



**Ken M. Hollowell**  
**Founder, CEO/President**  
**National Franchise Services, Inc.**  
**Profran Consultants, Inc.**

**Author • Lecturer • Consultant • Business Coach • Expert Witness**  
**Franchise Developer • Marketer • Trainer • Private Funding**

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Ken Hollowell is considered a leading consultant, developer and marketer in the field of franchising with over 30 years experiences having consulted with well over 2,000 individuals and company owners. A few of the companies Mr. Hollowell consulted with are *Merry Maids, Lizo's Spaghetti Vendors, Dick Clark's American Bandstand Grill, Bill Johnson's Big Apple, New Home Star, Kathy Steven's Childscapes, Tee It Up Today, Palapa's Surfside* and hundreds more.

Through National Franchise Services, Inc., Mr. Hollowell primarily works with startup companies expanding into the industry of franchising by assisting them in establishing the right business structure, creating the brand, funding their projects with as much as one million dollars through private placement offerings, and launching the franchise system within as little as forty-five days.

Mr. Hollowell established Profran Consultants, Inc. as a marketing company and launched it as a franchise network of offices to handle the promotions of funding, consulting with both buyers and developers, marketing franchises and bringing new franchise development clients into National Franchise Services.

As a public speaker on the subject of franchising, few can compare with the knowledge and experiences Mr. Hollowell has acquired over the years. Having lectured for the Federal Trade Commission for nearly 6 years he gained the respect of many of his colleagues. Organizations like S.C.O.R.E., Learning Annex, Small Business Administration and many franchise show promoters have utilized his abilities to inform and educate the general public on franchising.

Many attorneys rely on Mr. Hollowell for his marketing skills and abilities to create franchise disclosures that are highly marketable to potential franchisees. Having sold well over two hundred million dollars in franchises over the last 35 years, Mr. Hollowell understands how to teach the specific methods on franchise marketing and sales along with the necessary training program that a franchisor must have for the franchisees.

One of the most important talents is in his ability to structure the franchise disclosure document. Since Mr. Hollowell is called upon by lawyers as an expert witness in franchising he knows the importance of a document that does not create litigation for the franchisor. To date, Mr. Hollowell has never lost a case he was brought into as an expert witness.

Mr. Hollowell continues to write articles on franchising and is frequently interviewed by reporters for upcoming franchise articles for magazines and newspapers. For several years, Mr. Hollowell hosted a successful radio talk show and often appeared on television to discuss franchising. Although today Mr. Hollowell much prefers conducting franchise and funding seminars that enables him to answer specific questions an audience might have he still lectures worldwide.

Outside the field of franchising, Mr. Hollowell is the former CEO of the Los Angeles Music Awards and former President of M8 Film Productions. Mr. Hollowell is invited to numerous Board of Directors which he presently sits on fourteen and Chairs six.