

# G.I. JOBS<sup>®</sup>



**Company Name:** Caring Transitions  
**Franchisee's Name:** Bruce Treadway  
**Title:** President  
**Location:** Northern Illinois  
**Number of Employees:** 14  
**Description of Franchise:** Estate Liquidation  
**2007 Annual Revenue:** \$100,000+  
**Highest Rank Held in the Military:** E-5 (Navy);  
Master (U.S. Merchant Marine)  
**Military Service:** U.S. Navy 1987-1991, including  
Operation Desert Storm

Bruce Treadway is president of Caring Transitions in Northern Illinois. He spoke to *G.I. Jobs* about owning a franchise.



## What are the advantages of starting a franchise?

A franchise has several advantages over a standalone business. First, the operational procedures are proven. Second, a franchise team exists to help continuously improve those processes. Third, marketing materials are provided - no development on the part of the franchisee is needed. Fourth, national name recognition is achieved much more quickly via a franchise than the alternatives. Finally, you aren't in it alone - the franchisor has a vested interest in your success.

## Why are franchisors interested in veterans? What are their advantages?

Veterans have demonstrated the ability to follow and improve upon well-defined operational procedures. We are a natural fit for franchises.

## What are the intangibles that make veterans good franchisors?

A very strong process orientation coupled with the understanding that a team effort dramatically improves the probability of success in a competitive environment.

## How are franchises similar to military organizations?

A franchise business, if well run, begins with practically all processes for each business function defined. Execution of those processes will determine success or failure.

## Does military experience following SOP procedures make veterans excellent franchise candidates?

Absolutely, for the aforementioned reasons.

## Can you be a good franchiser if you want to change the process and be "independently innovative?"

It depends upon the franchisee and the franchisor. This will depend heavily upon their relationship. As the first Caring Transitions franchisee, I have had significant latitude with defining, redefining and refining our processes.

## Are there any other benefits to starting a franchise in today's market?

In any market, there are winners and losers in every industry. The question is, can the individual franchisee succeed? Does he or she have the tools needed for success?