

BUYING FRANCHISE



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Buying a franchise can be a great move for a would-be entrepreneur who doesn't want to create a new business from scratch. In theory, franchisees acquire a model that already works on every level, from branding to pricing to marketing. A ready clientele eagerly spends on Dunkin' Donuts, McDonald's and 7-11.

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Buying a franchise is a model that is often preferred to outright business ownership. It has many advantages, not least of which is that all the branding, marketing and products are already in place. When a franchisor sells the rights to be part of their brand, they have to be sure that they are selling to

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America's Best and Worst Franchises to Buy

Buying a franchise could be your wisest business move yet, but the financial stakes are high. To help prospective franchisees weigh the risks and rewards, Forbes presents its list of 60 brands across the country grouped by cost and ranked based on insider data including growth rates, earning potential, market adaptability and more.

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In 2017, the total monetary layout to open a McDonald's franchise can range anywhere from \$1 million to \$2.2 million. (For more, see The Cost of Buying a McDonald's Franchise.) The real kicker, however, is the ongoing royalty fee.

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Franchising.com Your Complete Guide to Buying a Franchise

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