

101 Mobility: Two Franchise Operating Models

Run It Your Way: Choose Your Level of Involvement

You choose how hands-on to be. Run sales and the business yourself as an Owner/Operator. Or hire a Branch Manager to handle sales and customer care. That's the Manage the Manager model.

At a Glance

Two differences: who sells, and what you need to start. Manage the Manager asks for twice the liquid capital.

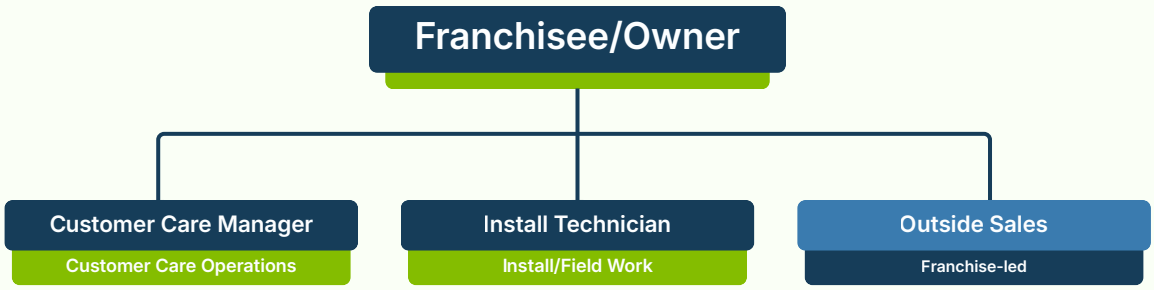
	Owner/Operator	Manage the Manager
Your role	Lead outside sales and run the business	Oversee the business; your Branch Manager runs sales and customer care
Who sells	You	Branch Manager
Starting team	Customer Care Manager Install Technician	Branch Manager Install Technician
You still own	Marketing, KPIs, equipment ordering, payroll, bills	Marketing, KPIs, equipment ordering, payroll, bills
Team rhythm	Weekly meeting on leads, upcoming jobs and quote follow-up	Daily check-in plus weekly lead, job and quote review
As you grow	Add 1 technician per $650,000 in revenue	Add a full-time Customer Care Manager after 6 months; add 1 technician per $650,000 in revenue
Minimum liquid capital*	$100,000	$200,000
Minimum net worth*	$400,000	$650,000

How Each Team is Structured

Manage the Manager adds a Branch Manager between you and the team.

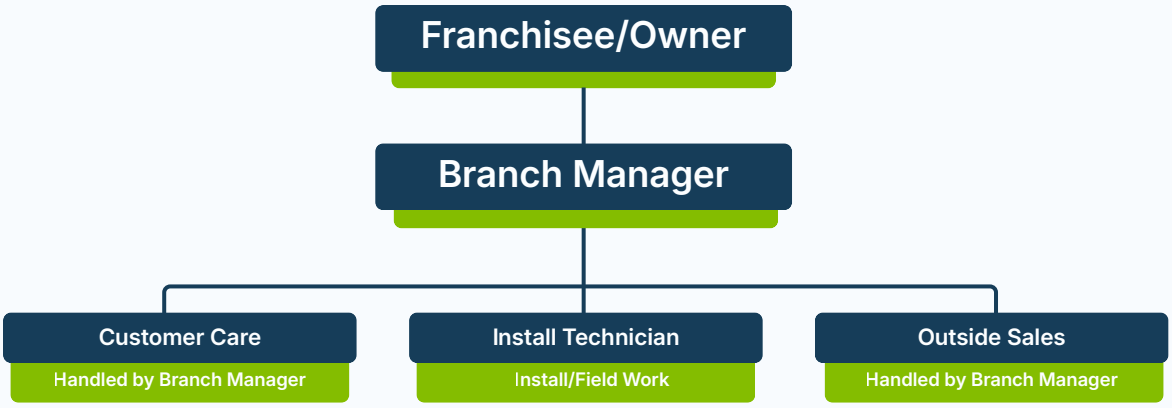
Owner/Operator

The franchisee directly leads sales and core business administration; dedicated customer care and installation roles support delivery. This model suits you if you want to be hands-on, enjoy selling, and plan to build the business yourself. It has the lower financial minimums: $100,000 liquid capital and $400,000 net worth.



Manage the Manager

The branch manager combines customer care management and outside sales, allowing the franchisee to focus on business oversight. This model suits you if you want to oversee the business rather than sell day to day. You'll fund a salaried Branch Manager from the start, so the minimums are higher: $200,000 liquid capital and $650,000 net worth.



Disclaimer: Hybrid model document. The branch manager's customer care and sales scope is explicitly stated in the source.

Schedule your Discovery Call Now To Find a Model That Fits You!

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