

**For Immediate Release**

## **Small Consulting Firms Takes On Giant Franchisors**

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Prestige Framing Academy, LLC has just taken on the giants. With the publication of its new White Paper report entitled “10 Reasons Why NOT to Buy a Franchise”, the small consulting firm issues a warning to all prospective franchise purchasers. The report, which is available as a free download from the company’s web site (<http://www.framingacademy.com>) enumerates the pitfalls of franchise ownership.

“In all of my years working in small business,” states Stuart M. Altschuler, principal of Prestige Framing Academy, LLC and PFA Consulting, “I have seen good, hard working people struggle to make a living using the franchise business model.” This paper, using research from the Small Business Administration, The Wall Street Journal, and other sources, highlights the main problems with franchising. “All potential franchisees will be better informed after they have read this important report”, says Altschuler.

Prestige Framing Academy, LLC is a full service business consulting firm specializing in the picture framing industry. Major efforts include both new shop start-up as well as new departments

within existing business, shop operations planning and implementation, systems work, and marketing. Prestige also works with industry vendors providing market strategy, new product development, and sales training. Consulting services are provided on a project basis, with pricing determined by assignment magnitude. The principal of Prestige Framing Academy, LLC is Stuart M. Altschuler, CPF®, GCF a third generation framer.

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For more information contact:

Stuart M. Altschuler

Prestige Framing Academy, LLC

[http://www.framingacademy.com/about\\_media.php](http://www.framingacademy.com/about_media.php)

(617)285-0855

We are always available for comments as an expert in the fields of picture framing, home furnishing, color trends, preservation and conservation, and woodworking.