

WOMEN TAKE THE LEAD IN FRANCHISING:

Learn How to Run Your Own Show

by Jim Gold, *Southwest: The Magazine*

If you're ready to call the shots yourself, consider becoming a part of a franchise consulting business that helps others achieve their ambitious entrepreneurial goals through franchising.

That's just what Alesia Visconti did after 20 years in corporate America, where she worked with people making career transitions. She joined FranServe as a franchise consultant and never looked back. She eventually acquired the company and is now its president and CEO.

"We're not an uptight, structured corporation," Visconti says. "We take business seriously but we do have fun," she says. FranServe's annual convention is at Disney World, for example. That robust company culture stems from several core values: integrity is everything; grow or die; teamwork gets results.

FranServe's three-avenue strategy helps people become franchise consultants, assists clients to own franchises, and assists franchise brands looking to expand.

Women are flocking to the once male-dominated field, Visconti says. Consultants and franchisees achieve work-life balance more easily than they would working for someone else in a other field.

"Your vibe attracts your tribe," she says.

FranServe consultants help narrow clients' franchise choices by helping them assess their interests, investment levels, territories, and their desired level of involvement – some may prefer a more hands-on role in a franchise, while others prefers to be an absentee owner.

You're a coach, an adviser, a matchmaker and more, all at no charge to your client, Visconti says. Franchisors pay you referral fees when clients invest. You also connect clients to financing opportunities they might need.

Food franchises remain very popular, Visconti says. "But we have 85 categories of franchises. People don't know this until talking to a franchise consultant."



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— Alesia Visconti,
President and CEO, FranServe