



50 Top Franchises for Minorities

By Annie Barbarika and Rob Bond

(Article dimensions have been modified for easier reading)

This is the sixth annual survey conducted by the National Minority Franchising Initiative. As in the past, our sole intent is to acknowledge those franchisors who best demonstrate their commitment to the recruitment, inclusion and on-going support of minorities through action. Our sense is that prospective minority franchisees want to be part of a **Franchising** system where their ethnic or racial group is already well represented. This allows them to gain insights before becoming a franchisee, and, equally importantly, access a strong peer group to provide continuing support and encouragement.

We estimate by extrapolating from a sample of hundreds of Franchisors that are active in North America that roughly 16% of all franchises are owned by minorities. This is a vast improvement from the 8-10% participation only 10 years ago. Although this number still falls short of the 28% of minorities in the overall population, we continue to be impressed with the growing number of minorities within the ranks of the franchising community.

To qualify for the "Top 50" list, several hundred franchisors submitted information on minority participation (African-American, Asian-American, Hispanic, South Asian, etc.) among their existing franchised and company-owned units, as well as their minority representation among senior management (defined as management with an annual salary over \$60,000). The highest-scoring companies are listed in the attached "Top 50" listing.

Among those companies that responded, a most welcome trend has emerged. An increasing number of franchisors have a minority participation rate of over 50% among their franchisees and company-owned store managers. Nineteen companies, each with high percentage minority participation, are noted below, along with their industry group. Two industries clearly stand out - the maintenance industry and the insurance industry. Three of the companies (UCMAS, OXXO Cleaners and Churromania) have less than 43 operating units and so were not included in the larger list, but have outstanding minority representation.

Company	Total Units	Minority Units	% Minority	Industry
Estrella Insurance	51	51	100%	Insurance
UCMAS	42	42	100%	Education
ATAX Accounting	46	45	98%	Tax/Accounting
Flame Broiler	114	111	97%	Food
OXXO Cleaners	34	32	94%	Cleaners
Churromania	13	12	92%	Food
Fiesta Insurance	84	76	90%	Insurance
Anago Cleaning	2,389	2,126	89%	Maintenance
Pronto Insurance	119	105	88%	Insurance
Jan-Pro Cleaning	10,290	9,089	88%	Maintenance
Vanguard Cleaning	2,713	2,395	88%	Maintenance
Mint Condition	234	204	87%	Maintenance
Coverall Cleaning	9,137	7,862	86%	Maintenance
Church's Chicken	1,211	956	79%	Food
Jack in the Box	2,252	1,702	76%	Food
New York Pizzeria	56	38	68%	Food
7-Eleven	6,916	4,544	66%	Food/Convenience
Juice It Up!	86	57	66%	Food
Charley's Grilled Subs	466	294	63%	Food

It is worth noting that five companies (Churromania, Flame Broiler, Estrella Insurance, OXXO Cleaners and UCMAS) have 100% minority management.

While the above list is by no means the definitive for the selection of an optimal franchise system, it is an excellent starting point for a review of the industry.

The National Minority Franchising Initiative has various resources, including books, FDDs, links, etc. that may be useful if you are considering the purchase of a franchise. For access to more detailed information on franchises actively seeking minority franchisees, please visit www.MinorityFranchising.com.

50 Top Franchises for Minorities

Selected by National Minority Franchising Initiative - NMFI

COMPANY	WEBSITE
360clean	www.360clean.com
7-Eleven	www.7-11.com
Always Best Care Senior Services	www.abc-seniors.com
Anago Cleaning Systems	www.anagousa.com
ATAX Accounting/Financial Services	www.atax.com
Bricks 4 Kidz	www.bricks4kidz.com
Burger King	www.whopper.com
Charley's Grilled Subs	www.charleys.com
Chem-Dry Carpet & Upholstery Cleaning	www.chemdry.com
Choice Hotels (Clarion, Comfort Inn, Quality Inn, EconoLodge)	www.choicehotels.com
Church's Chicken	www.churchs.com
CleanNet USA	www.cleannetusa.com
Coverall Health-Based Cleaning System	www.coverall.com
Cruise Planners	www.cruiseplanners.com
CruiseOne	www.cruiseonefranchise.com
Denny's	www.dennys.com
Doc Popcorn	www.docpopcorn.com
Estrella Insurance	www.estrellainsurance.com
Fiesta Insurance	www.fiestainsurance.com
Flame Broiler	www.flamebroilerusa.com
Franchise Source Brands (Entrepreneur's Source, AdvCoach)	www.franchisesource.com
Honest-1 Auto Care	www.honest-1.com
i9 Sports	www.i9sports.com
Jack in the Box	www.jackinthebox.com
Jan-Pro Cleaning Systems	www.jan-pro.com
Juice It Up!	www.juiceitup.com
Kahala Brands (Blimpie, Cold Stone, Great Steak, TacoTime)	www.kahalamgmt.com
Kiddie Academy	www.kiddieacademy.com
Liberty Tax	www.libtax.com
Little Caesars	www.littlecaesars.com
Maid to Perfection	www.maidto perfection.com
Maids, The	www.maids.com
McDonald's	www.aboutmcdonalds.com

Miami Subs	www.miamisubs.com
Mint Condition	www.mintconditioninc.com
New York Pizzeria	www.nypizzeria.com
Papa John's	www.papajohns.com
Pop-A-Lock	www.popalock.com
Pronto Insurance	www.prontofranchise.com
Re/Max	www.remax.com
Red Roof Inn	www.redroof.com
Service Brands (Molly Maid, Mr. Handyman)	www.servicebrands.com
ServiceMaster (ServiceMaster Clean, Merry Maids, Furniture Medic)	www.servicemaster.com
Starwood Hotels (Four Points, Sheraton, Westin)	www.starwoodhotels.com
Street Corner	www.streetcorner.com
Tutor Doctor	www.tutordoctor.com
United Franchise Group (Sign-A-Rama, EmbroidMe)	www.ufgcorp.com
Vanguard Claning Systems	www.vanguardcleaning.com
Wingstop	www.wingstop.com
WSI	www.wsiworld.com