

The Local Impact of Franchising in:

GEORGIA

Presented by:



As one of the top 10 states for franchise growth, Georgia is home to several household franchise brands and thousands of franchise small businesses serving every community.

32,004

Franchise Locations

340,670

Franchise Employees

\$34.6 Billion

in Franchise Revenue

NOTABLE GEORGIA FRANCHISE BRANDS:

Chick-fil-A

Inspire Brands

InterContinental Hotels & Resorts

About the IFA:

Celebrating over 60 years of excellence, education, and advocacy, the International Franchise Association (IFA) is the world's oldest and largest organization representing franchising worldwide. IFA works through its government relations and public policy, media relations, and educational programs to protect, enhance and promote franchising. IFA members include franchise companies in over 300 different business format categories, individual franchisees, and companies that support the industry in marketing, law, technology, and business development.

THE FRANCHISE BUSINESS MODEL:

- **Supports business growth** by expanding access to small business ownership in local communities.
- **Drives innovation, job creation, and prosperity** in every corner of the country.
- Uniquely provides **entrepreneurial opportunities for people from all walks of life**, especially minorities, veterans and woman.
- Opens the door to the **American Dream**.

U.S. FRANCHISE FACTS:

- Franchise businesses provide **2.3x as many jobs** as non-franchise businesses and drive 1.8x higher sales.
- **Over 81% of franchisees** own only one unit.
- There are approximately **831,000** franchise establishments in the U.S. that provide over **8.8 million direct jobs**.
- Franchising spans **300 industries** and provides **\$897 billion** in economic output for the U.S. economy.
- Nearly **one-third of franchisees** say they wouldn't own their own business without franchising.