

FranCoach Marks 300th Episode of Franchising 101 Podcast With Buyer-Beware Guidance on a franchise search

Milestone episode introduces a framework for prospective franchise owners to tell whether the person helping them is working for them — or for someone else



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24, 2026 /EINPresswire.com/ -- [FranCoach](#) recently released the 300th episode of its [Franchising 101 podcast](#), using the milestone to publish guidance on a problem the firm says prospective franchise owners are rarely equipped to spot: intermediaries whose loyalty runs to the brands

they represent rather than to the candidate they are advising.

“

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Tim Parmeter

Launched in 2020 and published weekly since 2021, Franchising 101 has surpassed 10 million downloads across podcast platforms and YouTube. The show is hosted by FranCoach Founder and CEO [Tim Parmeter](#) and is built as an education-first resource for people considering franchise ownership.

The 300th episode introduces what Parmeter calls the sidekick method.

"A sidekick is loyal to their person above all else. Robin to Batman, Smithers to Mr. Burns," Parmeter said. "That's admirable in a comic book. It's a problem when the sidekick is sitting across from you presenting himself as your advisor. Unless the sidekick is YOUR sidekick, their loyalty isn't to you."

Why the gap exists

Franchisors are subject to a well-established federal disclosure framework: the FTC's Franchise Rule requires a Franchise Disclosure Document be delivered to prospective buyers before any sale. That framework governs what the franchisor must disclose. It does not impose a uniform

national licensing standard or a duty of loyalty on the third-party brokers and sales organizations who increasingly serve as a candidate's first point of contact.

"There's a lot of light on the franchisor side and a lot of shadow on the intermediary side," Parmeter said.

"When behavior isn't checked, you get a few bad actors — and then you get other people watching them get away with it and deciding to try the same thing."

The signals FranCoach tells candidates to watch for

The episode outlines several patterns that warrant a closer look. Parmeter is explicit that most are cautionary rather than disqualifying — what he calls yellow flags.

- Every brand presented shares the same parent company. Common ownership across a "curated" list is worth a direct question about why.
- The contact's email domain doesn't match the franchisor's. This often indicates a franchise sales organization (FSO) — a third party selling on the brand's behalf, typically no longer involved once the candidate becomes an owner.
- Multiple brands share a single non-franchisor email domain. The clearest sidekick signal: one intermediary steering toward one affiliated group.
- Every option sits in the candidate's current industry. Usually not malicious — usually just a sign that very little work went into understanding you as the client.
- Any presentation built on revenue or profit figures. Parmeter calls this the one true red flag,



Franchising 101 Podcast



Tim Parmeter - Founder and CEO of FranCoach

noting that financial performance representations belong in a franchisor's disclosure document, not a sales conversation.

- Restricted access to existing franchisees, or manufactured urgency. Limits on validation calls or claims that a territory is about to be taken, are pressure tactics.

Parmeter stressed that the FSO model is not inherently a problem. "Are all FSOs bad? Of course not — there are some genuinely trying to do this the right way," he said. "But the S stands for sales. Franchises shouldn't be sold. They should be awarded. It's supposed to be a mutual process, and the moment it stops being mutual, something is wrong."

He described a recent case in which a candidate arrived at FranCoach having been shown three brands by another broker. Two shared the same FSO. The third was led by an executive who had previously worked at that same FSO.

"Three options, one orbit," Parmeter said. "Whose interests were being served there? It wasn't the candidates."

The counter-signal

Asked how a candidate can identify the opposite pattern, Parmeter pointed to breadth of outcome rather than breadth of marketing claims.

Last year, 125 FranCoach clients became franchise owners, and those clients selected among 101 distinct franchise brands. Parmeter also noted that, in his experience, candidates who complete a thorough process most often end up in an industry they had no prior experience in — and frequently in a concept they didn't know existed when they started.

"If a hundred and twenty-five people go through your process and land on a hundred and one different brands, you're not steering anybody," he said. "This is the most individualized decision a person will make outside of getting married. If whoever is helping you isn't spending real time getting to know you — and pushing you a little outside your comfort zone — you should wonder why."

FranCoach is independently owned, is not private-equity backed, and provides its services at no cost to candidates.

Episode 300 of Franchising 101 is available now on YouTube and wherever you listen to your favorite podcast.

About FranCoach

FranCoach is a franchise consulting firm that guides individuals through evaluating, selecting, and purchasing a franchise. The firm is partnered with more than 600 franchisors across over 70 industries, and its services are always free to candidates. FranCoach is led by Founder and CEO Tim Parmeter, host of the Franchising 101 podcast, co-host of The Franchising 360 Show, and author of *Becoming a Franchise Owner*.

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