

BUILDING A FAMILY LEGACY:

How Team Simmons Found Sustainable Success Through Franchise Ownership

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CHALLENGE

When David Simmons, a US Army Aviation officer and small business owner with entrepreneurial experience, started thinking about his next venture, he envisioned something different — a business he could build together with his son Walton and his wife Sarah. The idea of a "Simmons Family Empire" arose during a New Year's Eve conversation, but each family member had different thoughts about what they wanted to create.

Team Simmons, as Liz Leonard dubbed them, truly functioned as a winning team. David brought his military leadership and small business experience, while Walton contributed sales skills developed by working his way through college selling educational books door-to-door and his degree in real estate financing. Sarah, who had spent 30 years in the corporate world, completed their complementary skill set.

The challenge was finding a franchise opportunity that would leverage each family member's strengths, offer scalability, and provide a proven system for success in an industry they didn't fully understand. With thousands of franchise options available, Team Simmons needed expert guidance to navigate the complex evaluation process and identify a business model aligned with their vision of creating a legacy business while providing financial freedom and work-life balance.



AT A GLANCE CHALLENGES

- Finding the right franchise among countless options
- Building a family business together
- Identifying complementary roles for family members
- Navigating a new industry with limited experience

GOALS

- Create a multi-generational business opportunity
- Achieve financial and time freedom
- Build a scalable business with growth potential
- Partner with a best-in-class organization

"For me, the key to this process is that Liz helps people make the best decision. Liz helps you choose the best franchise based on facts and your own capabilities, which is hard—especially since we're a team. We're not just one person or even a couple; we're a family unit. We wanted something that would afford us financial freedom as well as a lot of personal time, and we saw franchising as the smartest way to get there."



Walton Simmons

SOLUTION

Working with franchise advisor Liz Leonard, Team Simmons embarked on a methodical approach to finding the right-fit franchise. They began with skills assessments to identify each member's strengths and establish clear roles within their future business. This process provided immediate clarity about how they could work together effectively.

Liz researched over 30 different companies and narrowed them down to a dozen based on territory availability, investment level, and alignment with Team Simmons' goals. Through extensive evaluation calls, they progressively eliminated options that didn't meet their criteria.

The family's methodical evaluation process included:

- Analyzing each family member's skills assessment to define complementary roles
- Comparing and contrasting different franchise brands
- Conducting validation calls with existing franchisees
- Attending a corporate "meet the team day" at headquarters
- Evaluating the quality of franchise development managers and support systems

RESULTS

Through Liz's guidance, Team Simmons successfully identified and invested in Real Property Management (RPM), a franchise that perfectly aligned with their vision. The property management company offered the scalability they sought, along with robust systems and support structures enabling them to succeed in a new industry.

The family created a functional business structure with defined roles: Walton handling day-to-day operations and networking in Nashville, David managing back-office functions from Atlanta, and Sarah continuing her corporate career with plans to gradually transition into the business as it grows.

With a \$51,950 franchise fee and self-funded operating capital, Team Simmons launched their business with Walton actively networking through Real Estate Investors of Nashville, Junior Chamber of Commerce, and other professional organizations to build their client base.

FRANCHISE BENEFITS

1. Creates a multi-generational family legacy This opportunity allowed Team Simmons to build a business together, combining their complementary skills and creating a sustainable enterprise that could provide for their family for years to come.

2. Provides proven systems in an unfamiliar industry Despite not having direct property management experience, the RPM franchise model offered comprehensive training and established processes that enabled them to enter the field with confidence.

3. Delivers powerful long-term growth potential The structured business model and graduated support system positioned Team Simmons for controlled expansion, allowing them to scale systematically and build substantial financial security.



LIZ LEONARD

CEO, Your Franchise Fast Pass®

Liz Leonard is an experienced franchisee and entrepreneur. As a franchise advisor, she's spent the last two decades helping others make their entrepreneurial dreams a reality via franchise ownership. With a passion for educating her clients to make the best and most informed decisions, she has a step-by-step process for finding the right franchise option in 6-8 weeks.

Want to learn more about franchising and whether it is the right path for you? Grab a FREE copy of Liz's book, *"Your Franchise Fast Pass®: Your Step-By-Step Guide to Finding Your Ideal Business,"* at www.franchisefastpassbook.com.