



The Entrepreneurial Journey of Becoming a Franchise.



IFA WEBINAR SERIES

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Meet Karen and Mary.



Karen Booze, CFE, Director of Business Development, AnswerConnect



Mary Anna Lewis, Owner, Mosquito Squad and Clothes Bin



The Beginning: Deciding to Become a Franchisee.

- What key factors should potential entrepreneurs consider before deciding to become a franchisee?
- How do you assess if a franchise opportunity aligns with your personal and professional goals?

Mosquito Squad: Growth.

Since its inception, Mosquito Squad has expanded rapidly, leveraging effective marketing strategies and a strong franchise model to become a leader in mosquito control services across the United States.





Overcoming Challenges.

- What are some of the most significant challenges you've faced while expanding your business, and what strategies proved effective in overcoming them?
- Can you share an example of a challenge that initially seemed insurmountable, and explain how your team adapted or innovated to resolve it?

AnswerConnect's Role.

- How has AnswerConnect's support enhanced your ability to scale operations effectively?
- Can you describe specific instances where AnswerConnect's services contributed to improving customer satisfaction during periods of growth?





Questions?

**Thank you for
being part of this
session!**