



Formerly *Action International*



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Referrals & Lead Process:

ALL BAI Referrals / Leads must submit the [‘Abbreviated Confidential Questionnaire’](#) in order to have your candidate registered / Effective: October 2009)

Additional Information:

[ActionCoach ‘October 12, 2009 – Webinar presentation’](#) (Effective: October 12, 2009 / click on the link to view or download the slides)

ActionCoach [‘Video link - Why ActionCoach is the Worlds #1 Business Coaching Firm’](#) (Effective: July 2009 / click on the link to view the video)

DESCRIPTION:

The Ultimate White Collar Franchise – ‘Brad Sugars ActionCOACH’ through its Master Licensees and Licensed Coaches, provides business coaching, mentoring, and training programs and services to clients in the small to medium-sized business sector.

BACKGROUND

Year Established: 1993

Year First Franchised: 1997

Franchised Units: 500+ US / Approx 1100 Worldwide

Company Owned Units: 1

Projected New Units (12 Months): 255

Registered In: All States (Currently, ActionCoach is accepting broker referrals from all states.)

FINANCIAL/TERMS

ActionCOACH “**Practice**” \$75K for Primary Coach \$50K + \$25K Training

ActionCOACH “**FIRM**” \$275K + \$25K Training per Coach

Total Investment: \$75K- \$100K for ‘Practice’ Primary Coach / \$275K for “FIRM”

Minimum Net Worth: \$100K- \$500K

Franchise Fee: \$50K Base for Primary Coach. Each requires an additional \$25K Training Fee.

Royalty: \$1.8K Monthly for Franchise Coach

Ad: 5% of Gross Revenues

Average Number of Employees: 1+

Passive Ownership: Upon Application

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Third Party

Site Selection Assistance: N/A

Lease Negotiation Assistance: N/A

Co-Operative Advertising: 5% of Gross Revenues

Training: 11 Day Extensive Training with On-going Support. 3 Day Refresher

[Back to Franchisor Listings](#)