



Your Guide to Vetrepneur® Virtual Franchise Fair

This event is your opportunity to explore different franchise businesses, hear directly from franchisors and franchise owners, and ask questions about what ownership can really look like.

With two simultaneous tracks, you can choose the sessions that interest you most. The goal isn't to choose a franchise during the event—it's to learn, compare business models and better understand what matters to you as you explore franchise ownership.

Use this guide to plan your sessions, take notes and prepare for the Fair. Log in to event platform (Radancy) now to set up your account; the event lobby will open approximately 24 hours before the Fair.

Event Day Agenda

Date: September 18, 2026 • **Time:** 12-3 pm EDT • **Theme:** Home Services

12:00 - 12:10 pm

Welcome / Orientation

Transition (5 min)

LIVE FIRST LOOK FRANCHISE SESSIONS | 12:15–1:30 PM (15 min each)

Choose the industries that interest you most. Franchise brands will be revealed when the lobby opens.

12:15 - 12:30 pm

First Look 1: Lawn Care

First Look 5: Residential & Commercial Electrical

Transition (5 min)

12:35 - 12:50 pm

First Look 2: Screen Repair & Installation

First Look 6: Residential Property Management

Transition (5 min)

12:55 - 1:10 pm

First Look 3: Painting & Property Improvement

First Look 7: Plumbing & Drain Services

Transition (5 min)

1:15 - 1:30 pm

First Look 4: Property Restoration

1:1 FRANCHISE CONVERSATIONS | 12:10–3:00 PM (10 min each)

12:10-3:00 pm

Connect 1:1 with participating franchise teams to ask questions and explore opportunities that interest you. Visit a franchise's 1:1 booth to connect with an available representative, or join a scheduled conversation if a franchise representative has invited you.

3:00 pm

Next Steps – Schedule Your Discovery Call with a Franchise Coach

The lobby opens approximately 24 hours before the Fair. Explore the franchise booths, plan your First Looks and come ready with questions.



Your First-Look Field Guide

1 | QUESTIONS WORTH ASKING

Many of these topics may come up during the First Look Sessions. If something important isn't covered, ask during the Q&A or a 1:1 conversation.

THE OWNER

- What does a typical day or week look like for an owner?
- What role does the owner typically play in the day-to-day business?
- What traits do your most successful franchisees have in common?
- How many employees does a typical location require?

THE BUSINESS

- What makes your business model different from competitors?
- Where do customers typically come from?
- Is the business seasonal?
- What does the franchisor handle—and what is the franchisee responsible for?

TRAINING & SUPPORT

- What does initial training look like?
- What ongoing support is provided after opening?
- How do you help franchisees with marketing and customer acquisition?
- What support is available when an owner is struggling?

GETTING STARTED

- What is the typical timeline from signing to opening?
- What should a candidate understand about the total investment?
- Are there Veteran incentives or discounts?
- What does the next stage of evaluating your franchise typically involve?

2 | LISTEN FOR MORE THAN “DO I LIKE THIS BRAND?”

As you explore each opportunity, jot down:

**What caught
my attention?**

**What gave me
hesitation?**

**What do I want to
learn more about?**

Keep these three questions in mind for each session you attend.

“Don’t just listen for the franchise you like most. Take notes on what catches your attention, what gives you pause and what questions come to mind. Keep those notes with you. They’ll help you ask better questions, compare opportunities and determine what you want to explore next.” – Chris Hale, CEO, Vetpreneur® & Navy Veteran



Your First-Look Field Guide

3 | A FEW TIPS FOR EVENT DAY

Keep an open mind. An industry you haven't considered may surprise you.

Compare business models—not just brands. Pay attention to the owner's role, staffing, customers, investment and lifestyle.

Write down your reactions. What you don't like can be just as valuable as what you do.

Ask questions. This is your opportunity to learn directly from the people behind the franchise.

Don't feel pressure to decide. The featured brands are a first look at what's possible—not your personalized franchise recommendations.

Explore before the Fair. Once the lobby opens, review the franchise booths and plan the First Looks that interest you. During the Fair, connect 1:1 to go deeper.

YOUR FIRST LOOK IS JUST THE BEGINNING

Interested in a participating franchise or want to explore other opportunities?

Schedule a Discovery Call with a Veteran Franchise Coach. Whether you want to continue with a franchise you met during the event or explore other opportunities, your Coach will help you take the next step.

If you're interested in a participating franchise, we'll connect you and help guide you through the evaluation process. If you want to explore further, your Coach will help you evaluate what you're looking for and identify opportunities from more than 600 franchise brands.

Either way, you'll have a structured process and an experienced Coach helping you make a confident, informed decision.



SCHEDULE YOUR DISCOVERY CALL DURING OR AFTER THE EVENT