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Buying A Franchise : 24 Items To Beware Of Before Signing!!



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Synopsis

Do you want to own a Franchise? Are you making one of the biggest decisions of your life? Do you know what questions to ask before signing the Franchise Disclosure Document? You need to know about these 24 Items before you start signing Documents!!

Book Information

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Customer Reviews

Frank Caperino was born and raised in Hoboken, NJ. He has lived in many places during his professional working career. He has lived in New Hampshire, Washington, D.C., Virginia Beach, VA, Naples, Italy (3 years), and Yokosuka, Japan (4 years). He has traveled to 35 countries in his working career. He now lives with his family in San Diego, CA. He has lived in San Diego since 1986. He received a BSEE degree from Fairleigh Dickinson University in Teaneck, NJ and an MBA with Financial Emphasis from National University in San Diego. He is also a Certified Financial Planner. He worked for Sperry Univac for fourteen (14) years; during this period, he repaired, installed and instructed U.S. Naval personnel on computer systems aboard ships and at U.S. Naval bases. He has also started several companies, these include: a company for data entry in Mexico under the Maquiladora Program, and a Defense Contractor in San Diego. He owned and operated eight (8) franchise locations of Cold Stone Creamery for 15 years. For a two (2) year period, he was also a Financial Planner for Cigna Associates and earned a Certified Financial Planner Certification (CFP) during this period. He was the President of an Association of Cold Stone Creamery Franchisees. He has now sold all his franchises and he is presently consulting on Franchise Issues.

Such a great book to better understand the fundamentals, threats, and concepts of buying a franchise. Frank is a well known professor and franchisor please take an opportunity to read this great book

Choosing a franchise over starting a business on your own, can save you time and make you more money. Franchisees have the potential advantage of learning from the experience of others. But the experience of others cuts both ways and Mr. Caperino's book will help you prepare against being taken advantage of by crafty, experienced franchisers.There are over 3500 franchises available across the country today. If you're interested in buying one and you're not prepared, you will certainly make mistakes. This book covers key caveats that you could never imagine... unless you have the experience that Frank Caperino gained over a period of fifteen years, running eight franchise locations.His book covers 24 key principals that you must understand before signing an agreement with any franchiser. He covers franchise fees, start-up costs, royalties, marketing, renewals, competition clauses, and protective measures that you need to understand. The idea he discussed in Chapter 20 about "First Right of Refusal" will never leave me. I would have thought that in owning a franchise, that this was a good thing! It isn't. In fact it is nothing! And he explains why in this chapter.Highly personal, this book reads like a conversation with a mentor. Frank just talks about his experiences, good and bad, and helps you to make wise decisions about choosing a franchise. This is a great book that I highly recommend if you're considering a franchise purchase.

This book is an easy read but still holds a large amount of value. So many important details to take in and consider if you're interested in learning about or becoming a franchisee/franchisor. Frank Caperino is a highly experienced and knowledgeable businessman and professor at SDSU so you know coming from a credible source. I bought this book initially for school since I was taking his class but I ended up being able to use it outside of school as well, since I come from a family full of entrepreneurs and family businesses.

When I started reading this book, I could not put it down. I have been involved with business and real estate for 32 years now in San Diego and I have seen about 50-60 different clients and friends that have purchased franchise businesses who were not happy with the deals. Most of them told me that they were excited to buy a nationally known business but the reality is that you can get stuck with a lot of hidden and unfair charges they weren't prepared for. I am sure that if these people and

the others who have been ripped off by franchise headquarters would have read this book first, they would not have purchased or signed any complicated and unfair contracts. This book does not tell you to not buy a franchise company, it does tell you however to be aware, alert and careful before signing any agreements.Robert N.San Diego

I was looking for information on buying a franchise but knew that no matter how good the deal seemed...there would always be things that the average person would be unaware of before signing on the dotted line. Frank Caperino, with his vast experience in the franchise world, allows you to go into the negotiations with your eyes wide open. This book contains not only valuable information for the initial purchase, but also lets you know what to be aware of down the road. This is a must read for anyone who wants to make an informed decision and makes you feel that someone in the know is looking out for you best interests.

This was a great book and a must read for anyone interested in franchising. This was written from the perspective of a very knowledgeable franchise owner. He outlines many potential pitfalls, even some he experienced himself, and explains ways to avoid these common mistakes. His approach towards franchises in this book is different than any other author’s. 5/5 stars thanks for everything Frank!

In his book, Frank Caperino clearly gives any aspiring franchise owner both the pitfalls and rewards accompanied with this venture. Frank spells out each of his 24 items with clear examples from his 15 years of franchise ownership experience. For anybody looking to become a franchisee, this book is a must read before signing any contract.

I read the whole book in one seating. I just couldn’t put it down.Extremely valuable information. This book should be a must read in any business course.Of course also should be read by anyone contemplating to buy franchise.I am giving my copy to a friend of mine who owns a franchise....too late for him. He learned the hard way many of the pitfalls that are covered in the this book.

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