



The Franchise News Briefs

By Karsten Strauss | August 17, 2018

Famous faces make great brand ambassadors. In the world of sport and fitness, few are as recognizable as the legendary – and [very wealthy](#) – former boxer Floyd Mayweather Jr. Last summer it was announced that he would be [launching a training app](#) promising to put users through the fighter’s own workout regimen, followed by a brick and mortar gym concept. Mayweather also said the business would eventually look to sell franchise rights for gym.

Most recently the cost structure of the franchise concept [has come to light](#): turning an existing gym into a Mayweather Boxing + Fitness franchise would cost \$70,000, while setting one up from scratch is expected to cost \$200,000. New franchisees will pay a one-time \$25,000 franchise fee and be required to pay 6% of income to the home office.

In a recent release from his company, Mayweather Jr. said he will waive the franchise fee for existing qualified gyms seeking to become franchisees.

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Pro Athletes Expanding Into Franchises

In that same vein, earlier this summer former NBA player (and former Kim Kardashian spouse) Kris Humphries [signed on as a franchisee](#) with Crisp & Green, a fast-casual healthy-for-you restaurant concept, which will find the former Atlanta Hawk setting up stores in Minnesota, where he was born. Humphries is not new to franchise-life as he is already co-owner of several Five Guys hamburger restaurant locations.

New York Jets linebacker Kevin Minter is also getting into the franchise game. In collaboration with attorney Walter Booth – co-founder of Jones, Steele & Booth – Minter will be [opening up two locations](#) of The Joint Chiropractic, a chiropractic franchise, just outside of Atlanta in Gwinnett county, where the football player was born and raised.

Dwyer Group Acquires Mosquito Joe

The Dwyer Group, a franchise-heavy holding company based in Waco, Texas, [announced](#) earlier this week that it has acquired Mosquito Joe, a mosquito control firm headquartered in Virginia. Dwyer has a history of investing in brands that offer services and products that focus on commercial and residential maintenance. Companies already in Dwyer’s portfolio include Mr. Rooter, Window Genie and Portland Glass.