FRANCHISE EMPIRE

INSIDER OPPORTUNITY GUIDE

4 FRANCHISES YOU CAN START FROM YOUR COUCH



FLEXIBLE OWNERSHIP

REAL BUSINESS OPPORTUNITIES

PLEASE READ FIRST

Legal Disclosures

The content on this website is solely for informational purposes and should not be interpreted as a bid to sell or an invitation to purchase a franchise. Only a Franchise Disclosure Document (FDD), duly registered in the relevant state, can officially propose a franchise. This site and its contents do not amount to an offer of a franchise in any jurisdiction or state where such proposals or solicitations are legally restricted. Franchise offers are only valid when presented with a FDD that adheres to the necessary legal requirements.

Additionally, the franchise opportunities mentioned here are limited to specific states and countries. It is strongly recommended that potential franchisees thoroughly examine the FDD and seek advice from legal and financial professionals before deciding on a franchise investment. The decision to invest in a franchise must be based on a comprehensive evaluation of all pertinent information and considerations.

This document does not constitute an offer of a franchise. Such an offer can only be made by the franchisor in states where they are legally authorized to sell franchises, which includes being registered, exempted, or meeting other legal qualifications necessary for offering franchises in those states. Furthermore, an offer can only be considered valid if accompanied by a proper Franchise Disclosure Document. Any individual communication directed to you regarding the sale or potential sale of a franchise will occur only if the franchisor meets the necessary state registration requirements or falls under a relevant state exemption or exclusion.

All trademarks, brand names, and logos referenced in this guide are the property of their respective owners and are used for identification purposes only.

WELCOME

You Don’t Need a Storefront

Not long ago, starting a business meant signing a lease, buying equipment and hoping customers walked through the door. Today, many owners run real, growing businesses from a laptop at home.

Take one founder we know. He was working a corporate job when he started a cleaning company for busy homeowners and short-term rental hosts. He didn’t open an office. Instead, he built a remote team and ran the business online while traveling to more than 50 countries. The company grew to seven figures in sales, and he later turned it into a franchise so others could follow the same path.

His story shows how much has changed. With a phone, the right online tools and a strong support system, you can run a local business from almost anywhere. The franchises in this guide are built that way.

How Franchising Works

A franchise lets you own your own business using a brand and system that already works. The franchisor gives you training, marketing, tools and ongoing support. You run the business in your area and follow a proven playbook, so you don’t have to figure everything out alone.

What Does It Cost to Get Started?

There are two main parts.

The first is the franchise fee, a one-time payment for the right to use the brand and get trained. For the brands in this guide, franchise fees run from about $39,500 to $73,000.

The second part is everything else you need to open. That includes things like a vehicle or equipment, starting supplies, insurance, marketing to find your first customers, and extra cash to cover costs while the business grows.

Add it all up, and total startup costs for the brands here range from about $63,000 to about $220,000, depending on the brand. Once you open, you’ll also pay ongoing fees, usually a royalty (a percentage of your sales) and a marketing fee. Every franchise lists all of these costs in its Franchise Disclosure Document (FDD), the official document every franchisor must give to people thinking about buying in.

Because these businesses run from home, you skip some of the biggest costs of a traditional business, like rent, build-out and a storefront lease. That keeps more of your money working for the business.

Curious what the path to ownership looks like? We walk through the process step by step at the end of this guide.

BY THE NUMBERS

The State of Franchising Today

Franchising is a major engine of the U.S. economy, and it keeps growing. Here's where the industry stands in 2026, according to the International Franchise Association. About 845,000 franchise locations are expected to operate across the U.S., up from about 832,500 last year, and more than 12,000 new franchise businesses are projected to open this year.

Franchises employ nearly 8.9 million people, and they're expected to add more than 150,000 jobs this year. They add about $558 billion to U.S. gross domestic product (GDP), almost 3% of the entire economy. Commercial and residential services are among the fastest-growing franchise industries.

What Does This Mean for You?

Franchises aren't just big national chains. Many locations are owned by local people running businesses in their own communities. As franchising grows, it creates local jobs, supports nearby suppliers and keeps money close to home. Home services are one of the fastest-growing parts of the industry, which puts the brands in this guide right in the middle of that growth.

Franchising in 2026: Key Statistics

845,000

Franchise Locations

Expected to operate across the U.S. in 2026, up from about 832,500 last year.

$921B

Economic Output

Economic output franchising is expected to produce this year.

12,000+

New Franchises

New franchise businesses projected to open in the U.S. this year.

Source: International Franchise Association, 2026 Franchising Economic Outlook

Home Office Is the Standard Setup

For these brands, running the business from home is the normal plan, not an exception. Your home office is the hub of the business. It's where you take calls, book jobs, manage your team and handle the paperwork. The actual work happens at your customers' homes and businesses.

You typically won't need to rent an office, warehouse or storefront, which helps keep startup costs down. Depending on the brand, you may still need a work vehicle and a place to park it and keep basic supplies.

Franchise Fee and Total Startup Cost by Brand

$39,500

Exit Factor

Total startup: $62,845 to $86,995. Business coaching that helps owners grow profits and prepare to sell.

$42,500

MaidThis

Total startup: $68,300 to $79,900. Home and Airbnb/VRBO cleaning; cleaners are independent contractors.

$70K–$100K

Medical Staffing Consultants*

Program fee. Total startup: $102,000 to $220,000. Healthcare staffing and recruiting, with no royalties.

$73,000

Schooley Mitchell

Total startup: $75,300 to $85,550. Cost-reduction consulting for businesses, home-based with virtual training.

**Medical Staffing Consultants is a turnkey business program, not a franchise. Owners pay no royalties and sign no long-term contract.*

The brand pages that follow show what each franchise reported in Item 19 of its 2026 FDD. That's the section where franchisors share how their locations actually performed. Most figures are sales before expenses, not profit.

BUSINESS COACHING & CONSULTING

#1

Exit Factor

FRANCHISE FEE	TOTAL STARTUP COST	TOP OFFICE, ONE MONTH	AVG COACHING PACKAGE
$39.5K	$63K–$87K	$67.9K	$33.3K/yr

Business coaching and consulting that helps small business owners grow profits, run more efficiently and build a company worth more when it's time to sell.

- Markets grew from 30 to 88 in 2025
- Lowest startup cost on the list
- $4,438 avg assessment & valuation
- Training travel and hotel covered

EXIT FACTOR

Information sourced from FDD issued 2026

Check Territory

Find out if this business is available in your area to open one of your own

How Exit Factor Works

Exit Factor is a business coaching and consulting company. It helps small business owners grow their profits, run more efficiently and build a company that's worth more when it's time to sell. Your clients are other business owners, so the work is meetings, phone calls and video calls, not crews or job sites. There's no inventory, equipment or storefront. You can start with a virtual office or a shared executive suite, which makes it easy to run from home and keeps your costs low.

Exit Factor is part of United Franchise Group, a large family of franchise brands based in West Palm Beach, Florida. Before you open, you attend in-person training at headquarters. The brand covers your travel and hotel. Within 90 days of finishing training, a team member joins you in your market for a 24-hour launch that covers next steps, initial marketing and getting your first clients. You also get a branded website, an online learning platform, a reporting platform and the brand's coaching tools. That gives you a proven roadmap instead of building a consulting practice from scratch.

Exit Factor's 2026 FDD doesn't give an average for owners. Instead, it reports that the top office collected $67,920 in a single month in 2025. Most owners were new: on average they had been open less than a year. Clients pay an average of $4,438 for a one-time business assessment and valuation, and $33,336 a year for the full-service coaching package.

HOME & RENTAL PROPERTY CLEANING

#2

MaidThis

FRANCHISE FEE	TOTAL STARTUP COST	FULL-TIME AVG SALES	FULL-TIME MEDIAN
$42.5K	$68K–$80K	$483K	$482K

Home, office and Airbnb/VRBO cleaning run from your phone and laptop. Owners book jobs and send them to independent contractor cleaners.

- 11 part-timers averaged $131K
- Free training for you + one more
- Company location: $1.5M in sales
- Company location kept $336K

MAIDTHIS

Information sourced from FDD issued 2026

Check Territory

Find out if this business is available in your area to open one of your own

How MaidThis Works

MaidThis is a cleaning business that serves homes, offices and vacation rentals booked on sites like Airbnb and VRBO. Owners don't clean. They run a referral-based business that books jobs and sends them to independent contractor cleaners. That keeps the business lean and easy to run from home: no warehouse, no storefront and no fleet of company vehicles. Your day is spent on your phone and laptop, booking jobs, keeping customers happy and growing your team. The brand was built by a founder who ran the original business remotely while traveling the world.

When you join, you get a playbook built for running a remote team. The roughly five-day initial training is free for you and one other person. The operations manual walks you step by step through recruiting cleaners, interviewing, onboarding, building a remote office team and delivering great customer service. You also get the brand's software tools and a grand opening marketing plan for your first 90 days, so you can start booking customers right away.

HEALTHCARE STAFFING

#3

Medical Staffing Consultants

PROGRAM FEE	TOTAL STARTUP COST	BUSINESSES LAUNCHED	ROYALTIES
$70K–$100K	$102K–$220K	275+	$0

Start your own healthcare staffing and recruiting company, placing nurses, therapists, doctors and other workers with facilities that need them.

- Launching businesses since 2003
- You keep 100% of your profits
- No territory limits in the U.S.
- 225+ healthcare roles to staff

MEDICAL STAFFING CONSULTANTS

Turnkey business program, not a franchise

Check Territory

Find out if this business is available in your area to open one of your own

How Medical Staffing Consultants Works

Medical Staffing Consultants (MSC) helps people start their own healthcare staffing and recruiting company. Owners place nurses, therapists, doctors and other healthcare workers with hospitals, clinics and other facilities that need them. You can staff temporary, travel and permanent roles. The work is mostly phone, email and online recruiting, and the business can start from a small office or, in some cases, a home office. Healthcare workers are always in demand, which makes this a steady, needs-based industry. Most of MSC's 275+ owners had no background in healthcare or staffing when they started. MSC walks you through its three-phase process:

Setup: It helps you form your company, get the right licenses and insurance, and design your logo, website and marketing materials.
Training: A trainer spends 6 to 10 days with you in your market, teaching you how to recruit, sell, use the staffing software and launch your business in real time.
Ongoing support: You get coaching by phone and email for 12 to 36 months, depending on your program.

Unlike the other brands on this list, MSC isn't a franchise. It's a turnkey business program, which means you own your company outright, with no royalties, no long-term contract and no territory limits. MSC doesn't publish earnings figures, because it's a business program, not a franchise. Some owners report breaking even in as little as six months.

BUSINESS CONSULTING

#4

Schooley Mitchell

FRANCHISE FEE	TOTAL STARTUP COST	AVG SECURED REVENUE	FULL-TIME MEDIAN
$73K	$75K–$86K	$225K	$124K

Cost-reduction consulting that helps businesses cut everyday expenses. Clients pay nothing upfront; you earn a share of the savings.

- Top quarter averaged $592K
- Top 10% averaged $1.06M
- 88 full-time franchisees reported
- Franchising since 2004

SCHOOLEY MITCHELL

Information sourced from FDD issued 2026

Check Territory

Find out if this business is available in your area to open one of your own

How Schooley Mitchell Works

Schooley Mitchell helps businesses of all sizes cut what they spend on everyday costs like phone service, credit card processing, shipping, waste removal, utilities and software. Clients don't pay upfront. The business earns a share of the savings it finds, so it's an easy yes for business owners. There's no inventory, crew or equipment to manage, and the business runs from a home office. It's more like a project management and relationship role: you meet with clients, keep them happy and guide each project through to savings.

Schooley Mitchell has been franchising since 2004, and its system does much of the heavy lifting for you. Its head office team handles the expense analysis, reports and follow-up audits that uncover savings, using the brand's own software and pricing databases. You start with about five to six days of training at its academy, which can also be done virtually. After that, you get ongoing support, software tools and marketing programs. That lets you focus on finding clients and building relationships while the back office handles the detailed number crunching.

Secured revenue is the commission earned from client contracts signed that year.

HOW WE HELP

Find the Right Franchise

Buying a franchise is a lot of money and a big change in your career and lifestyle. That's why we guide you through every step, so you're as prepared as possible. Here's how it works:

1. Connect with our team. A Franchise Empire broker gets to know you, including your finances, your life today and the life you want to build.

2. Find your fit. Through discovery, a franchise ownership assessment and the Zorakle assessment, we learn which business models match your goals and the skills that come naturally to you.

3. See your best matches. There are more than 4,000 franchise brands to choose from. We narrow that down to the 3 to 5 that fit you best. Every brand we refer has been vetted against our 86-point scoring matrix, which looks at unit economics and whether the system is set up for local owners to succeed.

4. Meet the brands. You choose which brands you want to explore, and we introduce you to their teams.

5. Get the real story. You attend Discovery Day and go through validation, where you call current owners and hear honestly what owning the business is like. You get the truth from the people living it, not just the picture-perfect version.

6. Make your decision. With the full picture in hand, you choose the franchise that's right for you.

Your Next Steps

Ready to learn more? Here are three great ways to get started:

01

Check a Territory

Pick a brand from this guide and see if it's available in your area.

Check Territory →

02

Take the Zorakle

This short quiz shows what you're naturally wired for, so we can match you with the business model where you're most likely to thrive.

03

Join the Academy

Join the Franchise Buyers Academy and learn the whole process from start to finish, so you can decide feeling confident and prepared.

Reach out to our broker team. We'd love to meet you, guide you through the process and share every resource we can, always at no cost to you.