

WOMEN IN FRANCHISING 2021

SPECIAL REPORT
TOP FRANCHISES FOR WOMEN

**PUBLISHED BY FRANCHISE
BUSINESS REVIEW**

Photo courtesy of Rhea Lana's



Top 50 Franchises - P. 7

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Photo courtesy of A&W Restaurants

OUR METHODOLOGY

Every year, Franchise Business Review surveys thousands of women franchisees from hundreds of leading franchise brands to gauge franchisee satisfaction and performance – and to compile our lists of the top-rated franchise brands for women. Our independent franchisee satisfaction reviews measure the health of franchise systems that participate in our research based exclusively on the feedback of franchise owners... the real franchise experts!

Not all brands willingly open their doors to an independent research firm like Franchise Business Review, but those who do can offer investors a wealth of information on the system's leadership, culture, training and support, financial outlook and franchisee community.

This year, we surveyed 8,453 women franchisees from 289 leading franchise brands to determine the best franchising opportunities for women, based 100 percent on franchisee satisfaction.

Each survey participant was asked 33 benchmark questions about their franchisor that focused on areas such as leadership, training, and core values as well 16 more personal questions concerning their business lifestyle and overall enjoyment of running their franchise.

SURVEYED

8,453

WOMEN FRANCHISEES

SURVEYED

289

LEADING FRANCHISES

BASED

100%

FRANCHISEE
SATISFACTION

ASKED

33

BENCHMARK QUESTIONS

FINDINGS

WOMEN EARN MORE AS
FRANCHISEES, BUT STILL
TRAIL MEN

With reported annual income numbers exceeding \$95,283, women franchise owners earned double the annual income of the average 45-year-old female employee. Despite this, male franchise owners earn 29% more.

It's important to note that these are pre-pandemic figures reported for 2019. We anticipate income data for women franchise owners to fall by at least 15% - 20% for 2020, as many of the industries impacted the most by COVID-19 (i.e. travel, child services, fitness, etc.) are heavily women-owned.

\$123K

Average annual earnings
reported by male
franchise owners*

\$95K

Average annual
income reported by
women franchisees*

\$48K

Average annual salary
of 45-year-old female
employee in the U.S.**

Photo courtesy of Home Instead Senior Care



* Average annual income reported by 10,643 male and 3,734 female franchise owners surveyed by Franchise Business Review that had been in business for a minimum of two years. December 2020

** Source: U.S. Bureau of Labor Statistics, October 2019. <https://www.bls.gov/news.release/wkyeng.t03.htm>.

FINDINGS

32%

of all franchises
opened in the last 24
months are led by
women

29%

of all franchises
are female owned

38%

increase in women-
owned franchises
over the last decade

INCREASE IN FEMALE
FRANCHISE OWNERSHIP

While women-owned franchise ownership has been on the rise the past decade, we anticipate 2020 and 2021 to be a setback for women. COVID-19 put the brakes on business startups through much of 2020.

While these numbers are starting to turn around for 2021, women entrepreneurship will be more heavily impacted due to women playing a more significant role in family caregiving of both children and elderly parents. Still, nearly one-third of all franchises are currently women-owned businesses, and we anticipate this to grow significantly again over the next decade.

Photo courtesy of Amazing Athletes



Women Seek Flexibility, Less Likely to be "Empire Builders"

OUR RESEARCH SHOWS WOMEN PRIORITIZE SCHEDULE FLEXIBILITY AND OWN FEWER UNITS

While the majority of women franchise owners work at least 40 hours per week, they clock roughly 10% fewer hours on average than their male counterparts. This desire for flexibility may also explain why women tend to gravitate towards home-based franchise opportunities that typically require fewer hours and a lower initial investment.

Women are also less likely to be "empire builders" where they own multiple businesses rather than just a single location. Among franchisees who own five or more locations ("empire builders"), just 18% are women-owned businesses. When compared to single-location franchise owners, where 30% are women.

This may also tie back to the flexibility component; the more locations you own, the more complex your business becomes, and the less lifestyle flexibility you enjoy as an owner. Multi-unit owners have the highest incomes in franchising, averaging over \$200,000 annually.

SINGLE -UNIT OWNERS

30%

ARE WOMEN OWNED BUSINESSES

EMPIRE BUILDERS (5+ UNITS)

18%

ARE WOMEN OWNED BUSINESSES



WOMEN

43

AVERAGE HOURS WORKED PER WEEK

MEN

48

AVERAGE HOURS WORKED PER WEEK

Photo courtesy of Dogtopia





Photo courtesy of MaidPro

POPULAR SECTORS FOR WOMEN

Women tend to choose businesses in lower earning industries such as childcare and senior care. Franchises in the high-earning auto and hotel sectors are predominantly led by men, with women only making up 8% and 11% of all leadership roles in these sectors, respectively.

"I fell in love with the focus on feeling good about myself, and the positive empowerment of women — I wanted to be a part of that!"

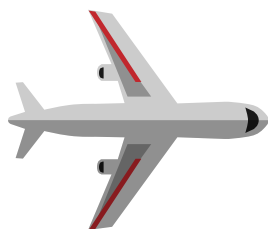
JODIE PECK
FRANCHISEE, 30 MINUTE HIT

Top Sectors for Women



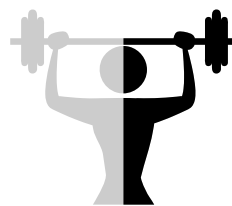
Childcare

64% of franchisees in the childcare sector are women



Travel

63% of franchisees in the travel sector are women



Fitness

55% of franchisees in the fitness sector are women



Education

51% of franchisees in the education sector are women

WOMEN FRANCHISEES REPORT HIGH SATISFACTION

"It's been an amazing ride; I never imagined I could actually do this and watch my kids grow up. Now I am putting them through college and my business is paying for it."

CAROLYN LEIBOWITZ
FRANCHISEE
CRUISE PLANNERS

75%

would recommend their
franchise brand to others

72%

would "do it again knowing
what they know today"

84%

respect their
franchisor

88%

enjoy operating their
business

Photo courtesy of Soccer Shots



2021

TOP 50 FRANCHISES FOR WOMEN

- 360clean
- A&W Restaurants
- Aire-Master of America
- Amazing Athletes
- Assisting Hands
- AtWork Group
- Better Homes and Gardens Real Estate
- British Swim School
- Cruise Planners
- Dogtopia
- Fastest Labs
- FASTSIGNS
- FirstLight Home Care
- Freedom Boat Club
- FYZICAL Therapy & Balance Centers
- Home Instead
- HouseMaster
- Kampgrounds of America
- Keller Williams
- Kona Ice
- LearningRx
- MaidPro
- Mr. Appliance
- Mr. Electric
- MY SALON Suite
- NextHome
- Nothing Bundt Cakes
- Office Pride Commercial Cleaning
- Our Town America
- Payroll Vault
- Pet Supplies Plus
- Pinch A Penny
- Pizza Factory
- Precision Door Service
- Realty ONE Group
- Rhea Lana's
- Senior Care Authority
- Soccer Shots
- Sola Salon Studios
- Supporting Strategies
- The Joint
- The Learning Experience
- Tropical Smoothie Cafe
- United Country Real Estate
- Visiting Angels
- We Insure
- Weichert Real Estate
- Wild Birds Unlimited
- Wingstop
- Yogi Bear's Jellystone Park Camp Resorts

More information is available at
FranchiseBusinessReview.com



ABOUT FRANCHISE BUSINESS REVIEW'S FSI SCORING

Each year we look at the best franchise opportunities across all sectors and segments and rate them based on the Franchisee Satisfaction Index (FSI).

The Franchisee Satisfaction Index (FSI) is the industry standard by which the health of any franchise company can be measured and tracked over time. Established by Franchise Business Review in 2007, FSI is a collective assessment of the critical areas of franchisee satisfaction and engagement. Franchise Business Review has surveyed over 1,100 franchise brands, representing tens of thousands of franchisees. This data makes our FSI benchmark an extremely powerful tool for evaluating systems, tracking operational performance, and predicting future success.

The FSI measures franchisee satisfaction and engagement in eight key areas:

- Photo courtesy of Wild Birds Unlimited*
- Training and Support
 - Systems and Operations
 - Executive Leadership
 - Core Values
 - Franchisee Community
 - Self-Evaluation
 - Financial Opportunity
 - General Satisfaction

FSI can range from 0 to 100 and represents a weighted sum of positive responses to a specific question or a group of questions within one of the areas being measured for satisfaction. If you were to simply add up all the positive responses to a question, giving the same value to an “excellent” response that you give to a “good” or “very good” response, you would paint an overly optimistic picture. FSI provides a realistic view of favorable satisfaction ratings by weighting more positive responses and discounting lesser responses to any given question.

The information we gather and distribute is not intended to replace the franchise investigation process that all potential franchisees should engage in. It does, however, provide immediate feedback from existing franchisees about brands you may be interested in.

For more information on the content provided in this report please contact us at info@franchisebusinessreview.com or visit us online at www.FranchiseBusinessReview.com.