

What do you want to **BE**?

Crystal wanted to

BE *part of a new beginning*



DentalFix RX Owner Never Thought The Franchise Industry Was An Option

Crystal Anderson brings on-site personalized service to dental practices in the Mid-Hudson Valley.

Crystal Anderson will be on her way in September 2015 to begin training for DentalFix RX, combining centralized technological and account management services with on-site repair for local dental practices.

Anderson worked in the garment industry for her entire career, which included a management position in the corporate offices of Victoria's Secret Catalog for several years before her position was eliminated due to downsizing. As part of her severance package, Anderson was connected to a transition agency. Through the agency, she took full advantage of multiple seminars and webinars, including one on franchising by FranNet of New York consultant John Armstrong. Although she didn't think franchising was an option for her, she went anyway.

"I learned about the many ways you can start your own company and get funding for franchising such as rolling over some of your 401K funds. Once I realized that was an option, it opened up a whole new world for me," said Anderson.

At first, Anderson didn't want to let go of the security of a paycheck each week and spoke with Armstrong about semi-absentee franchise ownership. She decided to go with a different job opportunity and put franchising to the side. However, after her second position was eliminated, Anderson was ready for something new.

"The garment industry had been my passion for so long, but it no longer was. And it became just a job. I was ready to do something different," said Anderson. "The opportunity of being a business owner and working for myself was very appealing. I work hard wherever I work but at least now I know my hard work is going to benefit me directly."

Anderson reconnected with FranNet's John Armstrong and together they set out to find a concept that would best fit her goals. Once Armstrong explained the concept of DentalFix RX to Anderson, she found it quite intriguing. Armstrong worked closely with Anderson to help her along the way.

"Throughout this entire process, not only did he help find companies that were a good match for me, but he's been my sounding board throughout the process," said Anderson. "He's been a great partner and honestly, I wouldn't have done this without John."

DentalFix Rx really resonated with Anderson due to its locally centered, on-site repair service for dental practices in her community. The direct communication and rapid response time with the practice sets DentalFix Rx apart



from its competitors.

“Whether it’s a chair or a hand piece, it’s a lost customer for the dental offices if they don’t have the tools that they need to complete the job,” said Anderson. “That’s the biggest advantage, it’s immediate and I am local.”

Anderson took a leap of faith and found a company she can be proud of and feel secure with. Although she started out not thinking franchising was an option, she later came to find that her earlier experience of being downsized would eventually lead to something greater.

“As scary as it is, you have to take the leap. You have to believe in yourself. If you can’t believe in yourself, then you can’t expect anyone else to,” said Anderson.

Crystal Anderson’s DentalFix Rx in the Mid-Hudson Valley will open November 2015. For more information, call 800-586-0340 or visit dentalfixrx.com.

For those in New York interested in the services of John Armstrong, call 212-946-2615 or visit www.frannet.com/johnarmstrong. For anyone else interested in exploring business ownership with FranNet, visit www.frannet.com to find your local FranNet consultant.

About DentalFix RX

DentalFix RX combines centralized technological and account management services with a unique national network of locally owned and operated industry professionals. Each professional is equipped with state-of-the-art mobile service centers. DentalFix RX delivers on-site personalized service for dental practices’ repair and new equipment needs. DentalFix always has the same experienced industry professional, free emergency loaner service for compressor or vacuum pumps, local business owners serving local businesses, the most advanced computer technology in the industry, rapid response emergency service and personalized telephone support and account management. For more information go to dentalfixrx.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 a 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.