

Concepts Cater to Franchisee Passion and Profit

The most successful franchise concepts engage and support franchisees on both emotional and financial levels. Snap Fitness offers franchise investors the opportunity to make a difference in their communities, while also generating an attractive return on investment.

“Anytime you become your own boss, it’s important to be passionate about the industry,” says Peter Taunton, CEO and founder of the chain of fitness centers based in Chanhassen, Minnesota. “For our industry, being a franchise is about more than opening a club with a proven concept. Our franchisees are successful by being passionate about creating positive, healthy experiences in their community and seeing people reach their goals.”

Snap Fitness’s proven concept makes it easy for franchisees to succeed in their own goals, Taunton says. “Features such as a simple, turnkey system, low startup

costs, and support from the corporate office attracts very talented people,” he adds.

Snap Fitness has grown to more than 2,500 locations open or in development in 24 countries. “By the start of 2018, domestically and internationally, we aim to have around 3,000 clubs open or in operation,” Taunton says.

For those who possess both a love of travel and the desire to own their own businesses, Cruise Planners provides a “business in a box” solution. “Cruise Planners is attractive to people who have a passion for travel – people who plan their family vacations or people who friends view as their go-to for travel advice,” says



Michelle Fee, CEO and cofounder of the Coral Springs, Florida-based company.

With more than 1,800 locations in all 50 states, Cruise Planners maintains a focus on growth. “We are looking to expand nationally but concentrating our efforts out west,” Fee says.



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