



SANFORD ROSE ASSOCIATES®
EXECUTIVE SEARCH

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“Speed to Market Attracted Sanford Rose Associates’ Franchisee Weslee Washington” by Emma Pearson of *Franchise Business Review*

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Weslee Washington wanted to be in business for himself, and quickly. Sanford Rose Associates’ ability to make this happen led him to become a franchisee in 2015. He shares his franchising experience with Franchise Business Review.

What was it about your franchise that led you to purchase it?

The speed at which Sanford Rose Associates (SRA) could get me in business for myself via its proven business model. The leadership also has the experience of running a business in the executive search industry and scaling it to a size that I respect. This is a difficult accomplishment.

Why did you decide to go into franchising?

The resources provided by SRA give me the tools to quickly scale my company, Boaz Partners. My website was built, my letterhead ready, and my database installed in a matter of a couple of weeks. These and other things SRA did allowed me to jump in and focus on producing billing opportunities. Additionally, being a part of SRA helps me tell a story and speak to resources for my prospective employees. When I tell a new hire I have a six-week training program, I see their surprise that a firm my size would have such capabilities.

How long did it take to make a profit?

Within three months I started making a profit and within six I had expanded my firm by adding 50% to my workforce. I remained profitable after that growth. In year two my profits have soared.

What is your work/life balance?

The great thing about our business is you can do it from anywhere. When my family took a vacation, I carried my laptop and cellphone and set up a remote office at the beach. Candidates and clients did not know a difference. I have found few Monday to Friday positions that have the capability of earning \$200k plus per year with little overnight travel and working less than 50 hours a week. This business has that type of potential, not just for an owner, but also for someone working for the franchise.



What advice would you share with people considering purchasing a franchise?

You should be clear on what you want your practice to be or at least have a vision of what you want. Ask yourself a few questions like what size firm do I want? What lifestyle do I want? How much time am I going to give myself to make this work? You will need to do some soul searching to determine if you have the grit to do what it takes.

For more information about Sanford Rose Associates opportunities, call 972-616-7870 or visit www.joinsranetwork.com.



Sanford Rose Associates holds the honor of being one of only 200 franchise brands that were ranked high enough by their franchisees to make Franchise Business Review's Top Franchises List.