

GUTTER GENIUS FEATURED ON SMALL BUSINESS PODCAST STARTUP BIZCAST - SEPTEMBER 2007

SHOW NOTES:

In small business you can't just rest on your laurels once you've built a successful organization. It's best to make moves that will help it continue to grow. This growth can take a number of forms, including expansion to new locations, expansion of existing locations, selling dealerships, and selling franchises. In episode 14 of Startup BizCast, the [small business advice podcast](#) that's shorter than your coffee break, we discuss the last of those options — franchising.

My guest this week is Rob Gardner, who has worked for the last 10 years with a variety of companies to help them plan and execute their franchising plans. Currently he's the VP of Franchise Development for Gutter Genius, a Richmond, Virginia-based firm that manufactures and installs metal gutter protection products. Gutter Genius has already sold a number of dealerships and is taking steps to begin selling franchises.

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Other links mentioned in this week's episode:

[Gutter Genius](http://www.guttergenius.com) (www.guttergenius.com)

[How to Franchise Your Business](#) (A franchising checklist found at AllBusiness.com)

Startup BizCast is produced by EndGame PR Podcast Production. For more information on how your business can take advantage of the social media revolution, visit the [podcast production](#) on the EndGame PR website.

Startup BizCast's theme music is "Dangerous Toys" by [George Fletcher's Bourbon Renewal](#). The full version, along with other music by the same artist, can be downloaded at [Podsafe Music Network](#).