

Burgers and Bulldozers: New Franchise Roundup

With thousands of recent franchise techniques being commenced each and every year, it really is nearly unimaginable to store observe of the freshest thoughts. Here is an update of two new franchises and the way they have fared of their first various months of franchising. The Counter – No, this isnt simply one other quickly meals hamburger joint. Besides serving hamburgers, The Counter has as a lot in common along with your neighborhood McDonalds or Wendys because the World Cup has to do with your childs weekend football recreation. First opened in Santa Monica in 2003, this sought after replace to the traditional burger joint serves its burgers with any mix of 10 cheeses, 26 toppings, and 17 sauces. So, pass in advance and order that Danish Bleu Cheese Burger topped with dried cranberries and a ginger soy glaze you consistently needed. Since 2003, The Counter has won the sort of press that maximum providers can solely dream about. After being listed as one of the most top 20 burgers inside the united states of america via GQ, the holy grail of endorsers, The Oprah Winfrey Show, named it the Best Burger in the USA. (An aside on the vigor of the O-nod, revenue jumped from \$forty four,000/mo to \$245,000/mo after the endorsement) With all of this luck, The Counter did the purely logical subsequent step and started out promoting franchises in early 2006 with a \$forty,000 franchise cost and six% royalty.



So how is it going? The agency has already inked [Van Bortel Aircraft](#) agreements for 60 eating places in California on my own. Next up is growth into Florida, New York, Arizona and Nevada followed by the rest of the state. With long stove projections of simplest 400 to six hundred instruments, The Counter is good on its way to franchising stardom. EQUIPRO – If Santa Monica and The Counter just appear too sought after and hip, this light gear restoration franchise from Wisconsin absolutely wont. EQUIPRO, a subsidiary of Wacker Corporation all started proposing fix carrier to the light development device marketplace in 2003. At the comparable time that the easy accessories marketplace is transforming into at well-nigh ten percent in line with yr, many huge appliance buyers had been slicing lower back on service assist. In reaction to these traits, EQUIPRO all started to construct out its community of service centers. EQUIPRO makes a speciality of imparting carrier for the next manufacturers: ICS, MI-T-M, MK Diamond, Sullair, and Wacker. The franchises also are complete-carrier dealers for Honda, Briggs & Stratton, Robin/Subaru, Wacker and Kohler engines. For each one franchise, the business enterprise hires a Metro Service Specialist (MSS). The MSS is an worker of EQUIPRO, Inc. employed on behalf of the franchisee to boost carrier revenue and act as a liaison for EQUIPROs OEM companions within the local market. The everyday jobs of the MSS include correctly calling on contractor offices and jobsites, gear and condominium sellers, in addition country wide accounts to advertise strategies for gear restoration and ingredients. In addition, EQUIPRO gives specialist practise on trade operations and technical important points equally in the lecture room and on-website online. Franchising in view that June 2005, new franchisees can count on to make investments between \$a hundred forty five,000 and \$350,000. EQUIPRO has opened 12 provider centers and plans on starting 33 contraptions by using the stop of 2006 and 150 within the next seven years.