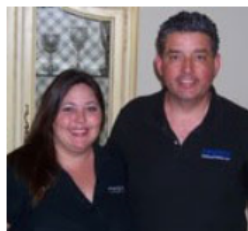


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## From California to Florida, our life adventure

**Sam and Penny Torres -**  
**Location:** Tampa**Name:** Sam and Penny Torres**Location:** Tampa, Florida**Franchise:** Fibrenew**Why did you choose franchising? And Fibrenew Franchise?**

Penny and I moved from a not-so-safe part of Southern California to Florida because we wanted our children to be raised in a safe environment. We also wanted to start a business, but had no idea how. Penny and I knew we would have the most success working through a franchise, and Fibrenew was the best choice for us. Fibrenew's cost, low overhead, profitability and low royalties were all very attractive to us.

**What did you do before buying your franchise?**

I (Sam) was a sales rep. for 13 years for Farmer Brothers Coffee Company located in Southern California, and Penny was an at home mom.

**How did you raise the finance to buy your Fibrenew franchise?**

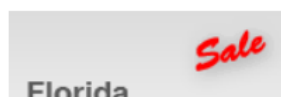
We sold our home in California and used some of the equity to purchase our franchise.

**What training and support did you receive initially and on an ongoing basis?**

Our training started with an intensive two week training session in Calgary, Alberta, Canada. After the training, I decided I wanted a little more experience under my belt before I went out on my own. Fibrenew understood my needs, and made accommodations for me to stay in Canada an extra week to ride along with my awesome trainer, Dan Danforth. That's when I realized Fibrenew International was more than a franchisor, but a family. They are always looking out for my best interest.

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We also have a group of experienced technicians called the "Fist Team" we can call anytime to ask questions. I call my Fist Team member, Dan Hoffman, who lives in Oregon, all the time, and we call each other up just to chat all the time. We have become really good friends.

At Fibrenew, we have a "Tech Library" intranet where all the Fibrenewers go to and help each other out by sharing our own experiences. Fibrenew International keeps upgrading everything at no cost to the franchisees. If we have any questions, we call the head office and they will actually help us out with a smile on. We can't stop bragging about our franchise to everyone, and it shows. We are a happy family with an awesome business concept.

#### **What is an average day like for you?**

For 6 years Penny has helped me run the business through technical work, phone calls, scheduling, billing, etc. One month ago Penny started homeschooling our two youngest children (Katelyn 14) and (Hannah 11). It was difficult juggling an office and homeschooling. This is the first official week that Penny is has served as my silent partner. She spends all day with our children, and a typical day for me involves going to 2-3 customers' homes or businesses and doing repairs, soliciting prospects, checking and responding to emails and phone calls, etc. I also go to a business networking group on Tuesda mornings.

#### **What challenges have you faced?**

When we started 6 years ago, things were great, but we lost a lot of business during the recession. Car dealerships closed down, and people just didn't want to spend any money on repairs. We struggled against letting people's fear of the economy dictate our prices and worth. Thankfully, with the support of a few Fibrenew mentors (Jake Jacobson & Dan Hoffman), we were taught to prequalify each customer to make sure it is a good fit for them and for us. Our customers now treat us with more respect because we have proven to them it is more cost effective to renew their leather furniture or interiors of cars than to replace them. People are more than pleased to have us resolve their leather issues on site, same day, as our results far surpass industry standards and their expectations.

#### **Has becoming a franchisee changed your life, if so how?**

One thing we love about Fibrenew is that we are not bound to a strict schedule with our business. We can schedule our appointments around family events, vacations, and doctor visits. My wife, once again, can spend time with the children, and I get home at a reasonable hour. I was working longer hours for less pay at my last job.

#### **What advice would you give to someone thinking of buying their first franchise?**

Make sure you are signing up with a franchise that has happy franchisees. Call plenty of them and ask them what they like and dislike about their franchise. Many franchisors charge franchisees a percentage of royalties regularly, but Fibrenew franchisees only

pay one flat rate every month, which means the more you make, the lower the percentage of your profits go to royalties. I call that a win, win situation.

**What are your plans for the future? Would you do it again?**

Penny and I plan to keep running Fibrenew hands-on, adding a few employees when the time is right. We also want to use our business to serve as a blessing to the people of our community by creating good jobs.

Our vision is to, one day, have or help a nonprofit organization for the hurting, addicted, homeless and jobless. This opportunity will be designed to help them gain freedom, strength, knowledge & support in all areas of their lives, helping them reestablish dignity and confidence to live a healthy and sustained life.

We realize this is a big venture to take on, on our own, but we believe Fibrenew Tampa will be an integral part of helping with the financial start up. Just as we gained family and support through Fibrenew International and other franchisees, we can also foresee a team of people in this community centered vision that has been put on our hearts. We know it's possible because owning our own business was once just a dream as well.

Penny & I were the first in both our families to have a business and enjoy it's benefits, but we are definitely not the last!  
We know it's possible because owning our own business was once just a dream as well.

Penny & I were the first in both our families to have a business and enjoy it's benefits, but we are definitely not the last!

Our Son (Samuel Ryan, 21), is interested in starting a business one day. Right now, he is in school taking business classes. Due to the freedom I have experienced through owning my own business, he also wants to work for himself and serve the community.

Our oldest daughter (Kimberly, 19), has learned much by helping with the business, and I know that whatever she does, her experience with our business has given her a great head start. Kimberly understands the mindset of being a business owner with a great team. She was blessed last year from many Fibrenew franchisees and Fibrenew International employees who all invested in her trip serving in India at orphanages and hospitals. Our children have seen and know the benefits of small business and the Fibrenew family. We have all grown and gained so much through this adventure, and it's not over yet!

In answering the last question: Yes, we would buy into Fibrenew again without hesitation.

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