

FranUSA To Take Business Matchmaking To The Next Level In 2007

For Immediate Release

SAN CLEMENTE, Calif./EWORLDWIRE/Jan. 15, 2007 --- For FranUSA, Inc., a fast-growing franchise consultancy based in San Clemente, Calif., the art of matchmaking means helping entrepreneurial-minded "romantics" find a business that they can fall in love with. Since FranUSA was founded in 2005, the company has worked with candidates across the United States, connecting budding entrepreneurs with the business of their dreams.

A 2004 study by PricewaterhouseCoopers found that the franchising sector generates 18 million jobs in the U.S. alone, and yields \$1.53 trillion in economic output. The study also cited that there are more than 760,000 franchise businesses in the U.S. and that the numbers continue to grow rapidly. In fact, in August 2006, researchers for the International Franchise Association (IFA) Educational Foundation - FRANData, discovered that from a database of nearly 2,500 franchise concepts, the number of concepts was growing in 17 out of 18 industry categories, with increases ranging from 67 percent in retail food to 4 percent in personnel services.

"The tremendous growth experienced by the franchising industry over the past several years, coupled with the rising number of franchise concepts, makes choosing the right franchise a daunting task for many entrepreneurial-minded individuals," said Rocky Zanzonico, founder and president, FranUSA. "As such, demand for organizations like ours that can match fledgling entrepreneurs with businesses that are uniquely suited to their individual strengths and talents, is on the rise."

FranUSA's approach is very similar to that of a "matchmaker" who connects couples for compatible companionship. In working with prospective entrepreneurs, a FranUSA consultant first evaluates the candidate's lifestyle goals, personality traits, leadership skills, sales skills, business experience, financial goals, investment level and risk tolerance, then creates a profile that will be used in matching the candidate to franchise opportunities.

"After working as an operations manager for a manufacturing company full-time, I was looking for a business that would allow added flexibility, while giving me the opportunity to help others," said Gus Ruiz, a Handyman Matters franchisee. "FranUSA made the process of choosing and starting my own business fast, and simple. When I told FranUSA about my interest in home repair, they matched me up with Handyman Matters. I couldn't be more thrilled with my new business, and I would recommend FranUSA to others who are looking for their 'dream business.'"

"One of our key objectives as a franchise consultancy is to bridge the gap between entrepreneurial-minded individuals looking for a business that is the 'perfect match,' and franchise companies looking for qualified, enthusiastic owners for their concept," continued Zanzonico.

In 2007, FranUSA plans to significantly expand its operations throughout the United States and is currently looking for individuals who are interested in becoming business "matchmakers." For more information on FranUSA, please call (949) 498-2131 or visit '<http://www.FranUSA.com>'.

About FranUSA, Inc.

FranUSA's mission is to bring together prospective franchisees with hand picked "best of breed" franchisors. Founded in 2005 by Rocky Zanzonico, FranUSA draws upon 20 years of experience in consulting, leadership development and employee profiling, and it uses a unique methodology of evaluating prospective franchise owners and matching these candidates with a franchise opportunity that is the perfect fit for them. FranUSA's service is provided free of charge to franchisee candidates.

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KEYWORDS: Entrepreneurs, Entrepreneurship, Franchise, Small Business, Small Business Trends, Business Ownership, Business Consulting, Business Consulting, Entrepreneurship, Franchise, Small Business

SOURCE: Fran USA