SharpSheets Franchise Investment Return Benchmarks

SSRI Methodology + Full Data — 27 Brands, 5 Segments

SharpSheets Editorial Team | Last Updated: October 2026 | sharpsheets.io

About This Document

This PDF accompanies the SharpSheets research report *Franchise Investment Return Benchmarks by Segment: QSR, Home Services, Fitness, Senior Care, and Education*. It documents the full methodology for the SharpSheets Segment Return Index (SSRI) and provides the complete brand-level data tables for all 27 brands analyzed. The companion CSV file includes all raw inputs and derived SSRI figures in machine-readable format.

This document is freely citable with attribution to SharpSheets (sharpsheets.io). For FDD fee structures, Item 7 cost breakdowns, and Item 19 raw disclosures, visit FranchisePayback.com.

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1. Methodology: SharpSheets Segment Return Index (SSRI)

1.1 Formula

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SSRI = (Median Disclosed Revenue × Segment Net Margin Benchmark) ÷ Midpoint Initial Investment
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The SSRI represents estimated annual owner income as a proportion of the midpoint initial investment. An SSRI of 1.0 means the franchise returns its full investment cost in owner income within one year at median disclosed revenue. An SSRI of 0.10 implies a 10-year payback timeline.

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Payback Period (years) = 1 ÷ SSRI. Equivalently: Midpoint Investment ÷ (Median Revenue × Net Margin Benchmark).
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1.2 Component Definitions

Median Disclosed Revenue (Item 19 AUV): Average or median annual unit volume from the most recently filed FDD Item 19 financial performance representation. Where Item 19 is not disclosed (noted in data tables), SharpSheets supplements with segment-level AUV benchmarks from the IFA Annual Franchise Economic Report and BLS NAICS industry revenue data.

Segment Net Margin Benchmark: Operating net margin (after all operating expenses including royalties but before owner's compensation draw) derived from: (1) BLS Quarterly Census of Employment and Wages by NAICS code; (2) IFA Annual Franchise Economic Report 2024–2025; (3) U.S. Census Bureau Annual Survey of Entrepreneurs. These are benchmarks, not guarantees — individual unit performance varies.

Midpoint Initial Investment: Simple midpoint of the Item 7 initial investment range (low + high) ÷ 2, as disclosed in the most recent FDD.

1.3 Net Margin Benchmarks by Segment

Segment	NAICS Code	Net Margin Benchmark	Primary Source

Quick Service Restaurant (QSR)	722513	8%	IFA / BLS NAICS
Home Services / Restoration	561700	25%	IFA / Census ASE
Senior Care (In-Home)	621610	22%	BLS / IFA
Fitness / Boutique Fitness	713940	15%	IFA / Census ASE
Education — Tutoring Centers	611691	18%	IFA / BLS
Education — Childcare Centers	611691	10%	IFA / State licensing data

Note: Childcare centers carry a lower benchmark than tutoring centers due to higher regulatory, staffing ratio, and facility compliance costs embedded in the NAICS 611691 data.

1.4 Limitations and Caveats

• SSRI is a screening metric, not a guarantee of returns. Actual owner income depends on unit location, operator skill, local market conditions, ramp time, and financing structure.

• Brands with high SSRI scores are not necessarily better investments — high-SSRI segments (senior care, home services) often carry labor-intensity, geographic density limits, and owner-operator requirements that affect scalability.

• Chick-fil-A's SSRI of 2.03 reflects its unique operator model (Chick-fil-A retains ownership; operators invest ~$10K–$50K) and is excluded from QSR segment medians to avoid distortion.

• All data is sourced from publicly available FDD filings and published benchmark reports. FDD Item 19 data reflects the most recently available disclosure at time of analysis (Q3 2026).

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2. Brand-Level SSRI Data

2.1 Quick Service Restaurant (QSR) — Net Margin: 8% | NAICS 722513

Brand	Median AUV	Inv. Midpoint	SSRI	Payback	Item 19
McDonald's	$2,600,000	$2,610,000	0.080	12.5 yrs	Yes
Chick-fil-A*	$8,700,000	$342,500	2.031*	0.5 yrs*	Yes
Subway	$422,000	$260,000	0.130	7.7 yrs	Yes
Jersey Mike's	$1,100,000	$460,000	0.191	5.2 yrs	Yes
Wingstop	$1,380,000	$410,000	0.269	3.7 yrs	Yes
Raising Cane's	$3,900,000	$3,150,000	0.099	10.1 yrs	Yes
Dutch Bros	$1,050,000	$600,000	0.140	7.1 yrs	Yes
SEGMENT MEDIAN†	**$1,380,000**	**$460,000**	**0.141**	**7.1 yrs**	

* Chick-fil-A uses a unique operator model (CFA retains ownership). Excluded from segment median. † Median calculated on 6 traditional franchise brands (excluding Chick-fil-A).

2.2 Home Services / Restoration — Net Margin: 25% | NAICS 561700

Brand	Median AUV	Inv. Midpoint	SSRI	Payback	Item 19
ServiceMaster Restore	$760,000	$255,000	0.745	1.3 yrs	Partial

Neighborly (Aire Serv)	$1,300,000	$175,000	1.857	0.5 yrs	Yes
1-800-PACKRATS	$875,000	$350,000	0.625	1.6 yrs	Partial
College Hunks	$1,650,000	$255,000	1.618	0.6 yrs	Yes
Paul Davis Restoration	$2,100,000	$310,000	1.694	0.6 yrs	Yes
Mosquito Squad	$416,000	$100,000	1.040	1.0 yrs	Yes
SEGMENT MEDIAN	**$1,087,500**	**$255,000**	**1.380**	**0.7 yrs**	

Partial Item 19 disclosures supplemented with IFA home services benchmark AUVs.

2.3 Senior Care (In-Home) — Net Margin: 22% | NAICS 621610

Brand	Median AUV	Inv. Midpoint	SSRI	Payback	Item 19
Home Instead	$900,000	$130,000	1.523	0.7 yrs	Yes
Right at Home	$735,000	$97,000	1.665	0.6 yrs	Yes
BrightSpring	$1,100,000	$195,000	1.241	0.8 yrs	Yes
Comfort Keepers	$825,000	$118,000	1.538	0.6 yrs	Yes
Senior Helpers	$680,000	$74,000	2.019	0.5 yrs	Yes
SEGMENT MEDIAN	**$825,000**	**$118,000**	**1.538**	**0.6 yrs**	

All 5 senior care brands disclosed Item 19 data. Median SSRI 1.538 = payback in ~7.8 months.

2.4 Fitness / Boutique Fitness — Net Margin: 15% | NAICS 713940

Brand	Median AUV	Inv. Midpoint	SSRI	Payback	Item 19
Planet Fitness	$2,300,000	$3,870,000	0.089	11.2 yrs	Yes
Club Pilates	$650,000	$301,500	0.323	3.1 yrs	Yes
Crunch Fitness	$3,200,000	$2,650,000	0.181	5.5 yrs	Yes
Pure Barre	$380,000	$197,500	0.289	3.5 yrs	Yes
Burn Boot Camp	$520,000	$425,000	0.183	5.5 yrs	Yes
SEGMENT MEDIAN	**$650,000**	**$425,000**	**0.183**	**5.5 yrs**	

Widest intra-segment SSRI spread: Club Pilates (0.323) to Planet Fitness (0.089). Investment range from $197K (Pure Barre) to $5.1M (Planet Fitness).

2.5 Education — Net Margin: 18% (Tutoring) / 10% (Childcare) | NAICS 611691

Brand	Median AUV	Inv. Midpoint	SSRI	Payback	Margin	Item 19
Kumon	$280,000	$73,000	0.690	1.4 yrs	18%	Yes
Mathnasium	$310,000	$113,500	0.491	2.0 yrs	18%	Yes
Sylvan Learning	$460,000	$193,500	0.428	2.3 yrs	18%	Yes
Huntington Learning	$395,000	$200,000	0.356	2.8 yrs	18%	Yes
Kiddie Academy	$1,650,000	$4,250,000	0.039	25.8 yrs	10%	Yes
Primrose Schools	$4,200,000	$5,475,000	0.077	13.0 yrs	10%	Yes

MEDIAN (Tutoring)	$352,500	$153,500	0.439	1.9 yrs	18%	
MEDIAN (Childcare)	**$2,925,000**	**$4,862,500**	**0.060**	**16.7 yrs**	**10%**	

Education segment split into two sub-segments due to fundamentally different investment and margin structures. Childcare net margin uses 10% due to higher regulatory staffing and facility requirements.

3. Cross-Segment SSRI Summary

Segment	Brands Analyzed	Median SSRI	Payback Period	Median Investment	SSRI Rating
Senior Care	**5**	**1.99**	**~5 months**	**$118,000**	★★★★★
Home Services	**6**	**1.38**	**~9 months**	**$255,000**	★★★★■
Education — Tutoring	4	0.72	~1.4 yrs	$153,500	★★★■■
Fitness	5	0.183	~5.5 yrs	$425,000	★★■■■
QSR	7	0.141	~7.1 yrs	$460,000	★★■■■
Education — Childcare	2	0.060	~16.7 yrs	$4,862,500	★■■■■

Table 6: Cross-segment SSRI comparison. Senior Care and Home Services lead on capital efficiency. Education Childcare and QSR carry the highest investment-to-return ratios.

4. Data Sources and Citations

- International Franchise Association (IFA). Annual Franchise Economic Report 2024–2025. ifa.com
- U.S. Bureau of Labor Statistics. Quarterly Census of Employment and Wages (QCEW) by NAICS code. bls.gov/cew
- U.S. Census Bureau. Annual Survey of Entrepreneurs (ASE) — latest available year. census.gov/ase
- Individual Franchise Disclosure Documents (FDDs) — Item 7 (Investment) and Item 19 (Financial Performance Representations). Sourced from FranchisePayback.com and state FDD registries.
- SharpSheets Editorial Team. Franchise Payback Period Analysis. sharpsheets.io/blog/franchise-payback-period/
- SharpSheets Editorial Team. QSR Franchise Owner Income. sharpsheets.io/blog/qsr-franchise-owner-income/
- SharpSheets Editorial Team. Fitness Franchise Owner Income. sharpsheets.io/blog/fitness-franchise-owner-income/

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