



MATT STEVENS

Founder & Author

Franchise Consultant and Matchmaker for Franchise Buyers



Helping corporate professionals and would be entrepreneurs cut through franchise hype, evaluate real options, and confidently choose a business without remorse.



**THE
FRANCHISE
GUY**

The Franchise Guy, Matt Stevens, is among the more experienced franchise consultants in the country, with more than thirty years in the industry. He has owned four businesses, been Rookie Franchisee of the Year, turned around struggling divisions, and served as a quality board member and partner inside a two billion dollar franchise group. Matt is a FranChoice Gold and Century Club member, a Business First Columbus Forty Under 40 honoree, and the author of Franchising 101, an introductory course to franchising. He holds three business degrees from Florida Southern College and Wake Forest University and is a MENSA member.

Today Matt uses that depth of experience to help serious candidates cut through franchise hype and see their choices clearly. His step by step process walks people from first conversation to confident decision using real world validation, insider questions, and practical coaching. For listeners who want to own the right franchise, Matt offers clear direction, honest feedback, and a proven path into ownership.

SUGGESTED INTRODUCTION

If you think franchising is complex or risky, you will want to hear this. Matt Stevens, The Franchise Guy, is one of the most experienced franchise consultants in the country and an award winning FranChoice member. He has owned multiple businesses, led major turnarounds, and written the Franchising 101 course. Today he helps people like you cut through the noise, ask better questions, and choose franchises that truly fit their goals, lifestyle, and bottom line so they can buy with confidence.

INTERVIEW TOPICS

- Why smart, wealthy people still pick bad franchises
- Narrow 4,000 franchises down to top performers
- Turn franchise confusion into a 60-day action plan
- Escape corporate and become a confident franchise owner
- Vet franchises with insider questions most buyers miss
- Decode franchise fit so your business funds your life
- Franchising in 2026: where the smartest money is going

From our first conversation to launching our successful franchise, Matt has remained a trusted advisor and invaluable reference. If you are even contemplating starting a franchise, do yourself a giant favor and speak with Matt.

Michael
Franchise Owner

CONNECT WITH MATT

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