

The Franchise Maker

San Diego consultant elevates successful businesses into franchise concepts for growth and expansion.

by John Dowling

DO YOU THINK your business fits a model that could be successful in other locations? If so, your enterprise may be a good candidate for franchising. David Waldman, an entrepreneur in San Diego, Calif., specializes in taking successful businesses and developing them into franchises in a fast and affordable manner.

Vetpreneur asked Waldman what it takes to develop a business into the next Sir Speedy, Servicemaster Clean, or 1-800-905-GEEK franchise system. See what he has to say and ask yourself if your business is viable for franchising.

VET: What do you do for small businesses?

DW: We take a business through the next phase of growth by turning them into a franchise system. Franchising is simply just a method of distribution. It is the best way to grow exponentially to brand a business.

VET: What inspired you to start PIR & Associates Inc. - The Franchise Maker?

DW: Everyone wants to own a business without thinking, and franchises are the answer for many aspiring entrepreneurs. I have seen how successful franchisees have become by simply following a system/business model. We create the proper structure, systems and training for businesses that wish to franchise successfully without having to spend a small fortune. We take the intimidation out of the process, make it easy and affordable.

VET: What is the process to franchise a business?

DW: A successful franchise system boils down to structure, systems/support materials and training. We do all of these things in phases.

STRUCTURE. Structure refers to the disclosure documents collectively known as the UFOC (Uniform Franchise Offering Circular). We prepare this document for clients, customizing it for their particular business while assisting them in defining their franchise structure.

SYSTEMS / SUPPORT MATERIALS. Systems refer to what has been developed in the business and presented in an organized fashion to the franchisee. This is what the franchisor provides to franchisees in the form of reference materials. We provide clients with template versions of an Ops Manual, Pre-Opening Manual and other supporting pieces intended to systemize and structure their business operations in a cookie cutter format.

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TRAINING. We take these pieces together to work with clients to create a training/orientation/discovery day program. We use all three components to work with clients to determine which items to focus on when training franchisees.

VET: How long does it take for one of your clients to begin offering franchises?

DW: It all depends on the business and how aggressive they are. We work at the speed of our clients. Hypothetically, it can be anywhere from three to six months before the business is ready to offer franchises.

VET: What are the results and deliverables of this process?

DW: Once a business has created a franchise system, the business is positioned to brand their business everywhere without much expense. This is accomplished by franchisees (who have skin in the game) using their resources rather than hiring employees to operate satellite locations. A successful franchise system is providing opportunity for others to succeed using your business model. Revenues are generated for the franchisor through various ways including franchise fees and royalties.

VET: What are the main hurdles along the way?

DW: The unpredictable issue is registration of the franchise system in registration states. There are 14 states that require a stricter registration process to begin offering franchises for sale. Every registration state is different, and timing for approval can vary. In our experience, it normally has only taken a few weeks.

VET: What companies have you successfully franchised?

DW: We have franchised **Assist U2 Build**, a building consulting business that saves consumers 20 to 30 percent off any residential or commercial project, compared to the costs of using a traditional general contractor. This business model incorporates “do-it-yourselfers,” who wish to play an active role in the building or remodeling of their homes.

On the Go Spa is a luxury spa on wheels that caters to executives providing high-end spa services in a mobile setting.

Western Stone Supply is the largest producer of granite for Southern Asia and offers prefabricated granite countertops wholesale to the public. Their business

model caters to homeowners, contractors and other retail businesses that purchase these products for resale.

Too often people relate franchising to restaurants when that is not the only business model suitable to franchise. Most of the time, it is the most unique business model, which offers products and/or services that separate it from competitors, that are a prime candidate to franchise.

VET: Have you ever worked with a veteran-owned business before?

DW: Yes, and we offer a 20 percent discount to all veteran-owned business who wish to franchise their business.

VET: Is it a friendly climate now for businesses that wish to franchise?

DW: Absolutely. Years ago, franchise systems were plagued with litigation. Now, recent law protects the franchisor, provided the disclosure documents are well prepared.

VET: What businesses are good to franchise?

DW: Our clients are business owners who are passionate about wanting to grow and want to provide success for others. The business must be in operation for at least one year and have a unique selling proposition.

VET: What makes your services different from any of the others?

DW: Not only do our clients benefit from our resources, experience and knowledge – we offer a pay-as-you-go full service franchise program. We are sensitive to businesses that want to grow and minimize costs. I would much rather see them spend their resources fine tuning various pieces that make their system stronger than have to spend a fortune to franchise. Our services are paid as each phase is completed, and clients do not need to commit to everything.

VET: What are the benefits of franchising a successful business?

DW: Some would say the biggest payoff is money and wealth. I would say that, after 15 years of franchise experience, the biggest reward is the tearful testimonial of a franchisee who, when being recognized for his achievements, stands up and says “If it was not for XYZ company, I would not be where I am today. I am successful, happy and making a good living doing what I love while putting my children through college.”

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