Two of today’s most prominent demographic trends are the growth of the senior population of baby boomer and older consumers and the coming of age of the largest generation in American history, the millennials. Progressive franchisers are addressing both of these developments with concepts that meet the changing needs of 21st-century investors and consumers.

HEART Certified Auto Care is an Evanston, Illinois-based chain of automotive service centers with a passion for integrity, transparency, and the personal touch. “HEART customers know that when they visit one of our locations they’ll be greeted by first name from someone who sees the person, never just a repair job,” says President Brian Moak.

HEART Certified Auto Care’s approach transforms the industry standard into a business focused on hospitality and efficiency. “Trust, understanding, and reliability are what our clients are looking for,” Moak says. “Our job is to be more than that—to provide an environment that turns what could be a stressful experience into one of confidence and ease.”

The business model, in which passion drives results, appeals to millennial investors. “Millennials are seeking financial and career stability that they can feel good about,” Moak says. “HEART’s concept supports a method where you can be successful and operate with integrity and transparency.” Franchisees can email or text service reminders to digital-savvy millennial customers and provide digital photos illustrating repair needs.

HEART Certified Auto Care has three locations in the Chicago area and seeks to expand nationally in densely populated suburbs of major metropolitan areas. Within a year, Moak says, they expect to add two to five locations to their existing network.

The Goddard School is an early childhood education franchise that allows entrepreneurial investors, whether they are millennials or members of other generations, to create positive change while earning attractive returns.

No prior experience in teaching or childcare is necessary for investors to succeed as Goddard School franchisees. “The beauty of The Goddard School Franchise model is that all you really need is the drive and commitment to operate a school, because our team of knowledgeable professionals will guide you every step of the way,” Schumacher says.

The Goddard School system includes more than 460 schools in 36 states. “This will increase to 37 states, as a school in Fayetteville, Arkansas, will be opening soon,” Schumacher says. “We plan to open 27 schools in 2017 and 30 in 2018, which will bring our total to more than 500 schools by the end of 2018.” Regions of focus include Detroit, Chicago, Los Angeles, Minneapolis, Sacramento, San Diego, Dallas, Boston, San Antonio, New York City, and Washington, D.C.

Snap Fitness, based in Chanhassen, Minnesota, is a fitness center franchise that appeals to millennials who want to have a positive impact on their communities and be part of a movement that matters. They also value the chance to do so with the help of a proven business
Cruise Planners leads the way in home-based franchises, and is the #1 travel franchise for under $10K. Find out how Cruise Planners is right for you as a second career, a way to travel in retirement, or a solid work-from-home opportunity.

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LOVE TRAVEL, MAKE MONEY
concept. “Features such as a simple, turnkey system, low startup costs, and support from the corporate office attract very talented people,” says Peter Taunton, founder and CEO of Snap Fitness.

“Whether they are starting their fitness journey or looking to join a supportive community, our clubs do a great job of serving the aging community,” Taunton adds. “Factoring in our healthy culture, the moment they walk into their club, they are welcomed by staff that genuinely care about their health and wellness. The aging population appreciates our environment because it’s designed to make them feel comfortable, encouraged, and confident they’ll reach their goals.”

Snap Fitness has more than 2,500 locations open or in development in 24 countries. “The public demand for Snap Fitness has allowed our brand to truly have a global footprint,” Taunton says. “We’re all over the world, with plans to continue expanding into new markets in 2018.”

By the start of next year, Taunton anticipates having around 3,000 Snap Fitness clubs operating or in development. “We just announced an expansion into the Asia market and will be opening clubs in six countries—Singapore, Malaysia, Vietnam, Thailand, Sri Lanka, and Bangladesh,” he says.

Cruise Planners offers a home-based travel business concept that CEO Michelle Fee says is one of the least costly and most-awarded travel franchises in the country. “And our franchisees have the flexibility to work the business part-time or full-time, with no employees, no inventory, and no hassles,” Fee adds.

Cruise Planners travel franchises are suited to franchisees who love travel, even if they don’t have prior travel industry experience, Fee says. The Coral Springs, Florida-based company trains them to become true travel professionals who can book all types of vacations in addition to cruises. Franchisees can continue to indulge their love of travel even while operating a Cruise Planners business. “The mobile tools make it easy to work from anywhere in the world with internet and a smart device,” Fee says.

Millennial franchise owners particularly appreciate the mobile apps, she says. Older franchisees seeking new challenges are drawn to the opportunity to become business owners later in life. “We call it an ‘Encore career’ for those who are looking to transition to retirement, but aren’t ready for the rocking chair just yet,” Fee says. Cruise Planners has franchises in all 50 states and is focusing future expansion efforts in markets in the Western United States.

HomeVestors of America supplies real estate investors with a powerful trademark and robust marketing program to help them find attractive properties to buy. David Hicks, co-president of the Dallas-based franchiser, says HomeVestors caters to older homeowners looking to downsize, as well as millennials who are, in many cases, inheriting older homes in need of updating.

HomeVestors has more than 830 operating locations and is focusing on growing in Chicago, New York/New Jersey, and Miami, as well as other Florida markets and midsize markets of around a half-million households. “By the end of the year, we’ll be at 900,” Hicks says. “We’ll be at 1,000 by the end of 2018.”

Discovery Map franchisees provide printed and digital travel guides and maps to help consumers find local events, restaurants, and shopping. Peter Hans, president of the Waitsfield, Vermont-based franchiser, says the concept features low cost of entry and time flexibility. About 125 franchisees operate all across the country. Hans anticipates adding a dozen in the next year, targeting university towns in the Midwest and in Canada.

RNR Tire Express franchisees sell quality tires and wheels through pay-as-you-go lease-purchase programs with flexible payments. Adam Sutton, executive vice president of the Tampa-based franchiser, says franchisees enjoy a family-centered culture and above-average financial returns in a recession-resistant business. “It’s not limited to a nice-to-have product,” Sutton says. “It’s a necessity.” RNR has 100 stores operating coast to coast, and Sutton anticipates growing to 125 in a year, with a focus on Western markets.
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