



Franchise Brokers - A Growing Part of the Franchise Community

By [Don Daszkowski](#), About.com. January 19, 2009

First of all, what is a [franchise broker](#)? A good comparison would be if you wanted to buy your first house and did not know what steps to take. Where would you go? You'd contact a real estate broker who would help you find your ideal home in the right area for the right price.

For those who have never owned a franchise before, a franchise broker can assist you in identifying what franchise may be a good fit. They can also help you get a deeper understanding of different types of franchises. For example, if you have strong sales skills and a demonstrated history of being able to manage yourself, you may not need an expensive retail franchise to succeed. Perhaps you'll be able to leverage your sales and self management skills and purchase a home-based franchise.

Franchise Brokers Can Offer You More Options

Industry statistics show that franchise seekers need help and guidance, as the majority of web-based searches performed by franchise seekers start with retail food concepts. The truth is most people aren't well suited for food franchises, but they start with the names they know.

For those interested in learning about a wider range of franchise options, a [franchise broker](#) makes perfect sense. Franchise brokers have access to hundreds of franchise companies that look to the broker as a source of pre-screened and qualified prospective franchisees. Franchise brokers receive a referral fee from the franchise companies when and only if their clients actually purchase a franchise.

Why Use a Franchise Broker?

Franchise brokers have a process for helping their clients. If someone doesn't come from franchising or have a solid background in business ownership, they are somewhat overwhelmed when it comes to choosing a franchise and that is where a franchise broker can really help them. They can help them identify their skills, define their investment capabilities and even steer them away from franchisors that look good on paper, but have problems with their business model. Having a good franchise broker with you throughout the process can save you time, money, aggravation, and can even keep you from making a huge mistake.