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# BUSINESS REAL ESTATE CLASSIFIEDS

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**SECTION D**

November 3, 2016

**Noteworthy**

Alderfer's Auctioneers & Appraisers, Hatfield, announced that **Timothy J. Lovrinic** has joined its sales team. Lovrinic, who resides in the New Hope area, brings more than 20 years of experience working in the fine and decorative arts industry. He is a Uniform Standards of Professional Appraisal Practice (USPAP) certified appraiser.

The **Law Office of Richard L. Newman** celebrated its 10th anniversary in October. The practice, located at 70 W. Oakland Ave., Suite 102, Doylestown, focuses on Elder Law and Special Needs Planning. "I am proud to be celebrating this significant business milestone," Newman said. "My firm takes pride in assisting some of the most vulnerable members of our community – seniors and those with special needs."

**Celebrations Wedding Venue** in Bensalem won two awards in Wedding Spot's second annual Wedding Spot Awards-Pennsylvania's "Best in Class" and "Best in Style" for a park/garden wedding venue. The awards are given based on data from the Wedding Spot website, including the number of online clicks, viewing appointments requested, price estimates created and weddings booked for each venue. The "Best in Class" title was awarded to Celebrations for being one of the most popular and most researched wedding venues in Pennsylvania. It has also been chosen for the "Best in Style: Garden Wedding Venue" award as it is among the top 5 garden-style venues across the country.

Worth & Company, Inc., a mechanical systems provider for the Mid-Atlantic region, announced that **Robert M. Cole** has been promoted to vice president of service operations. He will oversee all aspects of the Mechanical Service Group for Worth & Company's Pennsylvania and Delaware offices. In his new position, Cole is responsible for increasing the growth and visibility of service operations activities, implementing technologically effective service software and streamlining processes to ensure a more efficient workflow. He has been with Worth & Company since 1989 in roles including service technician, field estimator, service manager and operations manager.

Holland resident **Patricia Collins**, a partner with Antheil Maslow & MacMinn, LLP in Doylestown, will participate as an instructor at McCloskey Partners' Crash Course – HR Bootcamp on Nov. 17, from 9 a.m. to 3 p.m., at Stay Bridge Suites in Montgomeryville. The program covers areas including FLSA requirements, recruiting and hiring, managing within the law, the importance of the HR audit, documenting, disciplining, delegating and termination of employees, workers compensation, the importance of the HR audit, communication/conflict resolution, benefits basics and social media policies.

Heather McCloskey will moderate this training event designed specifically for small-to-medium-sized companies. Participants may register by contacting denise@mcloskeypartners.com or 215-716-3035 x700.

**Furia Rubel Communications, Inc.** announced that it has once again named the top legal marketing and public relations agency in The Legal Intelligencer's "Best of 2016" survey. Furia Rubel has been voted the top legal marketing agency in every annual survey by the publication since its inception in 2010. "Furia Rubel Communications was founded to help lawyers and legal services providers flourish in a legal industry that is evolving into a very different profession than it was even a decade ago," said Gina F. Rubel, founder and CEO of the agency. "Helping our legal clients to excel at the business of law – which is vital in an industry that grows more competitive every year – is deeply rewarding to us."

Furia Rubel also congratulated its client, USClaims, on being named the Best Case Funding Provider in the survey, placing in the top tier for the seventh consecutive year.

Bucks County family law firm **Williams Family Law, P.C.** announced that it has been named a "Best Law Firm" for 2017 by U.S. News – Best Lawyers, achieving a Philadelphia metro area Tier 1 ranking for family law.

To be eligible for a Best Law Firm ranking, a firm must have at least one lawyer included in The Best Lawyers in America. Attorneys are neither required nor allowed to pay a fee to be listed. Founder and managing partner Jeffrey M. Williams was selected by his peers for inclusion in the 2017 edition of Best Lawyers and previously was named the Best Lawyers Family Law "Lawyer of the Year" in the Philadelphia metro area.

The highest honor, a Tier 1 ranking, is based on a firm's overall evaluation, which is derived from a combination of its clients' impressive feedback, the regard that lawyers in other firms in the same practice area have for the firm and information that the firm provided to Best Lawyers via a survey.

**Calendar**

The Newtown Business Association will hold its next **business card exchange** on **Wednesday, Nov. 9**, from 5 to 7 p.m., at The Birches at Newtown, 70 Durham Road. Attendees and guests are asked to register at NewtownBA.org.

AWeber will host an **Engineering & Tech Open House** on **Thursday, Nov. 10**, from 4 to 8 p.m., at 1100 Manor Drive, Chalfont.

AWeber is calling it "an evening of career exploration, on-the-spot interviews, tech talks and product demos," with "more than 10 jobs currently up for grabs in AWeber's engineering department." Register through eventbrite.com.

The Newtown Business Association (NBA) will hold its next **monthly breakfast** on **Thursday, Nov. 17**, from 7:30 to 9 a.m., at Shri Ami, 101 Richboro Road, Newtown.

Jeff Heilakka from Univest Bank will speak on "Identity Theft." There will also be details presented about the NBA McCaffrey's Food Markets' Newtown Holiday Parade.

Registration at NewtownBA.org will close at noon the day prior.

The Indian Valley Chamber of Commerce will hold a **membership luncheon** on **Wednesday, Nov. 30**, starting at 11:30 a.m. with networking, at Franconia Heritage Banquet & Conference Center, 508 Harleysville Pike, Telford.

Montgomery County Commissioners Josh Shapiro, Dr. Valerie Arkoosh and Joseph Gial will review the state of the county as well as discuss their priorities for Montgomery County in the future. Reservations may be made by emailing or calling the chamber.

## Halloween spirit



The First National Bank & Trust's Solebury branch in New Hope staff got into the Halloween spirit.

## Univest breaks ground in Richboro



Univest Bank and Trust Co. held a groundbreaking for its financial center in Richboro at 922 Second Street Pike. The financial center, which will include a drive-up lane and ATM, is slated to open in the spring. From left are: Bryce Minsinger, H. Minsinger & Son; Greg Taber, vice president and area manager, Univest Bank and Trust Co.; Barton Skarbe, senior vice president, mortgage banking, Univest Bank and Trust Co.; Kevin Norris, president, Univest's Wealth Management Division; Ray Leitcher, Richboro Financial Center manager, Univest Bank and Trust Co.; Mike Keim, president, Univest Bank and Trust Co.; Barry Moore, vice chairman, Northampton Township Board of Supervisors; Louis Spinelli, president, consumer banking, Univest Bank and Trust Co.; Rich Mariner, senior vice president, property management, Univest Bank and Trust Co.; and Samantha Falcone, SCF Architecture.

## Detailing the pros, cons of franchising

**Michael Phillips**

Tired of working for someone else? Are you thinking of starting your own business and becoming your own boss?

Perhaps you have your eye on a franchise. In simple terms, franchising expands a business' reach by distributing products or services through a licensing agreement.

Franchising presents many gives and takes. For instance, in franchising franchisors specify the goods and services that franchisees will offer and provide them with an operating system, brand recognition and support.

There are many franchise businesses – restaurants, hotels, tutoring services, home inspection providers and more – and they can be found in almost every variety of business. In all, there are approximately 3,000 different franchises available in the U.S. The industry is on pace to continue growing with an estimated 795,932 franchises in the U.S. in 2016, according to the International Franchise Association.

One does not need to look far in terms of a Bucks County franchise success story. Rita's Italian Ice, a Philadelphia-based company with locations across the U.S., opened its first location in Bensalem in 1984. The company's signature red-and-white awnings are now dotted through-

out the U.S. in more than 700 locations.

A franchise does offer some real advantages compared to starting your own business. Statistics show that franchisees have a 90 percent success rate as compared to an estimated 15 percent success rate for businesses started from the ground up.

Why? Franchisees are built on models proven for success. A potential franchisee is contracting for not only the right to use the company's trademark and sell its products and services, but also to put in place its systems, manuals and procedures that were successful at other franchise locations.

Franchisees offer the following advantages: brand awareness; proven operating systems; lower failure rate than independent start-ups; part of an established network of fellow franchisees; and you are in business for yourself, but not by yourself.

Any business that has a business model able to be replicated can be franchised.

Ultimately, franchisees are a partnership between franchisee and franchisor. Franchisees must pay ongoing royalty fees for use of the franchise's logo and to sell its goods. Franchisees can get the most out of the money being spent by making regular contact with the franchisor and putting to use their resources.

Even with the best intentions,

franchisees pose disadvantages for some would-be franchisees, including: must follow operating system; must sell only approved products; and must pay ongoing royalties and other fees.

Representatives from SCORE Bucks County will provide insight about the pros and cons of franchising during the next installment of our Webinar Wednesday series. We will discuss "Is Franchising for You?" on Nov. 9. For information and to register, visit buckscounty.score.org/.

There are many factors to consider before investing in a franchise. During the Webinar, SCORE's certified mentors will discuss various factors related to franchising, including financial requirements, financing, earnings and more.

In a business versus franchise comparison, franchisees clearly limit an entrepreneur's ability to make every decision independently. That's a big part of the tradeoff from being an independent business owner. As mentioned, franchisees have a greater probability of success. It's not for everyone, but bears careful consideration and analysis.

Michael Phillips is a certified mentor with SCORE Bucks County. He has worked on both sides of franchising – as a franchisor and a franchisee – for 20 years. He also served as a franchise consultant.

## Yardley florist joins Petal It Forward project

Ye Olde Yardley Florist, with the help of Yardley Borough Police Chief Joseph Kelly, hit the streets of Yardley on Oct. 19, handing out hundreds of roses to busy residents to help brighten

up their week as part of the nationwide Petal It Forward program in partnership with the Society of American Florists (SAF), of which Ye Olde Yardley Florist is a member.

"People love to get flowers 'just because,' so we wanted to create random smiles today and give people a chance to do the same for someone else," Ye Olde Yardley's Noreen Gorka said.