



FREE GUIDE

THE 5 STEPS TO BUILDING A FRANCHISE-MODEL BUSINESS

Even If You're Not a Franchise
5 Franchise-Grade Systems to Step Back
From Your Business in 90 Days

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Introduction: The Franchise Secret

Most independent trade businesses are built on sweat, long hours, and the sheer willpower of the owner. You might be making good money, but you are likely trapped in a high-stress job where you are the primary salesperson, dispatcher, and firefighter.

Franchises operate differently.

A successful franchise isn't necessarily better at painting, plumbing, or landscaping than you are. What they have is a superior **Operating System**. They have documented every process, optimized every sales script, and built a machine that can be run by ordinary people to produce extraordinary, predictable results.

"I know this because I didn't just buy into a franchise—I helped build one. As the first franchisee for Shack Shine, I helped create the operations manual, produced the video training course, and validated every system in my operating franchise before it was rolled out to all future partners."

You don't need to buy a franchise to achieve this level of freedom. You just need to build your business *like* one.

Here are the 5 systems to transforming your independent trade business into a highly profitable, scalable, and exit-ready "Franchise-Model" enterprise.

Step 1

Define the "Vitals" (Your Profit Blueprint)

A franchise never operates on guesswork. They manage the business through data. Before you can systemize anything, you must establish absolute financial clarity.

The Problem:

Most independent contractors look at their bank account balance to see if they are making money. They don't know their exact margins, their true labor costs, or their customer acquisition cost.

The Franchise Fix:

You must implement a "Vitals Scorecard." This is a weekly dashboard that tracks the only numbers that actually matter:

- **Cost Per Lead (CPL):** How much does it cost to get the phone to ring?
- **Close Rate:** What percentage of estimates turn into booked jobs?
- **Average Ticket Size:** What is the average revenue per job?
- **Gross Profit Margin:** What is left over after direct labor and materials?

Action Step: Stop tracking dozens of vanity metrics. Pick your 4 core "Vitals" and review them every single Monday morning.

Step 2

Install a Predictable Sales Engine

In a franchise, the sales process does not depend on the charisma or mood of the owner. It is a documented, repeatable system designed to maximize the value of every lead.

The Problem:

You are likely "winging it" on estimates, relying on your personal expertise to close the deal. When you hire a salesperson, they fail because they don't have your 15 years of intuition.

The Franchise Fix:

You must standardize how you sell:

- **The Script:** Create a "Franchise-Grade" sales script that focuses on the customer's pain points, not just the technical details of the job.
- **The Options:** Never offer just one price. Always present a "Good, Better, Best" pricing matrix. This positions you as an advisor, not a commodity, and naturally increases your average ticket size.
- **The Follow-Up:** Implement an automated "Re-Hash" system. Most deals are closed on the 5th to 12th contact. Automate your follow-ups so no lead is ever left behind.

Action Step: Document the exact questions you ask on your best sales calls. Turn those questions into a mandatory checklist for every future estimate.

Step 3

Build a Perpetual Talent Acquisition Funnel

A franchise doesn't panic when an employee quits because they always have a pipeline of candidates.

The Problem:

You only look for employees when you are desperate. You write a generic "Now Hiring" post, get terrible applicants, and hire the first person who shows up on time.

The Franchise Fix:

Treat recruiting exactly like marketing. You need a funnel:

- **The Job Ad:** Stop writing job descriptions. Write an advertisement that sells the *opportunity*, the culture, and the growth potential.
- **The Filter:** Implement a pre-screening process (like a mandatory 2-minute video submission or a specific questionnaire) to weed out the unmotivated before you ever schedule an interview.
- **Always Be Recruiting (ABR):** Never turn your hiring ads off. Even when you are fully staffed, you should be interviewing one A-player a week to build your bench.

Action Step: Rewrite your current job posting. Focus 80% of the ad on what the employee gets (culture, pay, training) and 20% on the requirements.

Step 4

Create the "SOP" Library (Standard Operating Procedures)

This is the holy grail of the franchise model. If a process must be done more than once, it must be documented.

The Problem:

All the knowledge of how your business runs is trapped inside your head. If you leave for a month, the business grinds to a halt.

The Franchise Fix:

You need a digital operations manual:

- **Keep it Simple:** An SOP doesn't need to be a 50-page corporate document. It can be a simple checklist or a 3-minute Loom video recorded on your phone.
- **Core Processes First:** Start with the most critical processes: How to answer the phone, how to pack the truck in the morning, and how to handle a customer complaint.
- **The Rule of Thumb:** If an employee asks you a "How do I..." question, answer it by recording a quick video or writing a checklist. Save it to a shared drive. You just created an SOP.

Action Step: Identify the top 3 tasks you do every day that you hate doing. Record a video of yourself doing them, and hand that video to an employee.

Step 5

Transition from "Operator" to "Strategic Integrator"

A franchise owner does not swing the hammer. They manage the managers and focus on growth.

The Problem:

You are addicted to the chaos. You step in to solve every minor problem because it's faster than training someone else to do it.

The Franchise Fix:

You must change your job description. Your new role is to hold your team accountable to the Vitals (Step 1) and the SOPs (Step 4):

- **The Weekly Meeting:** Implement a strict, 45-minute weekly leadership meeting. Review the scorecard, identify bottlenecks, and assign accountability.
- **Let Them Fail (Safely):** You must allow your team to make minor mistakes. If you constantly rescue them, they will never learn to rely on the systems.

Action Step: Delegate one significant decision-making responsibility this week. Do not step in unless it will cost the company a catastrophic amount of money or a client relationship.

Ready to Build Your Machine?

Knowing these 5 steps is easy. Implementing them while you are still running a busy home service company is the hard part.

That is why I created **Trade Growth Academy**.

I don't just hand you a workbook and wish you luck. I act as your Fractional Strategic Integrator. I work directly with you and your team to install these exact franchise-grade systems into your business, so you can finally step back, increase your profits, and build an asset that is truly exit-ready.

As part of the program, we also rebuild your website for improved conversion and SEO — because your online presence should work as hard as your systems do.

If you are generating over \$500,000 in revenue and you are ready to stop owning a job and start owning a business, let's talk.

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