



5 Steps

to Becoming a Successful
Franchise Broker

“I enjoy seeing people succeed. In my career, I’ve learned a lot about how business works, and I’ve been successful with my own businesses. What I really like about the franchise brokering business is the amount of variety and learning about new business models every week. Plus, I enjoy engaging with the decision process of my prospects. It’s incredibly rewarding to help someone launch a business.”

- Jane Stein, Founder and President of Your Franchise Is Waiting



1

Embrace an entrepreneurial spirit.

If you want to do really well in the franchise broker business, then you have to embrace an entrepreneurial spirit. But what does that really look like?

- **Helping others** grow their businesses, or have grown one or more of your own.
- **Taking great personal satisfaction** from the creative process of growing businesses.
- **Enjoying variety** in your work.
- **Understanding that you’re qualified** to be in an exclusive position to help other people because of the things you’ve already accomplished in your life.
- **Finding it fulfilling** to work with other successful people.
- **Being a “people person”** who cares about other people succeeding, and that’s one of the most important reasons why you’ve been so successful yourself.



2

Make the rules – and then stick to them.

Part of the fun in being a franchise broker is that you can achieve freedom and control by helping others do the same! You get to control your hours, effort, and profits. You get to choose which candidates you work with and how you work with them. You even get to decide what you get out of the experience.

In short, you're the boss of you. It's empowering!

You know other people are looking for the same freedom and control that you are, and there's just something about knowing *you* can help them get the same excitement out of their day that you give yourself. It's perfect.

But there's a catch. When you run your own business, **YOU** make the rules, which also means you have to follow them so you can succeed — and help others succeed.

When you get it right, though, here's what freedom and control looks like as a franchise broker:

- **Conducting business from anywhere in the world.** As long as you have an internet connection and a phone, you can truly work from wherever you want. There's so much you want to do and see in life. Technology and this business opportunity opens the door to those things.
- **Controlling your business appointments.** No one else is planning your appointments except for you, so you can literally design your day around a schedule that fits you and your family.
- **Picking the business up and putting it down when you want.** You can turn your leads on and off, which means you don't have to work all the time. You really can work whenever you want. This kind of flexibility also means you can plan other business ventures and even vacations when, where, and how you want.
- **Creating a balanced lifestyle and time for yourself.** With low overhead and no employees, you can enjoy lots of freedom with your schedule so you can do what's best for you.
- **Seeing the payoff for the work you put in.** You're the only one who's in control of your success, so the more work you put in, the more success you're going to see — and that's incredibly rewarding.



3

Commit to helping others.

Everyone always says you need to do something you love. As a franchise broker, you get to help people and make a difference. So if you love helping others, and mentoring and supporting those who want the help, then you'll love being a franchise broker.

It's gratifying to give buyers advice and watch as they implement it, turning the advice into real success for themselves.

When you commit to helping others as a franchise broker, you'll...

- **Get to see the reward of people** succeeding as business owners because of you.
- **Hear the stories of buyer success** when you talk to them after they've made a purchase.
- **Experience past buyers as a source** of regular referrals and tell people about you because they're so appreciative of how much you've helped them.
- **Have a strong sense of personal fulfillment** in knowing that what you do matters (and it does — you are literally helping to change others' lives!).
- **Notice buyers purchase** additional franchises under your referral.
- **See proof** that you've helped others achieve their dreams, which will encourage you to keep going, and that means more success for you.



4

Become the go-to.

The franchising industry is growing because so many people want to be self-employed, but they have responsibilities, and they need a steady paycheck to support their families and their lives. Franchising and business opportunities are ideal for so many people because — with the right partner — they can succeed with a proven process.

Guess what? *You* can be the right partner.

When you become a franchise broker pro (and, in time, you will!), you'll be making plenty of money. And we're not just saying that.

Just how much money can you make? Well, it depends on how much effort you want to put into being a franchise broker. But here's how the process works:

1. The franchise pays you to send them over a referral, which you get from a recommended vendor.
2. You talk to the people who have inquired about a franchise and match them with the opportunity using a system which makes the process fast and effective.
3. You follow the buyer as the franchise sales person takes them through the discovery process.
4. You make money when they move forward with the franchise.

That sounds simple, right?

It is simple, and that's because:

- The franchises' sales teams handle the sales so you don't have to.
- The process is already in place, including franchisor referral contracts and the leads program for buyer inquiries.
- The set up of your business is minimal, so you can get started quickly.
- The average referral fee for a franchise sale is \$22,000, and sales can add up fast.

And here's the biggest reason: Your talent, desire to help others, and growing track record will make your buyers want to work with you, and even recommend others to you. That means you'll be helping a lot of buyers and you'll be seeing a lot of success — not just for others, but for yourself, too!



5

Get connected with experts.

Now that you know what being a franchise broker is like, how much does it match up with you?

We're guessing it's probably 90% to 95% on target. Or, if you're one of those people we call a "perfect fit," it describes you *exactly*.

So what's the next step? **You have to get connected.** Choose a reputable franchise brokers association and find out how they can help.

Want to start right now? Give us a call or send us an email!

It's time to get the freedom and flexibility you deserve while helping put others in a business they love by selling great franchises. Our team of franchise experts will be happy to help you explore even more about the franchise business. So don't wait — get in touch with us today!

GET STARTED