

## Storage Franchise: The Surefire Way to Financial Success

The United States and Europe are seeing an exceptional growth of the Portable Storage industry. Traditional trucking companies are losing popularity because portable storage services are far more flexible and convenient for the customers. It is very expensive to start a new portables storage company and not everybody can afford to do so. A more sensible way forward is to acquire a Storage Franchise. The advantages of signing up for a Storage Franchise are many. Hardware and auxiliaries such trucks, fork lifts, lend lease modalities are a necessity for all portable storage companies. Large storage companies with first rate infrastructure are the ones who offer Franchises. Acquiring a Franchise helps cut costs as these support facilities are already in existence with the parent company. The parent company facilities are therefore available at the beck and call of the Storage Franchise owner. The parent company has an established reputation which sells without advertising on the part of the franchisee, and encourages a good clientele.

Advertisement and marketing infrastructure of the parent company is typically available for the Storage Franchise owner to exploit. This includes TV, radio, bill boards, magazines and a host of other means of communications which would prove to be extremely pricey if someone starts ab initio. Parent companies also usually chalk out territories between their various franchises so that there is no turf war or undercutting and everyone can make a profit. Internet marketing, which naturally requires appropriate hardware, software and a specialized portal, are all handled by the parent company has and thus available for the new Franchise owner to net in. And, as if that were not enough the Franchiser, already established, is likely to have a set number of suppliers who because of the volumes offer hefty discounts for packing material and support services. This is a worthy reward that the Storage Franchise owner can clearly avail.

Documentation and ancillary expenditure on hiring corporate staff and legal advisors can be shared with the parent company. A Storage Franchise requires a reasonable investment to get underway. A number of Portable Storage Franchises are available in the country each with its pros and cons. One can safely estimate that a minimum of \$70,000 would be required as initial start up money to acquire a Storage Franchise. It has been estimated that in the beginning, an investment of \$70,000 would yield a profit of \$ 90,000 before taxes. This profit margin goes up substantially as the Franchise starts delivering and rises in popularity. Indeed, the surest way to bringing in your first million is in acquiring a Storage Franchise. Related Articles

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