

Business Connection

Strengthening the local economy and serving members for 70 years



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Business Spotlight

Are you pursuing your own dream or somebody else's?

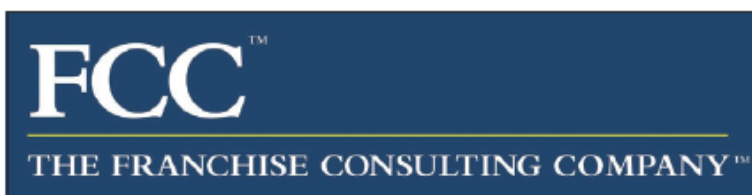
Back in 2009, after 12 years in the Navy followed by 14 years in the high-tech industry, Steve Taylor bought his first franchise, Floor Coverings International located in Pleasanton. After operating this business for 10 years, and with three teenagers at home, he found himself increasingly interested in helping others achieve the same level of success, freedom and self-determination that he had achieved in his own business.



Steve Taylor
The Franchise Consulting Company

A chance meeting with a long-standing colleague introduced him to the concept of "Franchise Consulting" and as he investigated, he found that there was a significant amount of commonality between this and the "service" he was providing informally to friends and business associates.

In October of 2018, Taylor started working with The Franchise



Consulting Company and has found great success working with those interested in business ownership. "Because of my background in the Navy, I began by focusing on serving Veterans exclusively," said Taylor. "But as my bandwidth has expanded (I sold my flooring business in May), I have started working with anybody having the interest and means to investigate business ownership."

The Franchise Consulting Company (The FCC) helps clients structure a franchise strategy based on the uniqueness of their situation and what they find most compelling as to brand, culture and operating models in order to attain their goals. The FCC will help you navigate through the complexities of mod-



ern franchising. The end results are sustainable goals that meet your needs and help you avoid time consuming and costly mistakes.

"I make it clear from the beginning that we all need to respect each other's time," said Taylor. "I have earned credibility with the 375 brands we represent by only introducing qualified and focused candidates." Taylor believes that people that are investigating business ownership are at the point of making a huge change to their personal paradigm and tend to be very open and coachable. Consequently, his clients are extremely fun to work with. Contact Steve Taylor at (925) 344-5981 or SteveTaylor@TheFranchiseConsultingCompany.com.