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Midas Recognized as Major Franchise Opportunity for Veterans

Car-care leader sets sights on recruiting former military personnel as new franchisees

Palm Beach Gardens, FL – November 6, 2020 – [Midas](#), the car-care provider with the Golden Touch, has received recognition from *Entrepreneur* magazine in its [annual ranking of franchise opportunities for Veterans](#). The ranking spotlights franchisors that offer the best opportunities for military veterans interested in becoming franchisees, based on the incentives and support being offered, as well as how the brand scores in [Entrepreneur’s Franchise 500 ranking](#).

Midas has a history of assisting veterans. The company waives its \$35,000 franchise fee for veterans and individuals serving in the U.S. and Canadian Armed Forces who are looking to join the ranks of its owner-operators. The incentive is available to anyone with an honorable discharge or those who are serving and eligible to receive an honorable discharge.

“Joining Midas was certainly a very good decision for me and my family,” said five-store Midas franchisee Hugh Boeset, a former Infantry officer with eight years of service. “Team building, leadership, persistence and resilience are all keys to being successful in the military—and these are the qualities you need to succeed as a Midas franchisee.”

Boeset sees similarities between the military and franchise organizations. “If you are coming out of the military, you are leaving a somewhat protected environment and potentially leaping into a riskier one. Being with a recognized brand mitigates this. In addition, there are turnkey characteristics to the Midas business—training programs, marketing programs, parts supplier relationships and a whole host of support—so you aren’t having to create everything yourself.”

“The fee waiver is geared to offering veterans with a growth mindset a great opportunity to go into business for themselves, but not by themselves,” said Will Helton, Midas’ Vice President and GM. “Midas has a lot to offer ambitious vets—an awesome brand, an expanding service menu, financial incentives and a very exciting business opportunity.”

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ABOUT MIDAS

Midas is one of the world’s largest providers of automotive services, offering brake, tire, maintenance, exhaust, steering and suspension services at more than 2,000 franchised and licensed Midas stores in 16 countries, including nearly 1,200 in the United States and Canada. For more information visit midas.com.