you want to spend more time with the family, work from home, travel more? These are questions we discuss before I suggest opportunities for you.

During our journey together, we will provide you with:

- Many hours of personal coaching and guidance
- Access to all our virtual and physical tools
- Access to our finance and legal affiliates for guidance and advice
- Access to other people who have already bought a franchise for meaningful discussions
- List of many questions to ask franchise companies including detail on how their programs work

At Pro Franchise Advisor, we do the heavy lifting, so you don't have to. Focus and dedication to my clients is Priority 1 and I appreciate you for giving me the opportunity to be a part of *your journey* at this exciting time of your life!

~ Scott



What We Do

I guide my clients through various decision-making processes that lead you to business opportunities that best fit your income goals, lifestyle desires and investment budget. We also realize that business ownership and the entrepreneurial journey may not be for you.

My clients come first. I understand how overwhelming it is to find the best opportunity that meet your work and life balance goals – I've walked in your shoes and I am here to help!

- **Idea Discovery**

Pro Franchise Advisor provides you with the all the Best franchise Opportunities available in your geographical area of interest, while have fun doing it!

- **Easy - "No Pressure"**

Working with me, there is "Never Any Pressure". Information is gathered about your interest, hobbies, professional background and budget then matched to your wants and needs with businesses to consider. It's that simple!

- **Imagine Your Business**

Working together, we can help "Make Your Dreams Come True." Imagine owning your own business, being your own boss while providing a sustainable and profitable business for you and your family for years to come.

- **Find the Right Business**

The first stage is to eliminate companies who are sold out or have provided disappointing results so I can provide you a "Short Cut" to the quality franchises who are the "Best of the Best", that match your personal goals.

- **How Much Is Your Service?**

It's Free! Pro Franchise Advisor will provide you with a list of pre-qualified franchise brands, assist you in acquiring the business, while providing you support during the entire process... all at "No Cost" to you.

- **Finance Options**

Pro Franchise Advisor has several professional affiliate companies who can provide financing solutions for all our clients. These resources focus on providing you simple, affordable options giving you the greatest chance for success.

- **Franchise Experience**

Pro Franchise Advisor speaks from the heart but leads from experience with significant executive level "franchise" and community level business ownership experience. These core competencies with an understanding of good and bad days as CEO of a community business separates us. We understand the emotions when putting up personal assets as collateral for an SBA loan. We really look forward to the post-purchase consulting at no-cost to you giving you the greatest chance for success. This truly provides the joy in guiding individuals to realize the benefits of becoming an entrepreneur. Trust is earned, and we are excited to share our success with you.



How the Investigation Process Works

WELCOME CALL

Scheduled time when we can visit, and I can learn about your interest in franchising and background. A general overview of Franchising will be provided, as well as what to expect when working with Pro Franchise Advisor.

Have you: 1) Starting to search for a franchise or looking for a while, 2) Rethinking career – out-placed, downsized, retired or just ready to be your own boss, 3) Stuck because of Uncertainty, Fear.... or just too busy with life! 4) Indecisive because you need more info & guidance

I have been there and know what it's like or you just want to be sure you're headed down the right path, so you can increase your chances of success as the CEO of your own business...

CONSULTATION

I work hard to determine the best opportunities for you. Using multiple pieces of information that you provide, like your professional background, hobbies, personal interest and budget, I get to know you better and begin the process of searching out for the right brands for you to consider.

FRANCHISE OPPORTUNITES AVAILABLE

I will source which quality franchises are available in your area. Once completed, these will be presented to you. This includes a 30,000-foot view of the brand and supporting information to help you get started with your research - training, support, initial investment ... This is where the real fun starts!

INTRODUCTION AT THE HIGHEST LEVEL

Once we together determine your "Top Franchise Choices" you will be introduced to those companies at the highest level. By speaking to an experienced no pressure company Executive, you will get a complete overview of the franchise business and receive what our clients say is "The Red-Carpet Treatment". Care is taken to present you in a way that companies are eager to speak with you!

COACH, EXPERT & SUPPORT

During the entire journey I will help coach you through the process, providing you an expert information and opinions and a sounding board even after you're a franchisee. After discussions about individual franchises, legal matters, financing options and marketing ideas, it is not uncommon for me to hear "Thank You, you made all the difference." And this is the most rewarding part for us!

Yes, the franchisor provides the system, support & tools but everyone needs mentors, guides & CEO training on their journey so we would be honored to remain a trusted resource for you at no cost. Your success validates our success!



Logic vs Emotion when buying franchise

Do you think becoming a franchise owner is your next career step? There are many advantages to running your own franchise—from the freedom to be your own boss to the comfort of knowing you have the backing of a proven system. But before selecting the franchise that is right for you, it's important to align your heart and your head with the opportunities you are considering ensuring you have found the perfect fit. This should be a decision based on logic, not emotion.

Lead with your head, and your heart will follow

Want to save yourself time and aggravation? Before considering which franchise is right for you, spend time thinking about what skills you bring to the table. What are your goals, dreams and desired lifestyle? In Rick Bisio's, *The Educated Franchisee*, he tells the story of a former salesman who had a passion for golf. The man decided to open a golf store but soon came to feel trapped. It turns out that his passion for golf didn't translate into feeling fulfilled in his business venture. The man's skills and talents were in outside sales, and he wasn't able to utilize them stuck indoors at the golf store.

The lesson: Your personal passions and hobbies shouldn't be the primary factor in your decision process to find the right franchise opportunity. It is more important that your skills and talents align with what it takes to be successful in a particular franchise system. Yes, passion does have a place in the due diligence process. Passion for the people in the system, including the leadership, is critical. You must like and trust the people who will be supporting your business. You should be excited and passionate about the overall mission of the franchise system. But how can you ensure that you're making the right decision? You must ask the right people the right questions.

Other common mistakes when searching for a franchise

Too many franchise owners opt for a business because of emotion. While selecting something, including a franchise, based on emotion may be natural, it's not the most logical way, and it could cause you problems down the road. If a franchise opportunity appeals to you emotionally, be sure that it also helps you achieve your end goal, whether that is providing for your family, creating a legacy to pass on to your children or simply achieving financial stability.

Another common mistake prospective franchisee can make is selecting a franchise because you like their product or service, i.e. you like to bake cupcakes, so you buy a bakery franchise. While this logic is not without its merit, it shouldn't be your sole basis for your selection. Consider how involved you want to be day-to-day. Do you prefer to be a hands-on owner/operator or an absentee owner? Also investigate the franchise's support system, corporate staff and investment in franchise owners.



A franchise concept that you are passionate about with a leadership team you don't respect presents many challenges to success. Be sure that you like and respect the leaders of a system because you can't separate them from the business model, it's a package deal.

Once you have gone through these questions and a thorough due diligence process to narrow down which kinds of franchise systems will work best for your needs and goals, you can start to contemplate actual concepts. Becoming a franchise owner is an exciting step, and with the right forethought, it can be one you make with confidence."

A deeper dive

Many people go into a franchise business search with **no idea** of what type of business they want to start. With today's technology, you can easily "*Google*" franchising, or visit a few franchise websites and peruse through hundreds of franchise opportunities. There are about 4000 franchises available in ~120 different industries and it can be easy to get overwhelmed with all the options and information.

It is so important to you align yourself with a franchise that will give you the best chance for success. There are a lot of great franchises out there that offer a wealth of support, but, like any other industry, we do have a few "bad apples".

How do you pick which franchises to research? How will you know which ones will best match your skill set? How will you know which franchises have the potential to meet your business and financial goals? This is where bringing in the expertise of **Pro Franchise Advisor** can be very valuable to you.

What is Pro Franchise Advisor and how will you help me with my franchise search?

Pro Franchise Advisor acts as a "guide" to help you navigate the franchise industry and to match you to the best possible franchise to meet your personal and business goals. One of the best analogies is that that we work much like a real-estate agent does. Think back to when you bought your last house. You probably found a real-estate agent and provided the parameters for what you wanted in a home. You told them the area you wanted to live in, your price range, the number of bedrooms, the types of amenities you preferred, and so on. The real-estate agent lined up a list of houses for you to preview and educated you on the process of purchasing a home and available comps on comparable homes. Once you found the house of your dreams, the real-estate agent put together an offer to purchase and helped negotiate the best deal. Once your offer was accepted, the real-estate agent guided you through the home inspection and may have helped locate local bank for financing. Ultimately, they guided you through all the steps to closing and purchasing your new home.

Pro Franchise Advisor works much the same way. I will find out things like: Why do you want to start a business? What does your skill-set include? What are your interests? How much money do you have to invest? What kind of income do you need to eventually earn? Where you would like to operate your business?



After learning about you, I will go out and research potential franchise “fits” and present you with options that meet your decision criteria. Once we have presented you with franchises for your consideration, we will then prepare for you the process of investigating a franchise. We will also provide you with valuable educational resources along the way.

Financing Solutions

In addition, you will probably need some sort of funding. Pro Franchise Advisor has relationships with several Franchise Funding Institutions to help you efficiently secure financing with professional packaging services, dedicated staffs and access to the nation’s top SBA lenders.

How much does it cost to work with Pro Franchise Advisor?

There is no cost to you. Our fee is paid by the franchisor (once you sign the franchise agreement) to save time and offers the franchisor access to the best, most qualified franchisee candidates. Franchisor companies prefer to work with Pro Franchise Advisor because the clients are educated about their franchisors and are a good fit for their franchise model. The introductions made by me undoubtedly move you to the top of the list! Let’s refer back to the real-estate agent example: a real-estate agent represents you to get you the best deal on a home and when they are successful, and you close on your house, their fee is paid by Seller, not you. Pro Franchise Advisor works the same way, with the fee coming from the Franchisor.

Can I get a discount on a franchise fee if I go directly to the franchise instead of using a franchise consultant?

Simply stated, no. Franchises are required by law to provide you a Franchise Disclosure Document (FDD) which will state their franchise fee to buy their franchise and rights to their name and operating system. They can’t change, or discount, that franchise fee if you are referred to a franchise through a franchise consultant. Frankly, franchisors prefer to work with candidates that are referred through Pro Franchise Advisor as the pre-screening of the candidate has already been done. This ensures the candidate has the skill-set and meets the financial requirements for the franchise. Also, Pro Franchise Advisor preps a candidate on how to conduct a proper franchise investigation and provides that candidate many resources to aid them in their decision. Most franchisors will say that a candidate that works with Pro Franchise Advisor is usually *preferable* to work with, as they are a better-educated and prepared potential investor.

How long will it take me to investigate and find the right franchise?

A good franchisor will have a process to teach you about their franchise and complete all the research within 4-8 weeks. Of course, at the end of the process you and the franchisor should be determining whether you are moving ahead or not. So, the timeline will really depend on **you**. Over the years I have worked with a variety of people in all different stages of their career. Some of our clients have been laid off and they don’t want to go back to working for someone else, so they tend to want to move faster to find the right business and have the time to dedicate to researching their next career move. Other clients have full time jobs and are looking for



a business they can manage semi-passively so they can have the extra income of a business while they are still working. While other clients will tell me they no longer enjoy working for someone else, or are no longer growing in their career, so they want to explore transitioning from their job to business ownership. So, it could take a little longer to go through the process pending your work situation.

I do caution my clients that if they are not showing a franchisor that they are consistently making progress and completing the action items that the franchisor requests in a timely manner, that, more than likely, the franchise will start to think they are not a serious investor. Your lack of progress could be interpreted by the franchisor that you have a lack of interest, and this could result in the franchise stopping the process with you and never offering you a franchise. Communication is key!

Don't forget that investigating a franchise is a two-way street...you are interviewing the franchise to make sure it is the right fit for you, and they are interviewing you to ensure you can follow a process and will be a good franchisee that can represent their brand well in the marketplace. The best thing to do is be prepared to take time each week for your investigation. If you think you will move a little slower during certain steps of the investigation process, or that you may take you longer due to work or personal obligations, then you need to communicate that upfront to the franchisor. Sometimes, based on your timeframe, a franchisor may suggest you hold off starting the investigation process with them until you have more time to dedicate to learning about their opportunity.

On the flip side, no one should be rushing you through your franchise investigation. If things are moving too fast or you are feeling pushed through the steps by a franchise, you need to communicate that to me. On your behalf, I will inform the franchisor to slow down. Again, you are making a major investment and your franchise consultant should ensure that you have the time to "turn over all the rocks" and get all your questions answered so you can make a sound business decision.

[How do I know Pro Franchise Advisor is a good fit for me?](#)

This is a VERY important question! You are about to make a major investment and a possibly a life-changing decision. There are numerous groups out there that call themselves franchise consultants or franchise coaches, but many of them have had little-to-No experience in franchising, how to own and operate a business and are no more than "brokers."

I have you first complete a **Confidential Questionnaire (CQ)** that will provide both of us with helpful tools for matching you to the right businesses. Once completed, together we do a full consultation to go over your profile and ask you questions to ensure an understanding of who you are and what is important to you. Interestingly, some of the most experienced business clients have told me they wished they had found me earlier in their business search as my expertise could have saved them time and avoid costly errors in choosing the right business.



Pro Franchise Advisor is not only going to be able to provide you resources like franchise attorneys and funding solutions but are also going to use the credible reputation I've built over 30 years to help you get into the right franchise for you.

Most franchisors will tell you they get hundreds of inquiries each month regarding their franchise opportunity. These franchisors will have to prioritize who they will spend time with, and, as a result, they don't always respond to all those inquiries. I personally have worked with and built relationships with the founders and key executives at many franchise companies, which helps in putting you to the "top of the list" of consideration.

Pro Franchise Advisor acts as your educator, coach & advocate to represent you and your goals.

We leave you with this: *A DREAM written down with a date becomes a GOAL. A goal broken down into steps becomes a PLAN. A plan backed by ACTION becomes REALITY!* by JourneyStrength.

Let's take the Next Step! Contact me at Scott@ProFranchiseAdvisor.com or (949) 900-0588

ABOUT SCOTT DIENER, MBA, CFC

Over the past ~30 years, Scott has lived on both sides between franchisor and small business owner. Earlier in his career, he was part of an inception team of multiple brick and mortar-based franchise start-ups that opened 200 sites for Unocal 76. After the division was sold, worked with Dunkin Donuts, Baskin Robbins, 3 Day Blinds, and Quiznos. With hands-on responsibilities and deep knowledge of all departments at the executive level will provide a unique point-of-view from the franchisor's requirements to franchisee's needs.

In 2001, he left the corporate road warrior lifestyle with 100's of employees in multiple states, and together, with my wife, created a family entertainment and restaurant brand which eventually expanded through franchising. He has helped 1000's explore franchise business ownership. That success he attributes to his mentors, fellow franchise CEO's, franchisees and coaches so you do not feel alone in your journey to realize your dream of franchise ownership and success.

With an MBA from USC in Entrepreneurship, he has continued to mentor MBA students since 2000 so they likely find success and long-term happiness. He enjoys the outdoors and water sports in Orange County, CA and traveling with my wife and two sons.

Having an expert in your corner can provide you exactly the level of experience, leadership, and support needed when narrowing the field of possible businesses to become your own boss. Scott has thousands of people explore the right opportunities for them and can do the same for you!