

# Business Connection

Strengthening the local economy and serving members for more than 60 years



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## Business Spotlight

### Opportunities as individual as you

# FRANNET<sup>®</sup>

LOCAL. TRUSTED. FRANCHISE EXPERTS.

“If you do not follow your dreams, you’ll be working for someone who did.” Rick Morgin, Sr. Franchise Consultant with FranNet, often refers to this as he helps coach his clients through the process of business ownership.

“We’re experts at helping our clients evaluate the various types of business opportunities in the marketplace today,” said Morgin.

FranNet is the industry’s most respected leader in franchise consulting services, with more than 28 years of experience and over 100 consultants across North America. The goal is to not only help entrepreneurs’ dreams of business ownership come true, but to help people make sound business decisions that give them the best chance for future success.

After nearly 30 years in the corporate world, Morgin made the decision to go into business for himself. He had the opportunity of vetting the FranNet organiza-

tion and his role as a Franchise Consultant.

“My two decades of finance and accounting experience in the wine and spirits industry with large and small companies provided me with a solid network to leverage,” said Morgin. Mentoring, coaching, planning, and forecasting were transferable skills that would help him be successful in the franchise industry.

What would make you jump out of bed each morning?

What are your skills that you could deploy in your successful business?

These are questions Morgin asks his clients. All of this data is analyzed and then matched to the right business concept. Together, they look at what the perfect business would look like – from the infrastructure and location to the investment size and number of employees. From there, he helps them find the businesses that could get them to their long-term goals.



Richard Morgin

He has a passion for creating and developing great relationships between his clients and the Franchisors he represents and loves coaching clients past their fear of starting their own business. “I really feel connected to my clients when I start to put concepts in front of them that really attract them,” said Morgin.

For more information, contact Rick Morgin at 925-324-6371, [rmorgin@franet.com](mailto:rmorgin@franet.com) or online at [www.franet.com/rmorgin](http://www.franet.com/rmorgin).