



## 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](http://www.MinorityFranchising.com).

## 50 Top Franchise for Minorities

Selected by the National Minority Franchising Initiative - NMFII

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

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