12 AMAZING FRANCHISE OPPORTUNITIES FOR 2015

Compiled by Dr. John P. Hayes
Your Personal Franchise Coach
12 AMAZING FRANCHISE OPPORTUNITIES
— for 2015 —

Compiled by
Dr. John P. Hayes
12 Amazing Franchise Opportunities for 2015

ISBN: 978-0-9897670-4-0

Copyright, 2014, John P. Hayes, Ph.D.

No part of this publication may be stored in a retrieval system, transmitted or reproduced in any way, including but not limited to digital copying and printing without the prior agreement and written permission of the author and the publisher. All rights reserved worldwide.

First edition published 2014

BizCom Press
A division of BizCom Associates
16301 Quorum Dr., Suite 150-A
Addison, TX 75001
www.BizComPress.com

Read this Disclaimer

Please note: Neither this book, its author, or its publisher provide counsel or advice. This book and its contents are not intended for the purpose of buying a franchise. This book is a tool that might possibly be helpful in the process of evaluating a franchise business prior to investing in it. No one should invest in a franchise or any business based solely on the information in this book. Investing in a franchise is a serious matter that requires thorough investigation of the franchise opportunity, the franchisor, and related subjects. Franchising is not for everyone. The reader is advised to consult with a licensed professional for legal, financial and other professional services. The reader of this book assumes responsibility for the use of this information. The author and publisher assume no responsibility or liability whatsoever for the use or misuse of the information contained within this book.
Any franchise opportunity that comes with:

- Financial assistance for franchisees
- 9 to 5 working hours five days a week
- A van instead of an office
- No special education required
- And a guarantee...

can only be described as amazing!

And that’s Dental Fix Rx, the only on-site dental equipment repair franchise in North America. I also like the fact that franchisees are up and running within 45 days, and 25 percent of the franchise network consists of veterans of the U.S. Armed Forces.

If you become a franchisee, follow the franchisor’s systems for success but you do not sign 40 customers in your
first year, Dental Fix Rx will refund your franchise fee. That’s not just amazing, it’s a sign of a confident franchisor.

With an aging North American population, there’s a growing need for dentists and dental technicians, and they can’t work without their equipment. Consequently, dental equipment repair is a $38 billion industry, and expanding.

This is a franchise opportunity that’s smack dab in the midst of a booming industry, and that’s one of the signposts for success for franchisees.

—Dr. John P. Hayes
Dental Fix Rx:
Like Weekends Off? We Have the Perfect Franchise for You!

Having weekends off wasn’t the reason why David Lopez created Dental Fix Rx in 2009. It was a reason, but not the reason!

The real reason, Scott Mortier, Vice President of Development, says, was to “offer smart, entrepreneurial-minded people with the opportunity to be the captain of their own ship, to have the ability to run a business, be an entrepreneur, but still have time for a family and a personal life.”

What also makes Dental Fix different from many other franchise businesses is the fact that franchising was part of the equation from the start. It took only 90 days from the inception of the business before the first franchise was sold. And currently, Dental Fix Rx is the only on-site dental equipment repair franchise in the U.S. and Canada. Franchisees attend training at the headquarters, learn to repair and maintain dental equipment, train in a recreated dental office and work with existing franchisees on the job.

Most franchisees learn about Dental Fix from the news, through research or through friends. Known for its well-
designed training program, almost anyone with even a remote interest in “fixing” things can run their own Dental Fix franchise.

“I was here for Discovery Day and went out in the field with my partner, and it helped a great deal,” said franchisee Michael Leonard. “We learned a lot about how a dental office works and the technical aspects in everything from X-rays to sterilizers.”

And, it’s one of the few franchises offering a guarantee: If you purchase a franchise, follow the franchise model plan, and don’t have 40 customers in one year, Dental Fix will refund your franchise fee. Now that’s amazing! 

With Dental Fix, the nationally-branded mobile van is the office.
With plans to expand, the franchise—just celebrating its 5th year anniversary this November—has already sold more than 150 franchises, and was named “Fastest Growing Service Franchise" by www.FranchiseOpportunities.com. The franchise has gone from a $1.5 million a year business by the end of 2010, to over a $16 million a year business by the end of 2013. Dental Fix is well on its way to exceed that figure by the end of 2014.

**Why Dental Fix is Different**

Other than the fact that franchisees can work the schedule of a dentist, often 9 to 5 during the week, a Dental Fix franchisee can have his/her business up and running in 45 days.

More differences? No building to lease or buy. No furniture or decorating. No heating and cooling bills from the local utility. With Dental Fix, the nationally-branded mobile van is the office.

After a six-week intensive training process including webinars, actual equipment repair and on-site dental repair instruction at Dental Fix’s headquarters in Ft. Lauderdale, Florida, franchisees spend a week with trainers on-the-job in a regional van. The last week is spent with a new franchisee, learning and gaining invaluable experiences they can take with them when they start their own franchise. After gather-
ing everything they need to know, franchisees have the support of a solid, well-oiled franchise system.

Even the Dental Fix van, which becomes each franchisee’s “office,” has been engineered for efficiency and functionality. Equipped with the latest and most reliable equipment and tools, franchisees perform their clients’ repairs in their mobile office on-site, or as needed, in the doctor’s office. The van is a comprehensive repair shop, containing all the essentials. There is no need for a brick-and-mortar office space.

The Dental Fix franchise model has thought of everything: From offering well-thought-out, strategic branding and marketing assistance, to contacting franchisee service-area dentists monthly, to advertising to local dental offices and generating online leads from the Dental Fix website and more. Dental Fix even assists with collecting past due invoices for franchisee services and repairs, freeing up time for franchise owners to focus on generating revenue.

Dental Fix Rx’s top-notch training and franchise system was developed from the company’s inception by serial franchisor and entrepreneur David Lopez, Dental Fix’s CEO. David worked tirelessly with Mike Parker, a former dental entrepreneur, and Dental Fix’s first franchise owner, to develop the Dental Fix business model. Armed with Mike’s know-how and David’s business acumen, an invincible franchise business model was born.
Dental Fix is the only on-site dental equipment repair franchise in the U.S. and Canada.

**Who is a Good Match for Dental Fix Rx?**

Currently, 75 percent of Dental Fix franchisees are owner/operators, meaning a franchisee works as a single business owner with one van. This strategy works well for those individuals who want to work for themselves and like
being their own boss, and want a Monday through Friday schedule. With this model, a franchisee’s income depends on his or her desire to succeed. Dental Fix prides itself on hiring military veterans, and a full 25 percent of its franchise owners are veterans.

Another potential Dental Fix franchise candidate is an individual who would rather not manage other employees. Managing employees is a known stressor for business owners, and with Dental Fix franchisees this aspect of business ownership does not exist. The franchisee still has the opportunity every day to interact with dental office staff, but the responsibility and headache of employee management is left to the dentist, not the Dental Fix franchise owner.

You don’t have to be mechanically-adept to learn dental equipment repair, either. “The training is very good and very in depth,” explains new franchisee Ted Chen. “They started from the compressor room and then worked their way to the chair. I think they basically left no stone unturned as far as the training is concerned.”

And for those who prefer a quiet, non-stressful work environment, what could be less stressful than working by yourself and for yourself? Each van is fully loaded with all the modern equipment needed, and if something cannot be repaired, Dental Fix franchisees can also sell new equipment and other dental office needs through the home office. Den-
tal Fix has relationships with manufacturers, sellers, vendors and marketers to help franchisees generate revenue.

Franchisee Mike Loia inspecting equipment on-site in a dental office.

**But What Do Franchisees Have to Say?**

“We get amazing feedback all the time,” says David Lopez, Dental Fix’s CEO. “We regularly send a survey to our franchise owners asking them if they would refer the franchise to a family member or friend. This is one of the metrics
used to determine the bonus for the management team in the company. Our franchisee satisfaction has improved every quarter for the last four quarters straight," he adds.

Brad Cox, a new Dental Fix franchisee, had been working for 15 years in a corporate environment when he “realized the corporate lifestyle wasn’t really what I wanted to do….I researched different companies where I could be my own boss, and found Dental Fix…where I could control my own future,” Brad explains. “Discovery Day was great. You know, when you decide you’re going to look at this franchise, you don’t know anything about dental. But once you come and see it, you realize, ‘Hey, I can do this.'”

“When you come to the corporate office you ride around with a technician already out in the field who is doing (the business),” adds Brad. “You can see what goes on in the doctors’ offices … and how the process goes and you realize it’s not rocket science and you can get it done through training. It’s incredible.”

Franchise owner Michael Leonard of San Antonio, Texas, agrees. “Dental Fix has given me the freedom as a business owner to make great money and have nights and weekends off, too,” he says.

Dentists have found that Dental Fix meets their needs as well.

Dr. Ken Tralongo, of Atlanta, Georgia, is pretty clear about his preferences, saying, "Forget who you used in the
past. Dental Fix is the best option for service and equipment.”

**How Much Does it Take?**

With a 45-day start-to-finish training and franchise start-up timeline, Dental Fix franchises provide one of the fastest ways to get a new franchise business off the ground and up and running. Franchisees don’t have to have any background in repair or dental services to be successful.

Dental Fix also offers help with financing for franchisees at attractive rates.

Dental Fix’s Scott Mortier estimates a franchisee can charge approximately $150 to $200 per hour and can see up to five dental offices a day. Franchisees get a protected territory and a personal account manager at the home office to help each franchisee start out successfully and remain successful.

“Typically, the costs range from $125,000 to $160,000 for the ownership fees, six weeks of training, inventory, equipment, repair tools and the van,” says Scott. “With the financing we have available most owners only need about $25,000 in cash and we can get them financing for the rest of the money needed.”
What’s in It for Franchisees?

Fixing dental equipment is a $38 billion industry. Yes, billion!

There are approximately 190,000 dentist and dental specialist jobs in the U.S., and dental industry positions are projected to grow nine percent through 2016. Dental equipment is expensive and as it ages repairs are necessary to keep the practice open. With dentists becoming even more necessary as the U.S. population ages, there will be a greater need for additional dental pros such as dental implant specialists, orthodontists and other dental professionals.

As more specialists come on board, the need for repairs and service will have a positive financial impact on Dental Fix franchisees. Even new equipment needs servicing, sometimes costing a dental business a lot of money if equipment is down, meaning a mobile, on-site repair service will become even more attractive to dental offices across the board. And with a lagging economy, dental practices are holding onto their existing equipment longer. Old equipment needs fixing, and with a reliable, on-site service professional just a call away, many dentists see the benefit of repairs on-site rather than waiting for parts from other service providers.
Where is Dental Fix Headed?

According to Dental Fix’s CEO, David Lopez, the sky is the limit. “The potential for Dental Fix is endless as it is the only on-site dental equipment service franchise in the industry,” he says. “It’s been another tremendous year for us as we build on our brand’s success and continue to grow throughout the United States and Canada.”

And potentially other international markets. But for now, the U.S. and Canada have tremendous opportunities for the franchise. In addition, Dental Fix sees tattoo shops and veterinary offices as potential clients for franchisees. Once established, franchisees can serve these other businesses as well, increasing the client base beyond dental offices.
12 Amazing Franchise Opportunities for 2015

Want to know more about the Dental Fix Rx® Franchise Opportunity?

YOUR NEXT STEP IS TO CLICK HERE AND REQUEST MORE INFORMATION.

If owning a franchise is in your future, now is the time to take action and begin the process!

Dr. John Hayes
12 Amazing Franchise Opportunities for 2015

www.AmazingFranchises.com/DFR/
Author’s Biography

Dr. John P. Hayes

Your Personal Franchise Coach

John Hayes is one of the few people in the world to have been a franchisee, a franchisor, and an advisor to franchisors and franchisees. For many years John’s client list included the International Franchise Association (IFA), the International Franchise Expo (IFE), and dozens of franchise companies.

For nearly 30 years he has taught the most popular symposium at the International Franchise Expo: “The A to Zs of Buying a Franchise.” John teaches marketing and man-
agement courses at Gulf University for Science & Technology in Kuwait, and he blogs about franchising at www.HowToBuyAFranchise.com.

He coaches prospective franchisees and franchisors, and you can schedule a private Skype session with him by visiting the coaching page of his blog at www.HowToBuyAFranchise.com/franchise-coaching/.
You really should go to

www.HowToBuyAFranchise.com

and

www.AmazingFranchises.com