

HOW VETERANS TURNED NERDS ARE FINDING POST-SERVICE SUCCESS IN FRANCHISING WITH NERDSTOGO

Since the onset of the COVID-19 pandemic in 2020, one of the world's hottest talking points has been about employment and our national job market.

Whether it's talks of the national unemployment rate, "the Great Resignation," a possible impending recession, early retirement or rising inflation rates, to name a few, one fact remains true from before the pandemic began: Our veterans face more barriers than non-service civilians in finding equal and equitable opportunities upon rejoining the civilian workforce – despite their higher qualifications, practical experience, leadership skills, sense of duty and ability to buy into a process.

Veterans in Franchising

While veterans have faced barriers to joining the civilian workforce, the world of franchising has found that veterans are the hottest commodity to hire and are actively seeking to recruit them. Providing veterans with an established brand and a network with a defined and proven business system has been shown to interact well with the training they received during the service. This positive interaction between past service and present profession has allowed veteran franchisees to gain great success within their chosen franchise network.

According to VetFran, a strategic initiative of the International Franchise Association (IFA) to educate veterans and franchisors about the unique match between the skills

and aptitude of entrepreneurial veterans, franchising accounts for close to 7.6 million direct jobs. It is about 2.5% of the U.S. gross domestic product (GDP), spanning many industries. Of all franchises across the nation, about 14% of all franchise owners have served for a branch of the U.S. armed forces.

NerdsToGo Seeking Qualified Veterans

As a proud member of the IFA and VetFran, NerdsToGo, an IT solutions franchise for businesses and homes, is helping to lead the way for veterans.

NerdsToGo, a member of the Propelled Brands family of franchises, has provided computer and technology services to businesses and individuals for almost two

“Of all franchises across the nation, about 14% of all franchise owners have served for a branch of the U.S. armed forces.”

decades. Acting as the IT department for small to medium-sized businesses, the brand operates out of less than 1,000 square feet and has several brick-and-mortar service centers around the country. Additionally, NerdsToGo offers remote support and travels to customers' locations when needed.

The franchise was recently named in Franchise Business Review's annual Top 200 Franchises ranking, highlighting it as one of the best franchise opportunities based on owner satisfaction. Additionally, it placed on Franchise Business Review's second annual Culture 100 list, recognizing the top 100 franchise brands in a 2021 report on the Best Franchise Cultures.

NerdsToGo is currently seeking qualified veteran franchisees to be owner-operators to help the brand grow across the United States. NerdsToGo will supply veterans with the resources, training, support and information required to start, build and maintain a successful business.

NerdsToGo views veterans as ideal candidates for the skill set and team-oriented mindset they cultivate during their military experience. In addition, accountability and character developed in the military make veterans perfect candidates for a franchisee. Veterans leave their time serving with strong leadership qualifications and an understanding of playing a significant role within a team and following a process or task with incredible precision better than most non-veterans.

To incentivize the recruitment of veterans, NerdsToGo offers a special incentive for veterans and first responders, including paramedics, emergency medical technicians, police officers, sheriffs and firefighters, which includes a 50% reduction on the franchise fee – a savings of \$24,875.



“The military prepares you for this kind of transition outside of the military,” - Airforce Veteran Roger Turnbow, owner of a NerdsToGo in San Antonio.

Veterans Choosing NerdsToGo and Finding Post-Military Success

NerdsToGo has developed proven world-class business processes that veterans can buy into and trust that the methods are there to guide them to success. At times, civilian franchisees may believe that they can go off course of the built path, thinking they know better and can succeed without tried and proven methods. However, veterans are trained to stay the course as they understand that processes and approaches are created as a guide to guaranteed success, even when they cannot see the end goal.

NerdsToGo does not require any prior background in the IT world to be a successful business owner. Instead, they need a strong desire to grow a successful business in their local community, developing relationships with small business owners to become their outsourced IT department.

“The military prepares you for this kind of transition outside of the military,” said Airforce Veteran Roger Turnbow, owner of a NerdsToGo in San Antonio. “But the

good thing about being plugged into our franchise is that there is a lot of help and a lot of reach back from other franchisees and the upper management. Everything about owning a business is learnt, and I am learning everyday.”

By giving veterans the tools to be successful both personally and professionally, special incentives to join the franchise, flexible location options and comprehensive training, NerdsToGo is putting an absolute priority on hiring veterans.

The initial investment for a NerdsToGo franchise includes a \$49,750 franchise fee. Ideal candidates have a net worth of \$300,000, of which \$80K is liquid. Additionally, NerdsToGo offers a special incentive for veterans and first responders, including paramedics, emergency medical technicians, police officers, sheriffs, and firefighters, including a 50% reduction on the franchise fee and reduced royalties for the first year – a savings of \$24,875.

If you are interested in joining NerdsToGo, visit their website at <https://www.nerdstogofranchise.com/>.