

Earn a Million Bucks The Storage Franchise Way

The Portable Storage industry is one of the fastest growing industries in the US as also in Europe. This model of transportation is fast replacing traditional trucking companies because of the flexibility of options it offers to the customers. It is very expensive to start a new portables storage company and not everybody can afford to do so. Buying a Storage Franchise is therefore a better option. The advantages of signing up for a Storage Franchise are many. Portable Storage companies require transportation, fork lifts, leasing arrangements; all of which costs a great deal of money. Franchises are usually offered by well established self storage companies that have a comprehensive infrastructure in place. Since the parent company has these facilities already in service, the new franchise owner can simply tap into these resources. The parent company facilities are therefore available at the beck and call of the Storage Franchise owner. In addition, the brand name of the company acts as a powerful motivator for customers to hire a franchise.

Franchising companies invariably have promotion and marketing support to lean on. The dreadfully expensive billboards, TV commercials, advertisements in magazines and a host of other advertising media are taken care of by the franchiser. Yet another advantage of buying a Storage Franchise is that the parent company delineates the territory of each of its members so that clash of interests does not take place. Moreover, the franchiser has a well established web portal ensuring that the franchise owner does not have to pay out setting up new software and hardware lines to market his services on the Internet. Regular suppliers of packing material and support services give attractive discounts to the parent company because of the economy of scales involved. The Franchise owner can simply tap into this facility.

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. A thumb rule would be a minimum investment of about \$ 70,000. It has been estimated that in the beginning, an investment of \$70,000 would yield a profit of \$ 90,000 before taxes. Once the Franchisee has established their popularity, the profit margin increases. Indeed, the surest way to bringing in your first million is in acquiring a Storage Franchise.

About the Author

Research about [storage and moving](#), link to www.1800packrat.com.

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