

# Good Franchise Attorney for a Franchisee or Franchisor?

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*Article by: Lance Winslow*

Recently a gentleman wanted a good referral for a franchise attorney and I was contacted because I am a Co-Author of; Franchising 101; own Franchising.org and am the retired Founder of a Franchising Company. Certainly I have met a few franchise attorneys in my day? Could I recommend one? The better question would I recommend a Good Franchise Attorney?

What an oxy-moron. Good Franchise Attorney? Maybe a wealthy franchise attorney, but good; Ha? Whose team are they on; their own team; making a buck. That is what good franchise attorneys do. Make a buck. That is why they are in business as attorneys in the first place. Yet every buck made by a franchise attorney must either come from the franchisor or the franchisee. That is money that a franchisor could use to promote goodwill, brand name recognition, advertising, training, R & D, or acquisitions, which helps franchisees? Or in the case of a franchisee, that money could be used for college tuition, additional units, retirement fund or home renovations.

An attorney that cares about the needs of franchisees; very few although I have met a few; let's face it attorneys are the most self-serving creatures on the planet, so we should not kid ourselves. An attorney, which helps franchisors? Yes, if it guarantees them future billable hours. You see the truth of the matter is there is no such thing as a "good attorney" whether they be in the franchising sector or not. Personally if I were god, I'd send them all to hell immediately. So, consider this in 2006.Lance Winslow - Online Think Tank forum board. If you have innovative thoughts and unique perspectives, come think with Lance; [www.WorldThinkTank.net/wttbbs/](http://www.WorldThinkTank.net/wttbbs/)