

18 favorite franchises to own

By JAN NORMAN / March 26, 2012

Before you make a major purchase, you probably ask someone who has bought that item about their experiences and satisfaction - or lack of it.

That's what a new report from [Franchise Business Review](#) offers would-be franchise buyers and by extension job hunters and customers. Unlike lists that rank franchises by size or finances, [this report, now in its 7th year](#), polls current franchisees on 33 measurements.

Click on the photo above to see the top franchise in 18 different industry categories from advertising to travel.

To measure franchisee satisfaction, FBR asks more than 22,000 current owners of 135,000 franchise locations for 300 different brands how they rate their systems. (Not all franchisors are willing to participate, which should tell you something.)

FBR this year [gives franchisee-favorite awards](#) to 53 large franchisors, 60 mid-sized and 42 under-50-units franchisors. It also breaks the ratings out by industry and size of investment.

Generally, franchisee satisfaction is up in 2012 by 2% overall - and 3.5% among the recipients of the "FBR50" award - and franchisee profitability is up 2%. These data may indicate that the economy is improving as well as franchisor-franchisee relations.

"We're seeing more of a focus from franchisors on unit profitability," said M\Franchise Business Review President Michelle Rowan. "This has been a big focus for operators in the past several years, but now it seems franchisors are actually responding. Franchisees are rating support from franchisors better than they were a few years ago.

"Everybody's more optimistic going into 2012."

For the second year in a row, the top overall score goes to Home Instead Senior Care, based in Omaha, Neb. The senior care industry does well in the FBR surveys, as do cleaning and maintenance, fitness, health and beauty and pets. These industries run 5% to 10% above average in franchisee satisfaction, FBR says.

Food and hotels run as much as 10% below average, FBR says.



AUTOMOTIVE: CHRISTIAN BROTHERS AUTOMOTIVE - The auto repair service has 97 franchisees, according to Franchise Business Review. Its franchisees rate it higher than those of others in the automotive category, which includes Snap-on Tools, Color Glo International and Honest-1 Auto Care. Christian Brothers' startup costs range from \$340,000 to \$350,000, says FBR.

<http://www.ocregister.com/articles/fbr-346081-franchisors-franchisee.html?pic=2>