



Expansion Meets Passion  
**EVERYTHING YOU NEED  
TO KNOW ABOUT  
MULTI-UNIT FRANCHISING**

F L O S S

A NEW EXPERIENCE IN DENTISTRY

**Passionate.  
Driven.  
Ambitious.  
Hard-working.  
Smart.  
Discerning.  
Managerial.**

These are all traits of someone a successful multi-unit franchisee. Being a franchise owner is one thing, but owning and operating multiple franchise units requires different responsibilities and skills. Still, these responsibilities come with their own set of benefits that make owning multiple units well worth it.

We suggest you take a few minutes to read through this e-book, and learn the following:

- The unique responsibilities of multi-unit owners
- The benefits of owning multiple franchise locations
- Tips for creating a stellar management team
- The characteristics of a strong multi-unit franchise owner

# RESPONSIBILITIES OF MULTI-UNIT OWNERS

Owning multiple franchise units requires different skills than owning just one, because the responsibilities are different. As a multi-unit franchise owner, you will need to keep your eyes on the big picture, overseeing the full scope of operations and keeping things running smoothly at each center.

Three of the biggest responsibilities of owning multiple units are:



**STAFFING EACH UNIT**

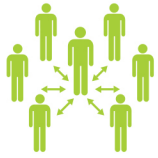


**OPERATING AND MANAGING LOGISTICS**



**TRAINING EACH EMPLOYEE**





## STAFFING

Recruiting, hiring, and retaining a quality staff for each of your locations is key to keeping your business running smoothly. One of the perks of owning multiple units is that your staff can cross train and work in different locations, helping each to run smoothly.

It is essential to find staff members who complement each other's strengths and weaknesses to keep your business strong. Here are a few tips for staffing your businesses:

- Standardize the hiring process across all locations
- Use a combination of broad job boards and niche job boards to find more qualified candidates
- Get referrals from employees, friends, and family
- Use social media regularly, not just when you're hiring, to increase interest in your company

Continue reading for valuable tips on hiring an amazing management team, and how key staffing appointments can make your life as a multi-unit owner easier.



## OPERATING

Operations goes hand in hand with having an all-star staff on which you can rely, as overseeing several units requires that you be organized. Handling the logistics for several locations means that you must hire quality operators that are trustworthy and self-motivated.

An essential part of building a successful multi-unit empire is delegating; that's why we emphasize having an excellent staff. Your job as the owner is to implement the systems

and best practices that the franchisor has created to make your business efficient. That's the power of franchising: the systems and processes necessary to have a strong and efficient business are already in place.

At Floss Dental, our years of experience in dentistry has allowed us to streamline our operations, creating best practices that our franchisees use to run efficient businesses.



## TRAINING

We want to emphasize, again, the importance of using consistent across your network. Training is certainly no exception, as a well-trained staff makes hiring new employees and operating your business that much more efficient.

As a multi-unit owner, it is your responsibility to train each employee on how your franchise works, and to provide ongoing training to keep them up to date on all company policies. The good news? FLOSS Dental's training programs are easily accessible for all our franchisees, making employee training easy. Our accessible, online, module-based system also helps staff improve their skills on an ongoing basis, so they are constantly learning and providing the best possible care to patients.

These three responsibilities of multi-unit owners—staffing, operating, and training—are all made easier when you invest in a franchise brand that provides the systems you need to stay organized.

FLOSS Dental has spent years creating these systems and improving them throughout our network, so you can feel confident and secure in your investment.



# 3 BENEFITS OF OWNING MULTIPLE UNITS

There are a handful of inherent benefits in owning more than one franchise location. Aside from reaching a larger market and providing essential dental care to a higher number of people, owning multiple units allows you to share resources, consolidate your marketing efforts, and increase employee reliability.



## SHARE RESOURCES

Owning multiple dental offices in an area allows you to share resources of all kinds, including supplies, manpower, and money. For example, imagine a situation in which an office runs out of a basic supply, like a scaler or probe. Owning just one franchise would mean that you may be scrambling to fill in this gap. But if you have several locations, and office A runs out of gauze, you can easily bring some over from office B.

This same concept works for funding and manpower, as operational expenses and resources can be shared across the network. If office A has a high-performing staff manager, but office B has the best RN, you can switch things around to help each business thrive.



## CONSOLIDATE MARKETING EFFORTS

Marketing for more than one franchise location is no more difficult than marketing for a single location. You advertise each location with one ad, either in print or online. A benefit of Dentistry is convenience, so advertising that your business has multiple locations in a specific market can help bring in patients.

FLOSS Dental has a team dedicated to marketing our business on a national and regional level. We don't sit back and hope patients find us on accident; instead, we go after our markets with intentional and informed marketing strategies to increase incremental patient volume.

Using marketing collateral and recommendations from FLOSS Dental, you can effectively market all of your locations simultaneously.



## INCREASED EMPLOYEE RELIABILITY

When you own a small business, recruiting qualified people to work for you can be challenging, simply because there are few opportunities for advancement. Conversely, owners of multiple franchise units can offer their employees not only opportunities at different locations, but an opportunity to advance within your organization.

Lack of new opportunities is a big reason for employee turnover, so alleviating that in your system will help you keep employees loyal.

# TIPS FOR BUILDING A STRONG MULTI-UNIT BUSINESS: QUALIFIED AND EMPOWERED MANAGEMENT

What do multi-unit franchisees say is the secret to their dental empires? A strong, qualified team of managers and dentist to help things run smoothly at every level. Here are some suggestions for positions that will keep your business efficient:

- **A CONTROLLER OR CFO** – This person handles all of your financials for the whole company. As the owner of multiple units, your list of responsibilities is long, so hire a talented and competent person to manage the finances of your company.
- **A REGIONAL OPERATIONS MANAGER** – This person supervises the managers at each of your offices, ensuring that things are running smoothly at each location. The regional operations manager can also be responsible for things like credentialing, recruitment, Department of Public Health oversight, coding review, and similar operational tasks. Acting as a middleman between you and your office managers, the regional operations manager keeps your business efficient.
- **A OFFICE ADMINISTRATOR** – Each office should have its own office Admin, who acts as the clinic manager. This person makes schedules, orders supplies, resolves conflicts, and generally oversees the employees and dentist at the office.



# HOW CAN YOU HELP YOUR MANAGERS? **EMPOWER THEM**

The management roles in your multi-unit franchise system are essential for you to run an efficient business.

Check out these tips for empowering your management team:

- TIP 1:** Hire talented, smart, and confident people
- TIP 2:** Properly train them on your business (Floss Dental's module based training makes training your staff easy).
- TIP 3:** Get out of their way! You hired your managers because of their competence and skills, now let them excel independently.
- TIP 4:** Hold weekly meetings with the management team, keeping up to date on what is going on in each center, setting goals, and listening to their needs.
- TIP 5:** Communicate with everyone. Listen to your teams, talk to your staff, and build a rapport with each employee.



**NOTE:** Having a great team is essential, but it does not mean that you do not need to remain visible at your business. Your employees want to work with you, building professional relationships with you and feeling that they are valuable parts of your business.

# DO YOU HAVE WHAT IT TAKES TO BE A MULTI-UNIT AFC FRANCHISEE?

There isn't just one kind of person who makes a good franchise owner; at FLOSS Dental we look for people from a variety of backgrounds and skillsets to invest in our brand. It is important to know, however, that the skills that make you a good franchise owner are not necessarily the same as the skills that make you a good multi-unit owner. Here are a few of the skills we look for in multi-unit owners:

- Passion
- Patience
- Focus on the big picture
- Ability to delegate responsibilities
- Willingness to learn and utilize our systems
- Perspective for long-term strategy
- Self-reliance
- Ability to network

Does that sound like you? Are you ready to make the passion for your career at the top of your list and expand with multiple franchise units? FLOSS Dental has all the tools to make multi-unit franchise ownership as easy and streamlined as possible, letting you invest with confidence.

**Ready to get Started? Contact Us!**

[www.flossfranchise.com/get-started](http://www.flossfranchise.com/get-started)

**888-998-2860**

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