OCTOBER 2026

OWNERSHIP WITH INTENTION

Why the right business starts with the life you want to build.

ACCESS FRANCHISE CONSULTING

Thoughtful Guidance. Your Next Chapter.

OCTOBER 2026 NEWSLETTER

Ownership With Intention

The right business is not simply one you can buy. It is one that fits the future you are trying to build.

A Note From Deb

October always feels like a natural point to look ahead. The year is not over, but there is enough of it behind us to ask a useful question: Am I moving toward the life I actually want?

I have had a lot of conversations lately with people exploring business ownership. Some are ready now. Others are a year or two away. Some begin with a specific franchise in mind and discover that what they really want is not that particular business at all - it is more control over their time, another source of income, an asset they can build, or a path out of a career that no longer fits.

That distinction matters. I do not believe in forcing a timeline or finding a franchise simply because someone came to me looking for one. The goal is to understand what you want the business to do for your life, then determine whether there is a model that can realistically support it.

Sometimes the right answer is yes. Sometimes it is not yet. And sometimes a completely different business model turns out to be the better fit.

The question is not: “Which franchise should I buy?”
The better question is: “What do I want ownership to make possible?”

What I’m Watching

Franchising continues to show steady growth in 2026. The International Franchise Association projects approximately 845,000 U.S. franchise establishments by year-end, more than 12,000 new franchised businesses, and nearly 8.9 million franchise jobs. Commercial and residential services and child services are among the categories projected to grow fastest this year.



What interests me most, though, is not simply which categories are growing. It is how ownership models are evolving. I am seeing more conversations around lower-overhead service businesses, recurring-revenue models, smaller footprints, technology-supported operations, and businesses designed around a very specific owner role.

The October Ownership Exercise

If business ownership is somewhere on your horizon - whether that means this year or two years from now - try answering these five questions before you start looking at brands:

- What do I want my average week to look like?
- How involved do I actually want to be in the day-to-day operation?
- Do I want to manage people, customers, assets, routes, or a manager?
- How much capital am I genuinely comfortable putting at risk?
- What would have to be true three years from now for me to call this decision a success?

Those answers are far more useful to me than a list of industries you happen to like. A person can love fitness and hate operating a fitness studio. Someone can know nothing about pest control and love the economics of a recurring route business. Fit is about the ownership model as much as the product.

One Thing I Tell Every Prospective Owner

There is no prize for buying a business quickly.

Good due diligence takes time. You are evaluating the franchisor, the economics, the territory, the owner role, the support system, the people already operating the business - and yourself. A thoughtful “not this one” is progress. So is deciding to wait.

Looking Toward 2027?

If you have been thinking about business ownership but assumed you needed to have everything figured out before starting a conversation, you do not. In fact, figuring it out is the conversation.

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EMAIL / SOCIAL POST TEASER

October is a good time to look ahead - not with pressure, but with intention. This month I’m sharing the questions I think prospective business owners should answer before they ever start comparing franchise brands, plus a quick look at what I’m watching in franchising as 2026 heads into its final quarter.

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Suggested subject line: October: What Do You Want Ownership to Make Possible?

Suggested preview text: Before you compare brands, get clear on the life you want the business to support.

Research note: 2026 franchise statistics referenced above are from the International Franchise Association’s 2026 Franchising Economic Outlook.