

Franchise expert joins FranCoach

FranCoach, the premier franchise consulting firm, adds one of the top professionals in the industry to their team in Stephanie Ruby



TAMPA, FL, UNITED STATES, October 6, 2025 /EINPresswire.com/ -- [FranCoach](#),

the premier franchise consulting firm, today announced that Stephanie Ruby has joined the team as a Franchise Coach. In her new role, Ruby will guide candidates through FranCoach's proven discovery process—from defining lifestyle and income goals to evaluating brands, validating with owners, and navigating funding and legal steps.

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“Stephanie brings a rare mix of empathy, rigor, and business savvy that fits our mission perfectly,” said Tim Parmeter, Founder & CEO of FranCoach. “She knows how to translate someone’s goals into a clear franchise path—and keep the process organized, transparent, and fun.”

Ruby has been working in franchise development since 2013, supporting well-known brands such as Club Z, Le Macaron, Oasis Senior Care, College Hunks, Mosquito Hunters, Bio-One, and FranDevCo. She also knows what it’s like to be a business owner firsthand—Ruby is a franchisee with Image Studios. Her unique perspective, combining experience with both franchisors and franchisees, equips her to be an invaluable coach for aspiring franchise owners.

“I’m thrilled to join FranCoach,” said Stephanie Ruby. “There’s a lot of noise in franchising. My goal is to simplify the journey—so clients can make a confident, informed decision and start building the future they actually want.”

Outside of franchising, Ruby enjoys life in St. Petersburg, Florida, with her husband Eric and their two sons—balancing the same family and lifestyle goals she helps her clients work toward.

With Ruby’s addition, FranCoach continues to scale its personalized coaching model, supported by industry relationships, curated brand panels, and the firm’s educational platform—including the Franchising 101 podcast hosted by Parmeter.

About FranCoach

FranCoach is the premier franchise coaching firm that helps aspiring owners identify, evaluate, and launch franchise businesses that match their goals, skills, and investment range. Through one-on-one coaching, curated brand introductions, and a transparent education-first process, FranCoach has guided hundreds of clients toward business ownership. Learn more at www.francoach.net and tune in to the Franchising 101 podcast.

Tim Parmeter

FranCoach

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