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**Isaac M. O'Bannon** • Mar. 26, 2014

If you have clients who are franchisees, did they experience the same strong growth as seen across the franchise sector in 2013? According to a new report, last year was a banner year, with industry outpacing the overall U.S. economy in business formation and job growth, creating an estimated 11,000 new establishments and 10 percent of the nation's new jobs.

This recent rebound has given analysts, franchisors and franchisees expectations for future growth and there are many opportunities, according to Plante Moran's New Ideas report.

One of the nation's largest certified public accounting and business advisory firms, Plante Moran's report for the franchising sector explores several opportunities the franchise industry can leverage for continued growth and success, including:

**Lenders Looking for Opportunities** – A recognized leader in franchise finance talks about commercial financing, emphasizing that the way a company presents itself to a lender is critical.

**Franchise Success Secret Replication** – See why experience and research has continually proven the need to exactly follow a franchisor's business template.

**Preparing Franchising's Next Generation** – In fall 2013, Northwood University in Midland, Mich. began offering the nation's first bachelor's degree program in franchise management, preparing more people to enter this growing industry.

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franchising in 2014 continues to be strong.”

The 2014 Franchising New Ideas includes contributions from additional industry experts, including the National Center for the Middle Market, the International Franchise Association (IFA), GE Capital, Robert Jensen, a professor at Brigham Young University's Marriott School of Management, Melanie Bergeron, chairwoman of Two Men And A Truck and an officer of the International Franchise Association, and HandyPro CEO and Founder Keith Paul. To access the full Plante Moran 2014 Franchising New Ideas report, please visit

<http://www.plantemoran.com/industries/franchise/Pages/2014-new-ideas-for-franchising.aspx>

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