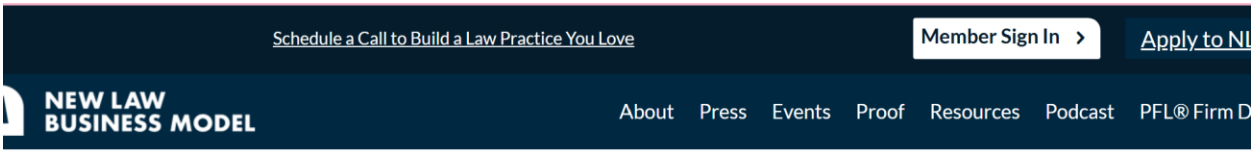
Alexis Martin Neely confirming she is selling a franchise:



Ali Katz:
And so it could feel scary, it could feel uncomfortable, it could feel counter to everything you've learned about credit. Yes. PFL business owners must understand this is analogous to a franchise in which they're investing. And I often like to say that about what we've created here. What we've created here for you is intended to be all the best parts of a franchise without the worst parts, the best parts, like the economies of scale, like the systems and frameworks. But you get to stay independent. Now you staying independent doesn't mean that you should invest two and a half million dollars in a McDonald's, which is what is recommended for a franchise of McDonald's, which is amazing, and then tries to figure out how to make a better burger. Now, we want you to actually make a better burger eventually, because to me that becomes like you're all super smart, you're all super creative. Together we can rise even higher, but you've got to get those fundamentals. NewLaw has designed a proven model. Deviate from it at your peril, but you can deviate from it after you've mastered the fundamentals. So I just want you to stick with the fundamentals at first.