FranCoach Expands Coaching Team With Former Founder Dawn Fable as Franchise Ownership Interest Climbs

Colorado-based coach brings 25 years in business development and a successful exit to the free-to-clients franchise consultancy

DENVER, CO, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- FranCoach, a franchise consulting firm that guides prospective business owners through the franchise selection process at no cost to the client, has added Dawn Fable as a franchise coach. The hire expands the firm's coaching team as more mid-career professionals evaluate franchise ownership as an alternative to traditional employment.

Fable joins FranCoach after 25 years in business development, sales, and strategic partnerships. She founded Press Pause Project, a women's wellness company later acquired by Tenacious Labs, and has built partnership programs for both early-stage companies and established brands.

"I spent my career connecting people to opportunities they hadn't considered," Fable said. "Most people who ask me about franchising have no idea how wide the category actually is, or that there's a way to explore it without being sold to. That's the part of this job I wanted."

As a coach, Fable works with individuals on two questions: whether franchise ownership fits their situation at all, and if so, which brands match their strengths, budget, and how they want to spend their time. FranCoach maintains relationships with more than 600 franchisors across 70-plus industries, and its coaches walk clients through the evaluation, validation, and decision process without charging them.

"Dawn has actually built and sold a company, which is rarer on this side of the industry than people assume," said Tim Parmeter, founder and CEO of FranCoach. "Our clients are making a significant change in their existence. They can tell when someone is truly here to help and Dawn is that person. We are thrilled to have her join our team."

FranCoach is compensated by franchisors, not by clients, and is independently owned rather than private-equity backed. The firm's coaches are not tied to a limited roster of affiliated brands, an arrangement common elsewhere in the industry that can narrow what a candidate is shown.


Tim Parmeter - Founder and CEO of FranCoach

Fable lives in Colorado with her husband and three children, and serves on the board of St. Jude Children's Research Hospital.

> Our clients are making a significant change in their existence. They can tell when someone is truly here to help and Dawn is that person. We are thrilled to have her join our team."
>
> *Tim Parmeter*

About FranCoach
FranCoach is a franchise consulting firm that helps individuals determine whether franchise ownership is right for them and identify the brands that fit. FranCoach works with more than 600 franchisors across 70-plus industries and provides its services at no cost to clients. Learn more at francoach.net.

Tim Parmeter
FranCoach
+1 602-920-8401
email us here
Visit us on social media:
LinkedIn
Instagram

Facebook
YouTube



Dawn Fable

This press release can be viewed online at: https://www.einpresswire.com/article/940666846

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.