Waiting Game Publications® Named Top Low Cost Franchise By Entrepreneur Magazine

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LITHIA, FL-Waiting Game Publications, a leader in providing cost effective advertising to local business, has earned a coveted spot in Entrepreneur Magazines Top 100 low-cost franchises. The list is compiled yearly for potential franchise investors looking to spend under $50,000 while maintaining a flexible lifestyle and enjoying the benefits that come with business ownership.

"Waiting Game Publications is extremely honored to have been included in this extensive list of high quality franchise opportunities," said Bill Zapf, President, Waiting Game Publications. "We work hard to provide a solid and structured plan for our franchisees to build upon. Our system serves as a gateway for individuals to become business owners, and because a brick-and-mortar location is not necessary, we're able to keep costs down for the franchisees."

Waiting Game Publications business model is flexible enough to work as a single area owner to supplement an income or as a multi-territory operation managing several areas. A Waiting Game owner can start a franchise for as little as $7,500, which is at the most affordable side of all franchises named to the list.

Entrepreneur Magazine publishes reports throughout the year on the top-rated companies and industry segments within the franchise marketplace. Entrepreneur’s listing is widely considered to be the best recognized and comprehensive franchise ranking and is now in its 35th year.

"Franchisees are often times more satisfied in a franchise costing less money," said CEO Rob Parfitt. "Just because a franchise investment costs less, franchisees need not sacrifice support from the home office."

This year Waiting Game Publications® has already been recognized by Entrepreneur as one of the top 500 franchises overall and top 50 new franchises. Entrepreneur judges all companies, regardless of size, by the same criteria: objective, quantifiable measures of a franchise operation. The most important factors include financial strength and stability, growth rate, and size of the system. They also consider the number of years the company has been in business and the length of time it has been franchising, litigation, percentage of terminations, whether the company provides financing, and most obviously in this category, startup costs.

At The WAITING GAME®. Our goal is to engage, entertain, and provide value everywhere within the community to maximize enjoyment for our readers and maximize exposure to our advertisers through cost effective hyper-local print, online, and mobile solutions.

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About Waiting Game Publications
The WAITING GAME® is a low cost franchise that publishes an incentive-based, full-color, interactive monthly publication that is distributed for free at businesses where consumers experience wait times, such as dental and medical offices, hospitals, beauty salons, dance studios, car washes, dealerships and restaurants, etc.
Each high quality edition features engaging facts and figures, Crossword and Sudoku puzzles, and 36 full-color incentive-based ads for local businesses. Not only are the coupons for local businesses and restaurants in print, they are available online, on mobile devices and shared through Facebook, Twitter, and other popular Social Media platforms.

“The WAITING GAME® first engages consumers in the publication, and then offers them an incentive to visit businesses within a small geographic area...an area they frequent,” said Rob Parfitt, CEO and co-founder of The WAITING GAME® and an expert in branding and couponing. “These are the consumers everyone wants to reach, and we have created a business model that effectively reaches them at a comparatively low cost for our advertisers.”

Entrepreneurs interested in learning more about Waiting Game Publications® franchise opportunities should visit www.thewaitinggamefranchise.com