



## **20-Year-Old Leading Window Covering Franchise Budget Blinds Seeks to Grow and Is Looking for Prospective Franchisees With Positive Attitudes**

*Budget Blinds, the leading custom window covering franchise in North America, seeks to increase its franchise base as the company turns 20 in 2012. Recently, Budget Blinds co-founder and CEO, Chad Hallock conducted a webinar to present the Budget Blinds franchise offering to prospective franchisees and encourage participants by relaying the story of how Budget Blinds got its start in the midst of an economic recession.*

Orange, CA ([PRWEB](#)) October 13, 2011 -- Chad Hallock, [Budget Blinds](#) CEO and Co-Founder, recently presented [Budget Blinds franchise offering](#) to over 50 prospective franchise owners via a webinar

“We’re looking for people with positive attitudes who want to escape their cubicles to own and operate a local small business of their own to become Budget Blinds Franchisees,” said Hallock.

Hallock recalled that Budget Blinds started amid less than desirable economic conditions.

“It was 1992,” Hallock recalled. “Orange County was in a recession and the five of us decided to launch a brand new business. We all knew that it would take hard work, offering something our competition didn’t, and doing things outside of our comfort zones to survive in that sort of economic environment.”

Budget Blinds not only survived, it thrived. The five entrepreneurs offered homeowners the opportunity to shop for window coverings at home where their windows were.

“Few places were offering free in home consultations for window coverings in 1992,” said Hallock.

“Homeowners were ordering out of catalogs or driving to department stores and hoping that the product they chose coordinated with their décor and that their measurements were correct.

“We would visit the homeowner, share a number of samples, discuss the features and benefits of each of the options, take the measurements and install the product when it arrived,” said Hallock.

Within in months, they were selling \$100,000 in window treatments monthly. By 1994, friends and past customers of the five founders of Budget Blinds were asking how they could open their own Budget Blinds businesses.

In 1996, Budget Blinds was ranked at the top of its category in Entrepreneur magazine’s Franchise 500 listing and has remained there every year since.

The company will celebrate its twentieth anniversary in 2012, and the founders would like to add to its franchise base. Budget Blinds currently has 802 territories serving roughly 4,000 cities throughout the United States and Canada.

“We have plenty of desirable, exclusive territories available,” said Hallock. “We are about 40 percent sold out in the United States and 80 percent sold out in Canada.”



Hallock said that although there are 2,000 exclusive territories available throughout the United States that the company's magic number is 1,500.

“With 1,500 franchise territories, we will reach a saturation level that will allow us to do really wonderful things on behalf of our franchisees, including more robust advertising and lead generation activities,” said Hallock.

FranData reports that Budget Blinds is unique among franchise organizations. Of the 1,500 franchise organizations in operation, only 30 of them have national advertising funds in excess of \$10 Million. Further, Budget Blinds is among the less than one percent of franchise companies that contribute corporate dollars to its national advertising activities.

Already the company has developed programs that make it a desirable opportunity, like a Vendor Alliance with over 70 participating partners, preferred pricing, two private label product lines, an exclusive no-questions-asked customer assurance guarantee program, and free upgrades.

Recently, Budget Blinds re-launched its National Key Accounts program, which provides local franchisees access to larger commercial jobs they may have been excluded from if they'd been a small local independent window treatment provider. Scott Spielberger, the Budget Blinds franchisee serving Memphis, Tenn., recently completed a corporate project valued at approximately \$200,000.

“Being a recognized brand makes us a desirable partner,” said Hallock. “Corporately, we're able to secure a broader group of products at volume prices than a local independent operator could on his or her own. That, coupled with the fact that Scott is just a phenomenal franchisee was critical to completing that landmark project.”

Budget Blinds is actively seeking franchisees in the United States and Canada. Interested parties are encouraged to contact Budget Blinds to learn more about the franchise opportunity.

“It's exciting to help people realize their dreams of owning and operating their very own local small business, but it also comes with a tremendous sense of responsibility to give folks every opportunity to do well,” said Hallock.

#### QUICK FACTS:

- Budget Blinds celebrates its 20th anniversary in 2012.
- Budget Blinds Franchise and Territory Fee is \$74,950.
- The total investment range is \$89,240 to \$174,070.
- Budget Blinds is a home-based franchise opportunity
- Budget Blinds franchisees enjoy low overhead.
- Budget Blinds franchises require no inventory.
- Desirable, exclusive territories are available in the U.S. and Canada.

#### About BUDGET BLINDS, Inc. and Home Franchise Concepts

Based in Orange, California, Budget Blinds, Inc. was founded in 1992 and currently boasts over 800 franchise territories serving nearly 4,000 cities throughout the United States and Canada. In 2006, the founders of Budget Blinds, Inc. created Home Franchise Concepts to be the parent company to Budget Blinds and its sister



concepts. As consumer demand for its quality, convenient services continues to grow, Budget Blinds is on its way to dominating the multi-billion dollar window covering market. Budget Blinds has been recognized as a leader in the franchise industry by organizations such as Entrepreneur, AllBusiness.com, Canadian Franchise Association, Inc. and Franchise Business Review. For more information on Budget Blinds please visit [www.budgetblinds.com](http://www.budgetblinds.com) or our press room at [www.budgetblinds.com/pressroom](http://www.budgetblinds.com/pressroom) or call 1-800-519-6298. Learn even more by liking us on Facebook [www.facebook.com/budgetblinds](http://www.facebook.com/budgetblinds) or follow us on Twitter @BudgetBlinds.

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