

# Largest Franchisors<sup>1</sup> Based In The Metro Area

Ranked by number of opened franchised outlets

LAST YEAR'S RANK	RANK	NAME/ADDRESS/PHONE	NO. OF OPENED FRANCHISED OUTLETS	NO. OF COMPANY-OWNED OUTLETS	TYPE OF BUSINESS	NO. OF U.S. STATES COUNTRIES	FRANCHISING FEE	ROYALTY FEE	ADVERTISING FEE	FRANCHISE CONTACT PHONE	YEAR ESTABLISHED YEAR FIRST FRANCHISE WAS ESTABLISHED
(2)	1.	CHOICE HOTELS INTERNATIONAL 10750 Columbia Pike Silver Spring, Md. 20901 301-593-5600	2,913	17	Hotel/motel	50 28	Varies	Varies	Varies	Tim D. Goodman 800-547-0007	1934 1939
(1)	2.	MOBIL OIL 3225 Gallows Road Fairfax, Va. 22037 703-849-3565	2,500 <sup>2</sup>	672	Retail petroleum marketing	21 n/a	n/a	n/a	n/a	Evan Brudahl 703-849-6142	1866 1978
(4)	3.	DECORATING DEN SYSTEMS INC. 7910 Woodmont Ave., Suite 200 Bethesda, Md. 20814 301-652-6393	1,276	12	Interior decorating, decorative products and services	48 7	\$7,900-\$19,900	7 percent-15 percent	2 percent-4 percent	Michael Riddiough 800-428-1366	1970 1970
(5)	4.	CLEAN NET USA 9861 Broken Land Parkway, Suite 208 Columbia, Md. 21046 301-621-8838	1,027	1	Commercial office cleaning	10 0	\$1,700-\$32,000	10 percent	n/a	Mark Salek 301-621-8838	1987 1988
(7)	5.	PRECISION TUNE INC. P.O. Box 5000 Leesburg, Va. 22075 703-777-9095	500	2	Automotive tune-up, engine diagnostic, oil and lubrication	34 5	\$25,000	7 percent	9 percent	Phil Trigg 703-777-9095	1975 1978
(8)	6.	SYLVAN LEARNING SYSTEMS 9135 Guilford Road Columbia, Md. 21046 410-880-0889	438	7	Education testing	47 1	\$19,500-\$35,000	8 percent-9 percent	1.5 percent	Franchise development department 800-284-8214	1979 1980
(n/a)	7.	COVERALL OF WASHINGTON, D.C. INC. <sup>3</sup> 1604 Spring Hill Road, Suite 310 Vienna, Va. 22182 703-556-0505	317	0	Commercial cleaning	n/a n/a	\$3,250-\$33,600	5 percent	2 percent	Don Diddle 703-556-0505 Thomas I. Gilliland 410-964-1515	1989 1989
(6)	8.	GENERAL BUSINESS SERVICES <sup>4</sup> 7134 Columbia Gateway Drive Columbia, Md. 21046 410-290-1040	310	0	Business consulting	50 1	\$25,000	Varies	n/a	Delray Lefevre 817-756-2122	1962 1962
(10)	9.	SUBWAY DEVELOPMENT CORP. OF WASHINGTON 6116 Executive Blvd., Suite 155 Rockville, Md. 20852 301-770-6160	290	0	Sandwich shops	3 1	\$10,000	8 percent	2.5 percent	Ellen Cole Edwards 301-770-6160	1979 1979
(n/a)	10.	CENTURY 21 OF THE MID-ATLANTIC STATES 7601 Lewinsville Road, Suite 400 McLean, Va. 22102 703-821-3121	235	0	Real estate	50 8	\$17,500	2 percent-6 percent	2 percent	Rick Del Sontro 800-325-2121	1973 1973
(9)	11.	MARRIOTT CORP. <sup>5</sup> Marriott Drive Washington, D.C. 20058 301-380-9000	199	412	Hotels	Varies Varies	Varies	Varies	Varies	Varies <sup>6</sup>	1927 Varies
(n/a)	12.	SONITROL CORP. 1800 Diagonal Road, Suite 180 Alexandria, Va. 22314 703-684-6606	165	25	Electronic security	38 3	\$20,000-\$50,000	2.5 percent	3.1 percent	Christopher W. Cobb 703-684-6606	1965 1966
(16)	13.	COMPUTERTOTS 10132 Colvin Run Road Great Falls, Va. 22066 703-759-2556	121	1	Computer education primarily for young children	38 0	\$23,900	6 percent	1 percent	George M. Palmer 703-759-2556	1983 1989
(13)	14.	STUCKEY'S CORP. 4601 Willard Ave. Chevy Chase, Md. 20815 301-913-9800	113	0	Gift and candy shop, restaurant, gas station	30 0	\$2,500	1 percent	0.1 percent	Charles Rosencrans 301-913-9800	1937 1940
(n/a)	15.	ERA REGION I 4900 Seminary Road, Suite 204 Alexandria, Va. 22311 703-671-6663	98	n/a	Real estate services	5 n/a	Flat fee system	n/a	n/a	Stewart Wilson 703-671-6663	1972 1972
(n/a)	16.	INTERSTATE DAIRY QUEEN CORP. 4601 Willard Ave. Chevy Chase, Md. 20815 301-913-5923	97	0	Soft serve and dipped ice cream, yogurt and fast food	27 0	\$25,000	4 percent	3 percent-5 percent	Walter S. Tellegen 301-913-5923	1977 1938
(14)	17.	UNITED COUPON CORP. 8380 Alban Road Springfield, Va. 22150 703-644-0200	93	0	Cooperative direct mail advertising	24 0	\$12,900+	n/a	n/a	Leon Zajdel 800-368-3501	1981 1982
(n/a)	18.	RE/MAX CENTRAL ATLANTIC REGION 6707 Democracy Blvd. Bethesda, Md. 20817 301-564-9681	87	0	Real estate	4 n/a	\$20,000	One-fifth of monthly management fee	\$75/month per sales associate	Darko Kapelina 301-564-9681	1973 1975
(15)	19.	JERRY'S SUBS & PIZZA 15942 Shady Grove Road Gaithersburg, Md. 20877 301-921-8777	83	1	Self service/take-out sub and pizza restaurant	6 0	\$25,000	5 percent	3 percent	Kathleen McDonald 301-921-8777	1954 1981
(n/a)	20.	JANI-KING OF WASHINGTON, D.C. INC. <sup>7</sup> 8245 Boone Blvd., Suite 708 Vienna, Va. 22182 703-734-2700	69	0	Janitorial services	n/a n/a	\$2,500-\$14,000	10 percent	1 percent	Neil Matthews 703-734-2700	1989 1989
(18)	21.	TAKEOUT TAXI FRANCHISING SYSTEMS INC. 1175 Herndon Parkway, Suite 150 Herndon, Va. 22070 703-689-4800	66	2	Multiple restaurant delivery and marketing company	22 0	5,000	4 percent	2 percent	Keith Beaver 800-374-3773	1987 1991
(17)	22.	UNIGLOBE TRAVEL (MID-ATLANTIC) <sup>8</sup> 4800 Montgomery Lane, Suite 880 Bethesda, Md. 20814 301-654-8080	65	0	Travel agencies	6 0	\$2,500-\$47,500	5 percent-10 percent	\$706 per month	Michael McDowell 301-654-8080	1986 1986
(19)	23.	CANDY EXPRESS INC. 8601 Georgia Ave., Suite 501 Silver Spring, Md. 20910 301-587-5500	51	4	Candy retailer	15 2	\$25,000	6 percent	1 percent	Joel Rosenberg 301-587-5500	1988 1989
(20)	24.	WILD BIRD CENTERS OF AMERICA INC. 7687 MacArthur Blvd. Cabin John, Md. 20818 301-229-9585	37	1	Bird feeding specialty retailer	14 2	\$18,500	3 percent-4.5 percent	n/a	George Petrides 800-WILDBIRD	1985 1990
(n/a)	25.	UNIVERSITY PAINTERS INC. 630 N. Washington St. Alexandria, Va. 22314 703-548-6336	27	0	Painting	4 1	n/a	Varies	n/a	Josh Jablon, Dave Zier 703-548-6331	1990 1990

<sup>1</sup> This list includes franchisors who have their regional headquarters in the metro area.

<sup>2</sup> Includes lessee dealer operations only.

<sup>3</sup> Information includes figures for Coverall of Maryland, located at 5550 Sterrett Place, Suite 300, Columbia, Md. 21044 These are regional headquarters for Coverall North America Inc., based in San Diego, Calif.

<sup>4</sup> Formerly Leadley, Gunning & Culp International Corp.

<sup>5</sup> Includes all Marriott full service hotels, resorts and suites, and Residence, Courtyard and Fairfield Inns.

<sup>6</sup> Rich Palmer (Courtyard/Fairfield) 301-380-2616; Jerry O'Neill (Residence) 301-380-3853; Bjorne T. Berntsen (Hotels, resorts & suites) 301-380-7632

<sup>7</sup> Regional headquarters for Jani-King International Inc., Dallas.

<sup>8</sup> Regional headquarters for Uniglobe. Worldwide headquarters are in Vancouver, British Columbia.

n/a - not applicable

Source: Individual franchisors and FranData, a franchise research, analysis and document retrieval company located at 1155 Connecticut Ave. NW, Suite 275, Washgton, D.C. 20036, phone 202-659-8640

Information included in this list is believed to be accurate as of press time. While every attempt is made to ensure the thoroughness and accuracy of the list, omissions and typographical errors sometimes occur.

Please send additions and corrections on company letterhead to Gail Lawyer, Researcher, Washington Business Journal, 2000 14th Street North, Suite 500, Arlington, Va. 22201.

Researched by Gail Lawyer