

▶ For today's top Money video click here

Find news for:

News Providers

- [Associated Press](#)
- [Barron's](#)
- [bizjournals.com](#)
- [Briefing.com](#)
- [BusinessWeek](#)
- [Business Wire](#)
- [Forbes](#)
- [GlobeNewswire](#)
- [MarketWatch](#)
- [Market Wire](#)
- [Minyanville](#)
- [Motley Fool](#)
- [MSNBC](#)
- [PRNewswire](#)
- [Thomson Reuters](#)
- [TheStreet.com](#)
- [Wall Street Journal](#)

News by Topic


- [Companies](#)
- [Economy](#)
- [Industry](#)
- [Stock Market](#)
- Commentary**
- [This Week](#)
- [Index](#)

MSN Money Experts

- [Jim Jubak](#)
- [Jon Markman](#)
- [Liz Pulliam Weston](#)
- [MP Dunleavy](#)
- [More Experts](#)

Smart Franchisees Think Twice About Discounted Fees

February 12, 2009 11:04 AM ET

Interstate All Battery Center  All PR Newswire news

Attracts Franchisees with a No-Gimmick Investment and Sound Infrastructure

DALLAS, Feb. 12/PRNewswire/ -- While many franchisors discount their fees and offer money-back guarantees to attract new franchisees in the economic downturn, **Interstate Batteries Franchise and Development, the franchisor of Interstate All Battery Center (IABC)**, is instead investing in infrastructure to aid franchisees' long-term success.

Interstate All Battery Center recently moved their training courses to its new multi-million dollar facility near its Dallas home, where experts educate new franchisees and store managers about the latest updates in power solution technology, battery building, point-of-sale tools and recently enhanced e-commerce features.

"Discounting sends a strong negative message that makes franchisors seem desperate," said **Eric Stites, President of Franchise Business Review**. He compares the effects of discounting franchises to those of buying or leasing a car: the buyer will ultimately end up paying more than the original sticker price. "IABC goes about franchising the right way and continues to see high franchisee satisfaction at full cost," said Stites.

He cautions potential franchisees to look at "the bigger picture" when it comes to choosing the best franchise fit. He urges prospects to conduct their own research prior to any commitments, and says invaluable tools such as training and support should not be compromised in exchange for the reduced franchise fees.

Newly-signed IABC franchisee Bob Sherman said the discount offers he encountered while seeking a franchise opportunity were more of a warning than an incentive. "This made me question how stable my investments would be and why the company was so eager to cut the cost," said Sherman. "Once you find a strong base to build your business upon, as IABC offers, the price is no longer a question."

Sherman says he believes discounts complicate the signing process. He decided to take a different route after more information was disclosed to him. "IABC's straightforward method made it clear that I had made a very solid business decision."

IABC's proven ingredients to success have helped position the company to lead the retail battery category, which analysts project will reach \$73 billion globally by 2010.


About Interstate All Battery Centers

Founded in 1952 and based in Dallas, Interstate Batteries is a privately held group of corporations, which includes a company with 297 distributors that service more than 200,000 dealers throughout the United States, Canada and select international locations. Interstate is the top-selling replacement automotive brand battery in North America, selling more than 15 million batteries annually. Interstate All Battery Centers currently has more than 128 stores in 42 states, Puerto Rico, Canada and Dominican Republic. Customers can visit allbatteryfranchise.com to find the nearest Interstate All Battery Center.




Media Contacts:
 Rebecca Bowers or Lauren Jones-McClain
 (214) 379-7000
rebecca@spmcommunications.com
lauren@spmcommunications.com

SOURCE Interstate All Battery Center

advertisement



Article tools

-  E-mail this article
-  Print-friendly version
-  Discuss this article

Related topics

Licensing/Marketing Agreements

Related news

- [LSI Corporation Selects Synopsis as Its Primary EDA Partner](#)
- [Paramount Pictures Extends Deal With The Montecito Picture Company and Cold Spring Pictures](#)
- [Fontana Finds Easy Living With Matthew McConaughey's j.k. livin](#)
- [Institution for Savings Selects Jack Henry Banking\(TM\) to Provide Enterprise- Wide Automation](#)
- [Edge Health Solutions Selects Allscripts Electronic Health Record for Apple Mac OS X Medical Platform](#)