

SOURCE: FranNet



January 04, 2012 10:48 ET

FranNet: Leading the Franchise Matchmaker Revolution

Franchise Consultants Function as Headhunters Matching Corporate Workers With Franchise Systems

LOUISVILLE, KY--(Marketwire - Jan 4, 2012) - In the corporate world, employees are a business' most valuable asset. Companies go to great lengths to recruit top talent, hiring corporate recruiters, "headhunters," to identify and screen the best candidates.

To franchise systems, franchise owners are the most valuable asset, and companies are using FranNet to identify and recruit top-performing owners from the corporate world.

This matchmaking is revolutionizing the way franchise systems grow and is contributing greatly to job growth and the recovery of the economy.

"FranNet's job is to match client and franchise opportunity according to the client's skill set, passions and life goals," said FranNet President and COO Jania Bailey. "We accomplish this through a carefully crafted evaluation process that assesses each client and ensures they look at the right franchises."

Franchise matchmakers are consultants who link clients seeking franchise opportunities with the right franchises. Often, clients are former corporate employees or executives who lost their jobs in downsizing, retirees who want a more dependable source of retirement income or recent college grads struggling to find work in the recession.

"The diversity in franchising is the single biggest surprise to most of our clients," Bailey said. "The vast majority are expecting sandwich shops. But we're in touch with more than 3,000 franchisors of all kinds, in the U.S. and Canada."

Franchise matchmakers' popularity continues to grow with the franchising industry. INC magazine listed FranNet as one of the fastest-growing companies and one of the top 10 franchise systems in the country for 2011, a year in which FranNet posted the largest revenue year in its 25-year history.

"In this economy, franchise ownership is one of the safest and highest-yield financial choices a professional can make," Bailey said. "Small business ownership allows people to build their careers and equity in something they own, and it's our job as franchise matchmakers to make that happen."

About FranNet

For nearly 25 years, FranNet, based in Louisville, Ky., has been one of North America's leaders in matching franchisees with franchise companies. FranNet consultants use a specific profiling and consultative process to determine a business model unique to each client's goals, skill sets and

interests, and have matched thousands of happy entrepreneurs to rewarding small business opportunities. For more information, visit www.frannet.com.

Contact Information

- **Contact:**
Faith Shealy
615-499-4410
[Email Contact](#)