

FRAN^{NET} Asks

What do you want to **BE**?

John wanted to

BE fulfilled.



Local Entrepreneur Opens Oasis Senior Advisors

John Becwar's path to becoming a valuable resource on senior living options

John Becwar knew he was ready for a career change, but he was at a crossroads as to what this next phase in his career might be. Then he discovered Oasis Senior Advisors, a free resource designed to help seniors and their families find senior living communities that ideally fit their unique lifestyles and needs.

"Most of my career I've been in educational sales," said Becwar. "I was a textbook sales representative with a publishing company for 21 years. About six years ago that company merged with another major publisher and I just felt that this would be the best time to make an exit."

After leaving, Becwar continued consulting with the company on a per diem basis. Consulting gave him the time he needed to decide what he wanted to do, and within a year he became the sales and marketing director of a start-up.

"We started a Bloody Mary mix business," said Becwar. "We had the mix manufactured in Chicago, but other than that we handled everything."

Becwar continued the per diem consulting while also handling the sales and marketing responsibilities for the Bloody Mary mix business. After developing that business for four years, he was ready for a new challenge. He had opportunities to resume a position as a sales representative or to become a full-time consultant at his former company, but didn't want to return to the corporate environment. And, starting a business from scratch again was not what he was looking for either.

"In the spring I started looking at different options, and the idea of franchises came up," said Becwar. "I started talking to a former manager of mine who had been downsized by the same publishing company. He had also looked at buying a business and referred me to a franchise consultant."

That franchise consultant was Merri Cronk of FranNet Central Texas and Rio Grande Valley. Cronk works with individuals considering business ownership to match them with a franchise business. Becwar says that his former manager had worked with Cronk and had very high praise for her.

The consultation process started with Becwar taking a Personal Franchise Assessment (PFA), a sort of personality test of his business acumen. The assessment looks at a person from many facets, including their behavior profile, risk tolerance and financial background. His PFA was then used to help identify franchises that would align best with his attributes.

"Merri suggested four different franchise concepts," said Becwar. "She described each franchise, but I was immediately drawn to Oasis."

Becwar says he was drawn to the franchise concept for several reasons. He felt that the financial requirements were in line with his goals and plans for launching and growing the business. He also liked the flexibility of not



having a brick-and-mortar location. But his number one priority, he recalls, was finding an opportunity that fulfilled him. And he found it in Oasis Senior Advisors.

Since opening last fall, Becwar has been busy establishing relationships with the local senior living service providers, including assisted living, memory care and independent living communities. He has also formed partnerships with skilled nursing facilities that often work with clients that would benefit from the extra guidance and support from finding communities best suited to their individual needs.

“When I work with families, I get an idea of what their financials are, the level of care needed, their preferences geographically and what they are looking for socially in an assisted living community,” said Becwar.

Oasis’ proprietary matching technology and business management software is used to precisely pinpoint what the client’s needs are and match him or her to the right communities. As a consultant, Becwar works directly with his clients and their families to provide education and information on the options available.

“Our matching technology I feel is above and beyond what competitors in the field have,” said Becwar.

For more information about Becwar’s Oasis Senior Advisors services, call 414-588-2999 or visit WesternMilwaukee.OasisSeniorAdvisors.com.

For more information on FranNet, call 1-800-372-6638 or visit www.FranNet.com.

About Oasis Senior Advisors

Oasis Senior Advisors is a free service for seniors and their families to help them identify the ‘right place’ senior living option – be it assisted living, independent living or a memory care community. Dedicated Senior Living Advisors work one-on-one with seniors and their loved ones to identify health care needs, budget concerns and personal and geographic preferences. For more information, visit www.OasisSeniorAdvisors.com.

About FranNet

FranNet is North America’s most respected leader in matching individuals with franchise ownership opportunities. Founded in 1987, FranNet has more than 100 experienced consultants across the United States, Canada, Germany and the United Kingdom. FranNet uses proprietary profiling and consultative process to determine a business model unique to each client’s goals, skill sets and interests, and has matched thousands of prospective business owners to rewarding small business franchise opportunities. Based in Louisville, Kentucky, FranNet has been recognized by *Inc.* magazine as one of the fastest growing private companies in America for the last five years.