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REASONS TO CONSIDER A FRANCHISE MODEL FOR YOUR NEW PT PRACTICE



HOW DO I KNOW IF A FRANCHISE IS THE RIGHT APPROACH FOR MY PRACTICE?

Do you want the freedom that owning your own business affords you, and the financial reward it can bring for a job well done? Did you know there are multiple options to open your own practice? That's right, many PT's looking to open their own practices are unaware of the franchise model. If the statements on the following pages sound like you, you may want to think about a franchise framework for your new practice before you go into business alone.





You Want the Autonomy of Being an Independent Practice Owner, but Would Like Help Getting Started...

You've made the exciting decision to start exploring private practice ownership, and you've likely poured over the decision with family, friends and colleagues. During this research phase, it's easy to get caught up in all of the challenges that come along with an entrepreneurial pursuit – like, how to apply for business licensing, what real estate and construction knowledge you will need, how you will fund your new practice, what metrics you should be tracking, where you will buy equipment, how to optimize your practice to maximize your earnings, and how much time to break-even, just to name a few. It's overwhelming to say the least!

When you work with a franchise like FYZICAL, you get support and guidance from the moment you decide to pursue practice ownership. Our startup department is dedicated to helping you navigate the entire process. We help you understand your funding options and select the option that's best for you. We work with real estate brokers across the country who will help with location scouting, and we are experts in lease negotiation, clinic build out and equipment selection. The support doesn't stop there – we are committed to helping you succeed, and our world class operations department provides ongoing support throughout the life of your business.

You're Ready to Own a Business, but You'd Like to Have a Safety Net...

The statistical failure rate on a new business in the first five years is startling – less than 50%¹ succeed. The financial risk associated with starting a new business should not be taken lightly, wouldn't it be nice to know you had a team of business experts on your side to help you avoid the most common pitfalls new business owners face?

A franchise model carries less financial risk than its solo counterpart, and coupled with continued business and financial education and support, you can count on FYZICAL to be there when you need guidance the most! Besides our business lab, we offer regular budget workshops, and weekly training webinars to help build a strong foundation of business knowledge and operations. Every FYZICAL member also has their own Franchise Regional Consultant (FRC) that is dedicated to answering your questions and will regularly evaluate how to make your practice more successful. They are your designated support person, tasked with helping you execute on your business goals. If you have questions, they have answers. Their job is to help you implement what you learn and share new opportunities for your business.



You Want to Start With a Plan for Your Business and Not Make the Same Mistakes as Other Start Up Practices....

Why would you choose to learn from your own mistakes when you could avoid making them altogether? Our team has opened hundreds of physical therapy practices across the country, not to brag, but we're kind of experts when it comes to opening a new practice! We know that every location is unique, and we know how to navigate the process of getting up and running from start to finish.

Once you've been through the process of site selection, you'll work with our team to develop a customized five-year plan for your specific practice. In this 1-on-1 meeting, you'll set goals for the first five years of your business, and you'll receive a road-map for exactly how to reach those goals. What your business looks like in the future is entirely up to you, we want to see you succeed so we give you the tools you need to achieve success!



You Want a Great Reputation in Your Community, and You Don't Want to Spend All Your Free Time and Cash flow Marketing Your New Practice...

You're an incredible physical therapist and you care deeply for all of your patients, but do you know how to market your physical therapy practice to build strong referral relationships in your community and bring direct access patients through your doors? Most startups quickly realize that marketing their business can be both costly and time consuming!

The benefits of franchising with FYZICAL here are two-fold, you'll get incredible marketing resources and you are part of a powerful brand name whose reputation precedes you. Physicians love referring to FYZICAL centers because the clinicians who align with us have a reputation for excellence in patient care. Patients love us because they see results and receive a high standard of care from every therapist they see. Beyond big brand reputation, we help you market your clinic from a hyper-local and national level, and everything in between. From turn-key customizable collateral and national campaigns, to quarterly marketing plans for every budget— we provide a huge library of resources and guidance to assist our members in marketing their practices. Do as much or as little as you like, it's your business after all.



You Want to Know Exactly How Much it Will Cost to Get Your Practice Started and You Don't Want Any Surprises...

Perhaps the biggest pain point for any entrepreneur is how much it can cost to get your practice up and running. And while an entrepreneur may try to account for every little cost along the way, little surprises can often creep up unexpectedly. With FYZICAL however, you will know your total investment up front – you can even see what revenue other FYZICAL locations are bringing in. It's all laid out in our Franchise Disclosure Document (FDD), you'll know from day one how much you can expect to invest and where every single dollar is allocated.



FYZICAL
Therapy & Balance Centers



CHOOSE THE PATH TO SUCCESS...

There are so many benefits to franchising, but when you evaluate the FYZICAL franchise model for physical therapy startups, it's easy to see why there are already more than 400 open locations across the country. If you'd like to learn more about how to open a startup practice with FYZICAL and find out if it's the right fit for your business goals, the first step is to contact us. When you do, a FYZICAL advisor will reach out to learn more about you, your situation, and what you want to achieve.

WE'RE HERE TO HELP! YOUR FUTURE IS WAITING.

The FYZICAL new start team is ready to help you begin your path to practice ownership – If you'd like to learn more, please click the button below!

[CLICK HERE](#)





1 "Only about half of small businesses survive passed the five-year mark, ranging from 45.4% to 51% depending on the year the business was started." <https://www.forbes.com/sites/forbes-financecouncil/2018/10/25/what-percentage-of-small-businesses-fail-and-how-can-you-avoid-being-one-of-them/?sh=64018cb143b5>