

FRANCHISE PERSPECTIVE

"The Three Secrets to Choosing a Winning Franchise"

So you think you've finally decided which business franchise will work for you? Hold your horses ... don't make a decision until you read these three secrets:

PEOPLE GET SO MUCH BAD ADVICE ABOUT going into a franchise ... you sometimes wonder how anyone survives. You often hear, for example, that to be successful you need a unique product or service, something nobody else has.

Or that you should choose a franchise with as little competition as possible, that you're better off having a market to yourself. Baloney!

Here are the real secrets:

1 The first secret to choosing a winning franchise is to get involved with a franchise that has taken an old idea ... an established industry that's "out of sync" with the customer's desires and put a new, modern twist on it!

2 Second, you need to select a business concept that you feel comfortable with ... something you'll enjoy doing! ...after all, it makes no sense to do something you hate!

3 Third, choose a company that will give you ongoing support, and who will give you a time-tested, proven system for getting customers the minute you open your door.

Many franchise opportunities exist in today's market but in the category of meeting all three secrets for a successful franchise, one may outshine them all.

■ A WINNING CONCEPT

As you know, life seems to get more and more fast paced. We're increasingly becoming a society, even a world, which not only expects convenience, but also demands it.

One floor covering company has recognized that fact and capitalized on it in a major way. If you've ever bought carpeting or floor coverings of any kind for your home, you already understand what a hassle it is. Not any more!

One company has taken the hassle out of buying carpet and flooring and the consumers are responding like mad! Here's why:

It used to be when you wanted to put new carpet in your home, you looked through all the newspapers or yellow pages, hopped into your car and raced all over town viewing samples.

You'd eventually find one or two that looked perfect and bring home some swatches. But then, they looked completely different when you got them home. So back you'd go to try again ...

It's so-o-o frustrating! Not to mention, choosing the style is only half the battle, you'd still need to have it measured and installed.

Wouldn't it be great if the carpet showroom could come to you and handle all the details from start to finish?

Well now it can ... and consumers love it! Imagine no showroom, low overhead, no inventory! Plus this company provides convenience no store can match!

■ RANKED NUMBER #1 FRANCHISE BY ENTREPRENEUR MAGAZINE IN 96, 97

In its category, Floor Coverings International was chosen number one. This proven franchise allows you to bring more than 3,500 style and color samples right into your customer's home or office. (A perfect answer to taking an old industry and putting a modern spin on it!)

Your customers can see exactly how the choices they make will look under the "real life" lighting and decor conditions.

And as a franchisee, you'll be part of one of the nation's largest carpet-buying groups, which allows you to offer your customers high quality floor coverings at a discount.

And special "mill-direct" cut-to-order purchasing frees you from the costly burdens of inventory and storage.

Along with having all the necessary elements for success, Floor Coverings International has other advantages that may appeal to you if you are seeking a winning franchise opportunity.

■ POWERFUL ADVANTAGES

- You get a time-tested, proven franchise system for success.
- Within your first 30 days you'll get an in-field seasoned pro who knows this business inside-out to show you the ropes.
- You get complete training on how to quickly and easily get customers.
- Anytime you're looking for advice or help, you can call our 24-hour support help-line!
- You get a home based business franchise with flexible hours and low overhead.
- You receive a protected territory.
- You receive superior training and product knowledge in a hands-on, two-week training program.
- You get paid to help people beautify their homes in a way no one else can.
- No limits on how large you can expand.
- Only \$18,500 minimum investment.

With all the advantages offered by FCI, it makes sense to investigate their opportunity if you're looking for a winning franchise. For a free video and information packet call anytime 24 hours a day at 800-955-4324.

