

A PRACTICAL GUIDE TO THE ROLE,  
THE INDUSTRY, AND THE OPPORTUNITY

# WHAT IS A FRANCHISE CONSULTANT?

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*Your next chapter starts with understanding the role.*

# WHAT IS A FRANCHISE CONSULTANT?

Most people have heard of franchising. Far fewer understand what a franchise consultant actually does. The role is often misunderstood as simple sales, but the reality is much more consultative. Franchise consultants help people explore franchise ownership, understand their options, and move through the process with greater clarity and confidence.

At its core, this is guidance work. A strong consultant helps candidates evaluate opportunities based on their goals, strengths, budget, and lifestyle rather than pushing a one-size-fits-all answer. That is what makes franchise consulting both meaningful and professionally rewarding.

## WHAT THE ROLE LOOKS LIKE

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A franchise consultant serves as a trusted guide for people who are considering business ownership through franchising. The work starts with discovery: understanding who the candidate is, what they want from business ownership, what kind of life they are trying to build, and what concerns or questions they need help navigating.

From there, the consultant brings structure to the journey. That can include educating the candidate, narrowing options, introducing relevant franchise brands, coordinating next steps, and helping them move through evaluation and due diligence with more confidence. FBA specifically describes the role as guiding candidates through education, evaluation, and due diligence so they can make confident decisions.

This is why the role matters. Great consultants do more than make introductions. They listen well, communicate clearly, and help people make major decisions in a more informed and thoughtful way.

## WHY PEOPLE EXPLORE THIS PATH

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One of the biggest reasons people are drawn to franchise consulting is flexibility. Much of the work can be done remotely through calls, video meetings, email, and digital systems, allowing consultants to build a business around their lives instead of being tied to a traditional office structure. FBA explicitly frames brokerage as an advisory business designed around your life.

Another reason is meaning. Consultants are often helping people think through one of the most important professional decisions of their lives. That can make the work feel deeply worthwhile for those who want more than transactions and are looking for a role centered on guidance, relationships, and impact.

It is also a dynamic industry. Consultants gain exposure to a wide range of franchise brands, business models, and candidate goals, which keeps the work engaging and constantly evolving.

## WHO TENDS TO BE A GOOD FIT

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Many successful franchise consultants do not come from franchising. What matters most is not having every answer on day one. What matters is being able to build trust, ask thoughtful questions, communicate clearly, and guide people through an important decision process. This path can be especially appealing to people who want:

- ▶ More freedom and flexibility in how they work
- ▶ A business centered on relationships and guidance
- ▶ Meaningful work that helps others move toward ownership
- ▶ Training and support instead of trying to build everything alone
- ▶ Access to strong franchise brands and a professional ecosystem

You do not need to be a high-pressure salesperson to be effective here. In many cases, the consultative nature of the role favors people who are empathetic, strategic, organized, and genuinely interested in helping others make informed decisions.



## WHAT NEW CONSULTANTS NEED

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A strong opportunity still requires the right support. New consultants need training that helps them understand the franchise industry, the candidate journey, the consultant's role, and how to guide conversations professionally and effectively. FTI presents education and certification as central to building consultant credibility and capability.

They also need practical support:

- ▶ Proven training
- ▶ Ongoing mentorship and answers when questions come up
- ▶ Access to franchise brands
- ▶ Systems and infrastructure that make the business easier to run
- ▶ A professional community to learn from and grow with

FBA states that it helps consultants launch, grow, and professionalize their advisory businesses through structured training, vetted brand partnerships, community, and infrastructure. That support can make a major difference — it shortens the learning curve, builds confidence faster, and helps new consultants serve candidates more effectively from the start.

# WHY FTI AND FBA MATTER

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FTI and FBA help clarify two essential parts of this opportunity. FTI helps people understand the franchise consulting profession itself: the role, the skills, the broader industry, and the importance of education and ongoing development. FBA helps bring the business side into focus through structured training, vetted brand partnerships, operational systems, and a broker community – and has spent more than a decade helping brokers launch, grow, and professionalize their advisory businesses.

Together, they create a fuller picture. FTI speaks to understanding the profession and developing into it.

FBA speaks to the support structure and ecosystem that help consultants operate with more clarity and confidence. For someone exploring the path, that combination matters because inspiration is important, but support and execution are what turn interest into real capability.

# REAL STORIES FROM CONSULTANTS

*"Every day I wake up knowing I might change someone's life. That's the heart of what I do—helping people break free from jobs they've outgrown and guiding them toward something that brings them joy and purpose. It's not just about one client—it's about their families, their future, and the communities they serve through their new businesses."*

**WILLIAM HUFFHINE,**  
Franchise Consultant

*"One of the biggest gifts of being a consultant is freedom. I recently spent two weeks in Morocco—yes, I took a few calls from the Sahara!—but I chose when and how I worked. I'm working hard, but I'm working my way. I set my schedule, spend more time with my family, and live a lifestyle I love. It's a business that fits my life, not the other way around."*

**KEITH LISCIO,**  
Franchise Consultant

# WHY THIS OPPORTUNITY STANDS OUT

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Franchise consulting offers a combination that many professionals are looking for: flexibility, meaningful work, professional growth, and the chance to help others take an important step toward business ownership. It is a role built around guidance, relationships, and informed decision-making rather than inventory, storefront overhead, or buying a franchise yourself.

For the right person, that can be a powerful next chapter. Not because it promises instant success, but because it offers the chance to build something purposeful with the right training, support, and professional foundation behind you.

# READY TO SEE IF FRANCHISE CONSULTING IS RIGHT FOR YOU?

If this guide gave you a clearer picture of the role, the industry, and the support that matters, the next step is simple. Have a real conversation about what this path looks like, what it requires, and whether it aligns with your strengths, goals, and future.



[Book Your Conversation](#)