



BUSINESS SECRETS FROM TOP

FRANCHISEES



BIN THERE DUMP THAT FRANCHISE OPERATORS SHARE THEIR
TIPS FOR OPERATING A BUSINESS

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FRANCHISING: THE SECRET'S OUT

Franchise businesses are generating [more growth, more revenue and more jobs than the rest of the economy](#). It's no wonder, then, that more and more people are aspiring to be franchise owners than ever before. In fact, [over 12,000 new franchise establishments](#) are expected to open by the end of 2015.

With all of these new franchise operations — and new franchise operators — it is becoming increasingly clear that the secret is out: franchises make great business opportunities.

So Many Franchises. So Many Reasons For Starting One Yourself.

While the number of franchises opening every year is impressive, so too are the amount of reasons why people from all walks of life — and all corners of the globe — are starting them.

For example, Mark and Alena Huntjens, owners of Bin There Dump That — Victoria, British Columbia, wanted a career that rewarded their hard work, something that they weren't getting from their positions as correctional officers.

"It's not a job where the harder you work, the more money you make," said Alena of her old career. "So we just thought that we would try our own business."

James Spink, owner of Bin There Dump That — Indianapolis, realized he was spending too much time on the road and, instead, wanted to spend more time with his growing family.

Specifically, he wanted to make sure he was around to watch his son Kanon grow up in person rather than through pictures.

In El Paso, Tony Alarcon, a former member of the U.S. Navy, sought job security and the chance to build something lasting for his family after he was let go following 20 years of service at his former company.

There are many other motivators that draw people to the franchise life — to set their own pace and their own schedules; to leave behind the politics and frustration of the traditional workplace; to build something that can be passed down to family members; and many others.

Chances are, you share some of these career aspirations, too. But it's also likely that you don't know how to make them come true. That's why we asked our top franchisees — people who had the same goals and questions that you do right now — to share their secrets for franchise success.

Read on to hear what they had to say.

INSIDER INSIGHT TO GET THE MOST OUT OF YOUR FRANCHISE

If you've been thinking about starting a franchise, then you probably have a lot of questions. Fortunately, our franchise operators have the answers you need for success.

The tips and topics they explore in this guide include:

- » A day in the life of a franchise operator
- » How to research different franchises and select the one that's right for you
- » The best sources for franchise funding
- » How to hire — and who to hire — for your franchise
- » The biggest benefits — and biggest drawbacks — of owning your own business
- » And more!

The Not-So-Secret Tips For Success

Before our franchise operators share their secrets with you, there are some basic, universal and not-so-secret tips that you should know about as well:

Stick To The Plan: One of the [main advantages of starting a franchise business over an independent venture](#) is the fact that there is a proven operating system in place; make sure not to deviate from it.

Mind Your Metrics: To ensure that you stay on track — and on pace — measure as much as you can, including your sales, your growth, and your customer acquisition costs.

Stay Positive And Productive: Even though franchise businesses have a much higher success rate than independent businesses ([80 percent of independent small businesses fail within five years](#), while only [15 percent of franchises close their doors](#) in the same time frame), running your own franchise can still be a challenge. Don't let speed bumps slow you down and derail you from making your franchise a success; stay optimistic and focused.

Be Prepared To Grow: There's nothing more frustrating than reaching the point when it's time to grow the business only to realize that you don't have the cash to make it happen. Keep an eye on your cash flow at all times.



BEN BOSCH

GRAND RAPIDS, MICHIGAN

TYPICAL DAILY ROUTINE

MORNING

- Prioritize top four things to get done for the day
- Send postcards or call prospective clients
- Call or email customers from the night before to gauge feedback
- Manage the phones
- Enter orders into Bin Tracker

AFTERNOON

- Research potential new contractors for partnership opportunities
- Write a Facebook post
- Attend an event
- Write thank you emails to customers and contractors
- Inspect and organize truck and equipment
- Manage the phones
- Enter orders into Bin Tracker
- Conduct business analysis to determine stats for the week, month and year-to-date

EVENING

- Enter driver schedule for next day in Bin Tracker



“As a small business owner, each day can be different: whether working on marketing, handling operation or personal issues, working on business strategy, or driving in the truck when you want to get out. There is freedom in this role to do as you would like to do that particular day.”

After spending more than 15 years in the footwear industry designing and developing new products, Ben Bosch's love for the job was wearing out.

"Fifteen years was enough," he explained. "The industry was very unstable, and several friends lost their jobs."

An avid fitness and health advocate, Ben looked for opportunities that aligned with his lifestyle — kickboxing studios, a vitamin retailer, and even a fast-casual restaurant that specialized in soup.

However, after researching these companies in detail online and in trade magazines, he found that they were unprofitable and unstable. Worst of all, Ben explained, these businesses did not offer easily replicable models that would succeed in today's business environment. Fortunately, Ben's research eventually helped him uncover Bin There Dump That, and it was the perfect fit for him.

Once on board with Bin There Dump That team, Ben went through an extensive training program where he learned the importance of building a brand through continuous and all-encompassing marketing strategies.

"You constantly need to find new ways to reach prospective homeowners and businesses," he said. "Be open to new things, like social media, social and business events, different selling styles, etc." One of the most successful marketing tactics, however, is providing superior service that distinguishes his operation from other dumpster rental companies.

"Deliver superior service on the phone and in the truck," he said. "Be friendly, humble and honest; people are not used to that from a dumpster company."

Just as important as committing to great customer service is building a team that shares and espouses that commitment.

"Work hard to hire the right team of drivers; they are going to be the face of the business," he said. "Make sure they present themselves and Bin There Dump That well." The hard work, Ben says, has been well worth it.

"I get to spend more time with the family," he explained. "Several days a week, I see my kids home from school as we have a home office. Plus, the flexibility given by technology makes you mobile enough to get up and go with the family when you want to."

As for what he would do differently, Ben says he would be more prudent with his investments. "Plan ahead but grow organically," he said. "Don't over invest; let the business justify the expenditures, but be careful not to get ahead of yourself. Overhead can kill you when the volume isn't there."



TONY ALARCON

EL PASO, TEXAS

TYPICAL DAILY ROUTINE

MORNING

- Meet with driver and review schedule in Bin Tracker
- Rinse and clean bins for future deliveries
- Start deliveries and pickups
- Stay in constant communication with dispatch
- Review next day's morning deliveries

AFTERNOON

- Meet with clients face-to-face or over the phone
- Update accounts receivable report
- Meet wife for lunch and review current and nextday sales
- Finish any deliveries or pickups with driver
- Fuel vehicle for next day
- Perform vehicle maintenance, if required

EVENING

- Keep time slot open for meetings with customers or networking events
- Review route plan for the following day
- Distribute invoices by email or mail
- Dinner or social event with clients



"In knowing now how quickly the demand for our service grew within the first year and not having the funding to acquire additional equipment — because the bank did not want to have two notes open on our business — I would have initially borrowed two times the amount of my original loan."

After leaving the U.S. Navy Reserve, Tony Alarcon worked for a local company in El Paso for more than two decades. While he was extremely diligent and worked his way up the corporate ladder, Tony eventually lost his job.

“They called it restructuring,” he said. “But in simple words, they were laying me off.”

Tony knew he needed a new plan for his future — and his family — and after researching different opportunities, he found himself drawn to franchising.

“I decided to go into a franchise for the fact that it is proven to be a working business entity and the majority of the kinks have been ironed out or corrected,” he said.

“You also have a team that is there to support and guide you in the direction of succeeding.”

Before he could begin growing the franchise, however, Tony needed to fund it. For that, he applied for and received loans from the [Small Business Association](#) (SBA). He also tapped into his 401(k) plan to cover startup expenses, including the franchise fee, office furniture, signage, business cards, permits and other related costs.

The next step was to go through the franchise training program, which Tony took full advantage of. He especially enjoyed the hands-on equipment training that prepared him to operate the truck and utilize the equipment using best practices developed from more than a decade of Bin There Dump That operations. This training covered aspects of the business that he had little experience with in his previous career.

After the franchise was up and running, Tony kept it growing by sticking to a simple principle: “Just be yourself, and be true to your customers.”

That approach has worked extremely well for Tony, who recently expanded his operations by investing in more bins and by hiring a driver and dispatcher.

When building a team, Tony believes franchisees should think of the process as a strategic initiative that must be performed in a specific order; not just a series of individual hires. For example, hiring a driver allowed him to “step out of the truck and grow the business.”

“Our next step is to hire a second and third driver to operate the second vehicle, so more of my time is spent on acquiring more customers and building relationships.”

Looking back, Tony knows that starting a Bin There Dump That franchise has been a great decision.

“The biggest benefit of owning your own business is the satisfaction of watching the business grow and knowing that the growth is going to benefit you as the owner and not someone that you are working for,” he explained. “What I have enjoyed the most is the time that my wife and myself invest in the company is time that we spend together versus each working for a different company and only getting to see each other at the end of the day.”



MARK AND ALENA HUNTJENS

VICTORIA, BRITISH COLUMBIA

TYPICAL DAILY ROUTINE

MORNING

- Review the day's events
- Drive the truck
- Answer phone calls
- Respond to leads and emails
- Take orders
- Deliver and pickup bins

AFTERNOON

- Repeat the morning's activities

EVENING

- Issue and track invoices
- Answer and make phone calls
- Check Bin Tracker
- Grease truck and power wash bins
- Respond to emails



We really liked this franchise because it isn't run on a percentage model. It's a set rate per truck every month and, after three years, it caps out and that's the most you'll pay.

Alena Huntjens and her husband, Mark, spent 17 and 20 years, respectively, working as correctional officers. However, they recently realized that their careers — and their futures — needed to break free.

They wanted a position that would reward them for their hard work and efforts; not just provide a paycheck. After extensive research that spanned 12 months, hundreds of conversations and a cross-country trip for [franchise training](#), they knew that Bin There Dump That was right for them.

“It’s a ‘the harder you work, the more money you can make’ concept. That’s what we were looking for,” Alena said.

In their research, they found that, unlike other franchises that typically charge royalty fees as a percentage of income or profits, Bin There Dump That charges a straightforward, fixed cost based on the number of vehicles in a franchisee’s fleet, allowing franchise operators to budget in advance and control costs.

“We really liked this franchise because it isn’t run on a percentage model. It’s a set rate per truck every month and, after three years, it caps out and that’s the most you’ll pay.”

Mark quit his correctional job to focus on the franchise full time. He serves as the public face of the company, spearheading sales, driving the truck, and dropping off and picking up bins. Alena still splits her time between the jail and the business, working behind the scenes issuing invoices, monitoring payments and taking care of bookkeeping tasks.

That’s why Alena advises potential franchisees to [quit their jobs before starting a franchise](#) or [find a business partner](#) who can commit to the operation on a full time basis.

“You can’t work two jobs and be successful; there has to be one person who is just strictly focusing on the business,” she said.

Despite the franchise being less than a year old, it is already expanding thanks to intense demand. Fueling the demand is an all-encompassing marketing approach, and the most effective of those efforts has been Google advertising, which accounts for about 50 percent of the couple’s sales.

In addition to digital advertising, another less flashy, more old-school tool has proven to be a winner as well — door hangers.

“We put door hangers five houses up and five houses down from every bin we deliver, and that has really worked out great,” Alena said.

“On average, for every 10 door hangers we put out, we get one customer. It was only a \$1,500 investment, and I have enough fliers to last us a year.”



JAMES AND LORI SPINK

INDIANAPOLIS, INDIANA

TYPICAL DAILY ROUTINE

MORNING

- Make sure all trucks are up and running
- Answer emails and process new orders
- Work on blog articles and social media updates
- Monitor truck and bin maintenance
- Speak with other franchisees to stay in touch and share ideas
- Attend meetings for various groups, including the [National Association of the Remodeling Industry](#) (NARI) and the [Builders Association of Greater Indianapolis](#) (BAGI)

AFTERNOON

- View social media
- Check emails
- Return messages
- Start planning next day
- Take orders

EVENING

- Check and reply to emails



“The biggest benefit of owning your own business is being able to make your own schedule and not have to answer to anyone.”

James Spink spent 15 years managing and promoting auto races. The highpaced job had him traveling throughout North America, living out of a suitcase. However, after his son, Kanon, was born, he realized he wanted to shift into a career that would allow him to spend more time with his family.

Along with his wife, Lori, James spent over a year exploring different business opportunities.

Though he used the Internet to get an initial impression of each business, his research was fueled by personal conversations.

“We asked a lot of questions and spoke to a wide variety of current operators,” he said. “Learning what worked, what didn’t work, and what they would do different if they were to start all over again.”

These conversations gave him an intimate understanding of each potential venture, and one of the businesses stood out: Bin There Dump That. Looking back, James says that the level of comfort and confidence that the franchise leadership team and existing franchise operators instilled in him made all the difference — and it is something aspiring franchisees should look for as well.

“Picking a franchise was all about the relationship and no pressure approach from the folks at Bin There Dump That,” James explained. “It was more like a family; not a high-pressure situation. We also liked the fact that a proven system was in place for us to follow and build upon.”

They certainly have built upon it, growing rapidly and winning the Bin There Dump That Rookie Of The Year award. Fueling that rapid growth is an “anything goes” approach to marketing.

“While Bin There Dump That is a great brand, it’s not a household name like McDonald’s or Macy’s,” said James. Thus, he did everything they could to spread the work and attract customers.

The franchise’s marketing approach included a combination of online, print and television ads as well as trade shows. The couple also became members of their local chamber of commerce and used the chamber’s database to reach out to fellow members.

Networking has played a central role in the franchise’s success, and James recommends that all franchisees “really get to know the key players in the construction industry” in order to generate referrals.

In order to support the franchise’s rapid growth, James has had to grow his team as well. No matter the position, James looks for someone who embodies the Bin There Dump That commitment to customer service. However, the attitude and outlook of his drivers is especially important.

“They are the backbone of the business and the face of the franchisee out in the trenches,” he said. “Without a solid core of dedicated drivers, this model would not be successful.”



WHAT'S OUR SECRET TO SUCCESS?

Empowering our franchise operators by offering:

- A knowledgeable and experienced management team to provide guidance and support
- In-depth initial training, ongoing learning, and step-by-step policy and procedures manuals
- Generously sized, well-defined and always protected franchise territories
- International marketing campaigns and strategic partnerships
- Bulk buying power
- A proven, successful operational model
- And more!

THEY SHARED THEIR SECRETS. NOW SHARE IN THEIR SUCCESS

Ben, Tony, Larry, Mark and Alena, and James and Lori come from different countries, backgrounds, professions and situations. However, they all shared one thing in common: a desire to enhance their careers, their flexibility and their finances.

They — along with more than 60 other franchise operators throughout the United States and Canada — have found all that, and more, with Bin There Dump That.

Bin There Dump That started in 2001 as an independent dumpster rental company in Toronto.

Today, we are one of the fastest-growing franchises in the \$40 billion trash management industry.

To learn more, visit
www.bintheredumpthatfranchise.com
and book a webinar with a
Bin There Dump That
development representative