



50 Top Franchises For Minorities

by Catherine Morris and Rob Bond

(Article dimensions have been modified for easier reading)

The National Minority Franchising Initiative recently completed its fourth annual survey to determine the progress of minorities within the franchising community. The good news is that minorities continue to make exceptional progress in increasing their representation in this arena. The bad news is that there is still a disparity, though dwindling, between minority ownership (generally put at 15+%) and their representation within the population at large - approximately 28%. Progress is slower than most would wish, but clearly on the right track.

Franchising

This progress is due to two primary factors: 1) the strong work ethic, willingness to play by the rules, entrepreneurial instincts, and mental toughness of minorities when times get tough (like today!) and 2) the significant marketing efforts implemented by franchisors to attract and support minorities within their systems. Franchisors clearly realize that their brands are not properly represented in underserved communities and are making significant efforts to close that financial gap.

The National Minority Franchising Initiative received over 450 responses to this year's survey. The questionnaire asked franchisors to list the minority (African-American, Asian-American, Hispanic, South Indian, etc.) participation among their existing franchised and company-owned units, as well as the minority representation among senior management which is defined as management with an annual salary in excess of \$60,000. The companies that scored the highest are listed below. These ten franchisors have clearly been exceptionally successful in their efforts to recruit minorities.

Each company has in excess of 1,000 operating units. In each case, over 33% of their franchisees are minorities. Most also have a significant number of minorities within their management ranks. Given the relatively low cost of entry, one might expect greater participation within the maintenance industry. The last four companies, however, are in the food-service and service industries, which generally have a very high cost of entry.

Company	Total Units	Minority Units	Participation	Industry
Coverall	8,700	7,917	91%	Maintenance
Bonus Building Care	1,793	1,704	95%	Maintenance
JAN-PRO Cleaning Systems	12,870	10,100	78%	Maintenance
Vanguard Cleaning Systems	2,388	2,108	88%	Maintenance
Stratus Building Solutions	5,132	4,772	93%	Maintenance
Church's Chicken	1,241	927	75%	Food-Service
Jack in the Box	2,222	1,632	73%	Food-Service
Auntie Anne's	1,130	442	39%	Food-Service
Anytime Fitness	1,635	698	43%	Health & Fitness
Liberty Tax Service	3,575	1,178	33%	Tax Services

The adjacent list of *50 Top Franchises for Minorities* is an excellent starting point in your search for an optimal franchise that meets your needs. The percentage of minority franchisees is not an overarching factor in selecting a franchise. To the extent that you are a minority, however, there is no question that these companies are clearly doing something right and that they actively support your inclusion within their systems.

The National Minority Franchising Initiative as various resources including books, FDDs, etc. that could be of use to you if you are considering pursuing a franchise. For access to these and for more detailed information on franchises actively seeking minority franchisees, please visit www.MinorityFranchising.com.

50 Top Franchise for Minorities

Selected by the National Minority Franchising Initiative - NMFII

COMPANY	INTERNET
Always Best Care Senior Services	www.alwaysbestcare.com
Anago Cleaning Systems	www.anagousa.com
Anytime Fitness	www.anytimefitness.com
Auntie Anne's Hand-Rolled Soft Pretzels	www.auntieannes.com
Bonus Building Care	www.bonusbuildingcare.com
BrightStar	www.brightstar.com
Burger King Corporation	www.whopper.com
Captain D's Seafood	www.captains.com
Charley's Grilled Subs	www.charleys.com
Church's Chicken	www.churchs.com
Color Me Mine	www.colormemine.com
Coverall Health-Based Cleaning System	www.coverall.com
CruiseOne	www.cruiseone.com
Cruise Planners	www.cruiseplanners.com
Entrepreneur's Source, The (AdviCoach, Entrepreneur's Source)	www.franchisesource.com
Estrella Insurance	www.estrellainsurance.com
Express Employment Professionals	www.expressfranchising.com
Fiesta Auto Insurance and Tax Service	www.fiestainsurance.com
Flame Broiler, The	www.flamebroilerusa.com
Focus Brands (Carvel, Cinnabon, Moe's, Schlotzsky's)	www.focusbrands.com
GameTruck	www.gametruckparty.com
i9 Sports	www.i9sportsfranchise.com
Jack in the Box	www.jackinthebox.com
Jan-Pro Cleaning Systems	www.jan-pro.com
Kahala Brands (Blimpie's, Cold Stone Creamery, Great Steak)	www.kahalacorp.com
Kiddie Academy	www.kiddieacademy.com
L & L Hawaiian Barbecue	www.hawaiianbarbecue.com
Liberty Tax Service	www.libertytaxfranchise.com
Little Caesars	www.littlecaesars.com
Maid Brigade	www.maidbrigade.com
Maids, The	www.maids.com
Mathnasium Learning Centers	www.mathnasium.com
McDonald's Corporation	www.mcdonalds.com
Mr. Goodcents Subs & Pastas	www.mrgoodcents.com
OpenWorks	www.openworksworld.com
Padgett Business Services	www.smallbizpros.com
Papa John's	www.papajohns.com
Pop-A-Lock	www.popalock.com

Pronto Auto Insurance	www.prontoinsurance.com
Red Roof Inn	www.redroof.com
Regal Nails Salons & Spa	www.regalnails.com
Saladworks	www.saladworks.com
Service Brands International (1-800-Dryclean, Molly Maid, Mr. Handyman)	www.servicebrands.com
ServiceMaster Company (Furniture Medic, Merry Maids, ServiceMaster Clean)	www.servicemaster.com
Starwood Hotels & Resorts Worldwide (Four Points, Sheraton, Westin)	www.starwoodhotels.com
Stratus Building Solutions	www.stratusclean.com
Straw Hat Pizza	www.strawhatpizza.com
Street Corner	www.streetcorner.com
Tasti D-Lite	www.tastidlite.com
Tutor Doctor	www.tutordoctor.com
Vanguard Cleaning Systems	www.vanguardcleaning.com
WSI	www.wsicorporate.com